

**YOUR PROFITS**

Generations of business and leisure travelers have relied on the Best Western® brand to consistently meet their expectations for comfort, service and great value. Now the opportunity to develop an upper-midscale BEST WESTERN PLUS® hotel that enhances the traditional Best Western guest experience is a real game-changer for the brand, and you. BEST WESTERN PLUS gives you the ability to immediately enter a more affluent segment of the travel market with greater revenue potential, while leveraging the universal appeal of the most recognized name in the lodging industry.



**MAKE AN ENTRANCE TODAY**

There has never been a better time to align with the tremendous brand power and unrivaled performance of Best Western International. With a storied history of solid growth and superior profits, Best Western® continues to strengthen its leadership position with an aggressive redefinition of its legendary brand while remaining true to its core values. Today's Best Western offers new opportunities in new markets for new developers across our entire product line. To learn about all the advantages of adding a BEST WESTERN PLUS® hotel to your investment portfolio, contact us today.



The World's Largest Hotel Chain®

[bestwesterndevelopers.com](http://bestwesterndevelopers.com) | 800.847.2429

\*Numbers are approximate and can fluctuate. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2013 Best Western International, Inc. All rights reserved.

**Move Up**



**BEST WESTERN PLUS®**

Each Best Western® branded hotel is independently owned and operated.

## EXTRAS THAT GIVE YOU THE ADVANTAGE

Our upper mid-scale BEST WESTERN PLUS® offers your guests many meaningful extras. From stylish, well-appointed rooms to modern amenities, every BEST WESTERN PLUS is thoughtfully designed to meet the needs of both business and leisure travelers. Relevant extras include an in-room working desk, flat screen television, in-room mini-fridge, and much more – all to keep your guests comfortable, productive, and coming back to your hotel.

A BEST WESTERN PLUS hotel puts you in the enviable position to attract business and leisure travelers ready to spend more on an enhanced stay, but who still expect an appealing price point from a brand they have always counted on to deliver exceptional value.

Today there are more than 1,100 BEST WESTERN PLUS hotels worldwide – the result of a highly strategic and vigorously recognized brands in the world.

## BEST WESTERN PLUS HOTELS NORTH AMERICA

QUICK FACTS (as of 12/31/2012)

NUMBER OF HOTELS	872
AVERAGE ROOMS PER HOTEL	91
ADR	\$98.46
REVPAR	\$62.50

Sources: STR Global and Best Western International



### BEST WESTERN PLUS HOTEL AMENITIES INCLUDE:

- *Classic or contemporary exterior and welcoming lobby*
- *Upgraded interiors and stylish bath amenities*
- *Complimentary breakfast in an enhanced dining area*
- *Convenient in-room mini-refrigerator*
- *Spacious work desk in-room*
- *Complimentary high-speed Internet*
- *In-room coffee and tea maker*
- *Fitness center*
- *Business center*
- *On-site guest laundry and/or same-day dry cleaning services*



## THE EVOLUTION OF AN ICONIC BRAND

With more than 4,000 Best Western branded hotels worldwide\*, Best Western International is The World's Largest Hotel Chain.®

The opportunity to earn more and diversify your investments is now possible under the iconic Best Western name with the recent addition of BEST WESTERN PLUS® and BEST WESTERN PREMIER® hotels to the global portfolio of traditional BEST WESTERN® properties.

Now is the perfect time to put the expanded product line and legendary performance of the industry's global powerhouse to work for you to deliver unprecedented consumer demand at a lower cost with a superior Return On Investment.



## LOWER FEES, GREATER PROFITS

Best Western's fee structure lets you keep more of what you earn. Our highly competitive fees make a BEST WESTERN PLUS one of the smartest investments in the hospitality industry today.

