

INVEST IN THE LEADER

Generations of business and leisure travelers have relied on Best Western® branded hotels to deliver a comfortable stay at an exceptional value. With such a strong leadership position firmly established in the mid-scale category for well over six decades, developing a BEST WESTERN hotel today remains an unparalleled investment opportunity with the proven ability to consistently generate superior revenue.

As one of the most recognized brand names in the world, today there are more than 2,900 BEST WESTERN brand hotels operating around the globe.



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 hotel to your investment portfolio, contact us today.



The World's Largest Hotel Chain®

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.

Build Your Future



BEST WESTERN®

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

ALL THE ESSENTIALS OF A GREAT STAY

Our flagship BEST WESTERN® mid-scale hotel provides what matters most to your guests – a welcoming environment, comfortable room, great service, and just the right amenities for leisure and business travelers on a budget.

BEST WESTERN hotels are a time-tested and timeless lodging model designed to perform in almost any location, from resort destinations to major metropolitan areas.

BEST WESTERN HOTELS NORTH AMERICA

QUICK FACTS (as of 12/31/2012)

NUMBER OF HOTELS	1,238
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AVERAGE ROOMS PER HOTEL	71
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ADR	\$83.92
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REVPAR	\$48.03
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Sources: STR Global and Best Western International



BEST WESTERN HOTEL AMENITIES INCLUDE:

- Complimentary breakfast to start the day
- Free high-speed Internet service
- Free local calls and long distance access
- Business center with copy/fax services
- In-room coffee and tea maker
- Guest computer and printer in the lobby
- Fitness center

THE EVOLUTION OF AN ICONIC BRAND

With more than 4,000 hotels operating worldwide*, under a single brand name, 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 hotel one of the smartest investments in the hospitality industry today.



BEST WESTERN

Brand	Annual Fee Comparison as a Percent of Total 100 Room Revenue
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BEST WESTERN®	8.2%
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RED ROOF INN®	10.6%
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QUALITY INN & SUITES®	10.9%
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RAMADA INN®	11.5%
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SUPER 8®	12.5%
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DAYS INN®	13.4%
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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 hotel 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 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 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.

