

BW Premier

COLLECTION®

by BEST WESTERN

SALMON ARM, BC

A global collection of carefully selected upscale hotels.

Experience the World in All its Artistry.



A Top 5 Ranked Loyalty Program **7x**

FAST COMPANY #6 The World's Most Innovative Companies



Thoughtfully Rewarding. Powerfully Unique.

Celebrate the destination through finely crafted design & aesthetics that reflect the unique personality of each locale. BW Premier Collection® by Best Western is our most exclusive collection. Eclectic, elegant and unmistakably a cut above, we offer independent hoteliers the opportunity to retain their local identity and individuality while harnessing the backing, tools and market power of the globally successful Best Western® Hotels & Resorts family.





BW Premier

COLLECTION[®]
by BEST WESTERN



HOTEL DISTRIBUTION*

	North America	Global
Active:	35	90
Pipeline:	10	28



BENEFITS



- Stylish hotel design with detailed finishes
- Low fee structure — simple percent fee of GRR (gross room revenue) that will improve your profitability
- Best Western's negotiated OTA margins allow your hotel to be more profitable, while preserving your unique orientation
- Flexible contract terms
- Reduced reliance on third party distribution channels
- Access to Best Western's \$1.8 billion global reservation system
- Participation in Best Western Rewards[®], our award-winning and fast growing loyalty program
- Powerful mobile, eCommerce and technology resources
- Optional à la carte services including contact with over 1,000 business travel, group and leisure accounts around the world; state-of-the-art revenue management services; design services; access to over 400 endorsed suppliers with special pricing; customized eCommerce and digital marketing programs; industry-leading education programs, and more



*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline.



BW Premier COLLECTION[®] by BEST WESTERN

World Class Accommodations for the World Class Traveler.

An upscale to upper upscale soft brand model with a high-performance ROI. These upscale to upper upscale hotels are carefully selected and have been recognized by TripAdvisor[®] with a 4-star customer experience rating or higher.

Offering a portfolio of approximately 4,700 hotels in over 100 countries and territories worldwide*, Best Western[®] Hotels & Resorts can expand your investment portfolio in the top North American markets.



bestwesterndevelopers.com | 800.847.2429

*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline. Each Best Western[®] branded hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2019 Best Western International, Inc. All rights reserved. 11/2019 500