### BEST WESTERN PLUS

Brand	Annual Fee Comparison as a Percent of Total 200 Room Revenue
BEST WESTERN PLUS®	5.4%
FAIRFIELD INN & SUITES®	8.9%
LA QUINTA INN & SUITES®	10.2%
HOLIDAY INN®	11.6%
COMFORT INN & SUITES®	12.0%
HAMPTON INN & SUITES®	12.2%
HOLIDAY INN EXPRESS®	12.6%

Source: HVS 2013 International Hotel Franchise Fees Analysis Guide (10-Year Cost)

## DESIGNED TO BE DIFFERENT

Best Western offers you the flexibility to build your BEST WESTERN PLUS with a one-of-a-kind personality. Simply meet our basic standards and you're free to build the Best Western hotel that best matches your locale, market and investment goals.

Best Western maximizes your investment's value while minimizing your time to market with our full range of cost-efficient design services, allowing you to focus on your big-picture ROI instead of worrying about every little design detail.

## DRIVING GLOBAL SALES HOME

Behind every Best Western® branded hotel is a powerful business engine that continually leverages the power of our massive global infrastructure to maximize revenue delivery, capitalize on new opportunities, and increase your earning potential.

Our Sales and Marketing team works for you to develop targeted marketing through all traditional and new media outlets. Now with our recently expanded marketing budget and sales force, new key marketing partners, and launch of breakthrough initiatives, you can count on Best Western for an accelerated delivery of more room nights to your property.

Just some of the high-profile partnerships Best Western International has established to increase revenue for our hotels include AAA/CAA, Harley-Davidson®, Michael Waltrip Racing®, Cesar Millan® (The Dog Whisperer™), and the Disney Channel.®

A winning sales culture is absolutely essential - one that is alive, vibrant and active at every Best Western hotel. A winning sales culture has a distinctive characteristic - it is supported by people who are passionate about sales, who recognize and seize on opportunities to grow the business, and who want to "expand the circle" so that everyone at the hotel has a role in successful sales efforts each and every day.

## LOYALTY HAS ITS REWARDS

Best Western Rewards® customer loyalty program is the fastest growing in the industry with sales over \$1 billion annually and contributing nearly 35 percent in revenue to Best Western branded hotels in North America. Well over 16 million loyal guests drive higher ADRs and provide cost-effective marketing opportunities that efficiently deliver incremental and repeat business to every Best Western property.

## KNOWLEDGE IS POWER

Best Western provides the tools and training to make your staff more productive, and your job easier. Our Education and Training team is a powerful resource that offers instructor-led workshops and seminars on all facets of hotel operations and management. In addition, all Best Western hotels are enrolled in our online Guest Satisfaction Survey which rewards guests for participating. It provides you with valuable feedback you can act upon immediately to ensure guests continue to enjoy the best experience possible at your hotel.

## GREATER PURCHASING POWER

BEST WESTERN PLUS® owners can take advantage of the tremendous collective buying power of our Best Western Supply Department. Made up of more than 500 Best Western-approved quality suppliers, you can choose from a full range of products that best meet your needs and budget. Our supply team consultants will help you secure exactly what you need at the lowest possible price.

## POWERFUL AND FAST ONLINE SALES

Best Western maximizes your exposure and drives revenue to your hotel through bestwestern.com and many other online platforms that have the potential to reach millions of customers worldwide.

In today's technology-driven world, consumers demand results in an instant. Best Western's high-tech architecture delivers blazing-fast query and reservation bookings online. In fact, Best Western's web-based and mobile reservation platforms are ranked first for speed among all other online lodging reservation systems.

An early adopter of social media for reaching guests, Best Western's Facebook® portal, has many more "likes" than any other major hotelier. Best Western is also the first international hotel chain on Facebook that gives visitors the ability to book rooms directly through our fan page.

Through streamlined online bookings, our multilingual global call center, numerous travel aggregator websites including Travelocity®, and our own iPhone® and Android™ smartphone apps, Best Western books millions of dollars in revenue each day for our hotels.

## MAXIMIZE YOUR BOTTOM LINE

Our Revenue Management Services team will help ramp up your RevPar through our proven revenue management techniques. You can also opt for a term contract to have your revenue process expertly managed on a weekly basis. This service often generates revenue increases of up to 30 percent or more for participating properties. Best Western also provides you with proprietary rate management tools to consolidate your hotel's rate program to maximize yields, revenue, and your staff's time.