



Setting a Higher Standard

For well over six decades, Best Western® branded hotels have continually raised the standard with competing hotels, which must now keep pace to remain viable in the midscale hotel market. Now with BEST WESTERN PREMIER®, Best Western has set the bar high for competitors in the upscale market. Developing a BEST WESTERN PREMIER strategically positions you to attract savvy business and leisure travelers who want a higher level of amenities and services a Best Western branded lifestyle hotel affords.

Invest in the Proven Success of BEST WESTERN PREMIER®



Refined Style. Luxurious Features. Superior Performance.



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 PREMIER® hotel to your investment portfolio, contact us today.



Best Western International

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. ©2015 Best Western International, Inc. All rights reserved. Each Best Western® branded hotel is independently owned and operated.

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PREMIER



Flexible Options. Financial Stability.

Stylish design, robust amenities and personalized service are the hallmarks of a BEST WESTERN PREMIER®. Built upon Best Western's firmly-entrenched foundation of value, BEST WESTERN PREMIER is thoughtfully designed to meet or even surpass the elevated expectations of a more affluent travel market.

Each BEST WESTERN PREMIER offers striking refinement and attention to detail, presented within an extremely well-executed theme. All furnishings, fixtures, amenities and facilities are of the highest caliber, providing guests with a truly memorable stay. In addition to creating an exceptional lifestyle hotel experience for guests, BEST WESTERN PREMIER rewards you with substantially higher rate premiums which in-turn will drive a higher overall return on your investment.

BEST WESTERN PREMIER HOTEL AMENITIES INCLUDE:

- *Stylish hotel design with detailed finishes*
- *On-site dining and cocktail bar*
- *High-end guestrooms and suites*
- *Modern amenities & features*
- *Modern and unique exterior design*
- *Premium linens and towels*
- *LCD or plasma television with high-definition channels*
- *In-room safe, refrigerator, microwave and premium clock radio with MP3 connection*
- *Boardrooms and meeting spaces*
- *Well-equipped Business center*
- *Energizing Fitness center*



BEST WESTERN PREMIER HOTELS NORTH AMERICA

12 mos. results (as of 10/31/14)

ADR	\$130.96
REVPAR	\$91.06

Source: STR

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®.

There's more opportunity now than ever to diversify your investments and earn greater revenue under the iconic Best Western name with the expansion of our family of hotels types and prototypes, including BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, BEST WESTERN PLUS EXECUTIVE RESIDENCYSM, VibSM and BW Premier CollectionSM.

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 PREMIER one of the smartest investments in the hospitality industry today.

BEST WESTERN PREMIER

Brand Annual Fee Comparison by Brand, Based on Upscale Hotels as a Percent of Total Revenue

BEST WESTERN PREMIER®	3.3%
HYATT PLACE®	11.3%
SHERATON FOUR POINTS®	12.6%
COURTYARD BY MARRIOTT®	12.6%
HOTEL INDIGO®	13.2%
HILTON GARDEN INN®	14.5%

Source: HVS 2014 International Hotel Franchise Fees Guide (10-Year Cost)



Designed to be Different

Best Western offers you the flexibility to build your BEST WESTERN PREMIER 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 return on investment 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®, AARP®, 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 \$1.5 billion annually and contributing nearly 37 percent in revenue to Best Western branded hotels in North America. Well over 21 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 PREMIER® 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 for Contract Furnishing items, and our Endorsed Direct Order Suppliers are ready to assist with General items.

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 15 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.