



BWHHotelGroup.com



Introducing **BWH Hotel Group®**

Welcome to the New Solution for Business and Leisure Travel





Best Western® Hotels & Resorts, WorldHotels™ Collection and SureStay Hotel Group® have come together to form **BWH HOTEL GROUP®**. With 18 brands and over 4,700* hotels worldwide, from premium economy to luxury, we have the ideal solution for every traveler.

Welcome to the beginning of your new travel story.

Book GDS Master Chain Code “EW”

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UPPER HOUSE, GOTHENBURG, SWEDEN



WORLDHOTELS™
COLLECTION

Discover A World of Difference

WorldHotels™ Collection delivers proven soft brand solutions for a curated global offering the finest independent hotels and resorts. Founded by hoteliers dedicated to the art of hospitality, only WorldHotels curates the best independent properties around the globe, each reflective of the locale by offering intuitive service, and a refined sense of character.

WorldHotels' proprietary 'Start with WHY' philosophy helps each hotel identify their unique set of assets that distinguish and elevate their guest experience and revenue generation performance from the competition. Geared to both business and leisure travelers, the WorldHotels Collection is classified into four tiers allowing guests to select the offering that meets their needs:



WORLDHOTELS™
CRAFTED COLLECTION



WORLDHOTELS™
LUXURY



WORLDHOTELS™
ELITE



WORLDHOTELS™
DISTINCTIVE



EDEN ROC, MIAMI BEACH, UNITED STATES

Celebrated. Renowned. Iconic.

WHITE SWAN HOTEL, GUANGZHOU, CHINA



UPPER HOUSE, GOTHENBURG, SWEDEN



LES JARDINS DU FAUBOURG, PARIS, FRANCE



WorldHotels™ Luxury – WorldHotels Luxury collection offers travelers luxury accommodations around the globe, each recognized for their elevated delivery of service and amenities. These celebrated establishments are iconic in nature and focus on recognizing local landmarks in their coveted locale. This rarified selection of hotels and resorts represents the crowning achievements in the WorldHotels™ Collection.



WARWICK HOTEL RITTENHOUSE SQUARE, PHILADELPHIA, PA, UNITED STATES



CARLTON HOTEL, SINGAPORE



ELITE WORLD BUSINESS HOTEL, ISTANBUL, TURKEY



EXTERIOR DUIN & KRUIDBERG

Elevated. Stylish. Memorable.

WorldHotels™ Elite – WorldHotels Elite upper upscale properties offer an elevated, stylish and memorable experience recognized for their elevated delivery of service and amenities. Styled with character, these properties offer unique attributes that contribute to a memorable stay.

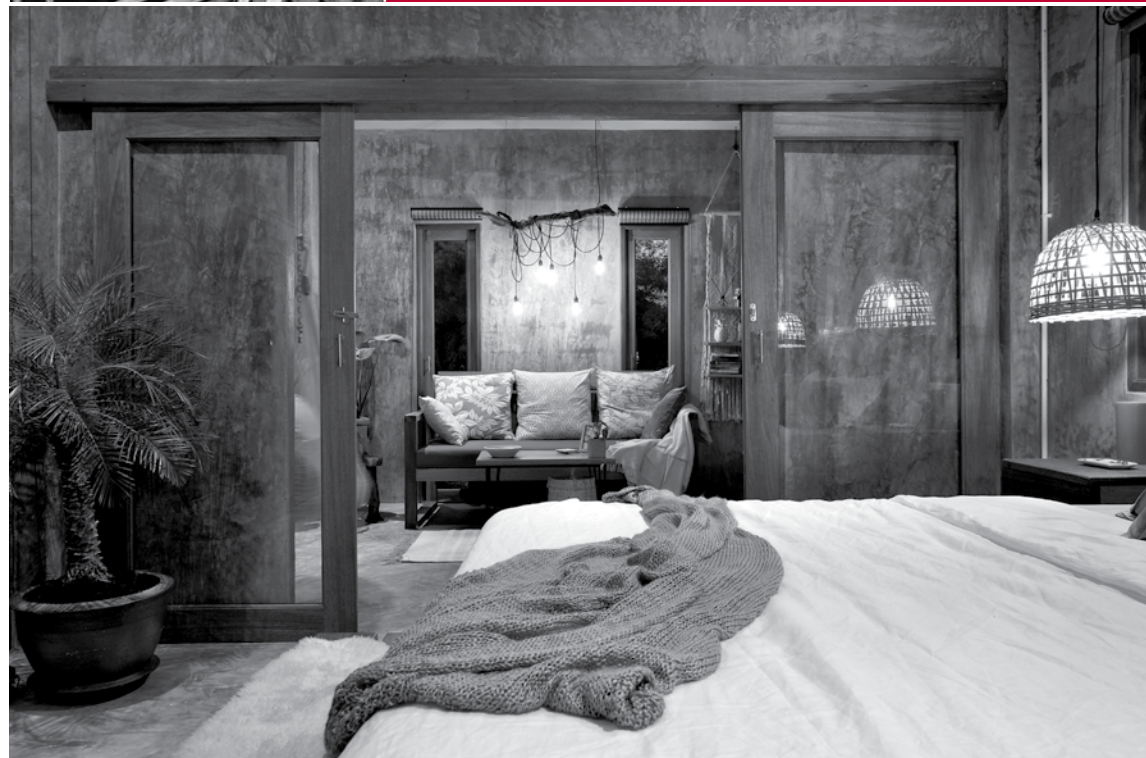


Unique. Welcoming. Attainable.

WorldHotels™ Distinctive – WorldHotels Distinctive collection of upscale hotels and resorts deliver an inviting and attainable experience in the world's most desirable locations.



Creativity
& immersive
moments



Unpredictable. Immersive.

WorldHotels™ Crafted Collection – An inclusive collection that captures the spirit of the destination that it serves, appealing to guests who crave creativity, immersive experiences and seamless, expert service. Each hotel has a unique personality, designed boldly with its own DNA. No two hotels are alike, each is an adventure of the senses, creating a lasting emotional connection.



About Best Western® Hotels & Resorts

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel GroupSM global network. With 10 brands and approximately 4,700 hotels in over 100 countries and territories worldwide*, BWH Hotel Group suits the needs of developers and guests in every market. Brands include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vīb®, GLō®, Aiden® by Best Western, Sadie® Best Western, BW Premier Collection® and BW Signature Collection®.





Wherever Life Takes You, Best Western is There.®

Travelers who choose Best Western® will find contemporary style paired with the same comfortable accommodations and convenience our most loyal guests have come to expect. Best Western is iconic and global and the evolution of our logo is a new expression of the bright, light standards our brand has always held. More than anything, our “core identity” represents our passion of providing both leisure and business travelers with what matters most - all for a truly exceptional value.



a vibrant experience for today's connected traveler



Vib moves with the heartbeat of the city. Tech-infused amenities keep guests connected to the vibrance of downtown and when the time comes to chill, modern comforts make Vib a relaxing escape from the hustle.



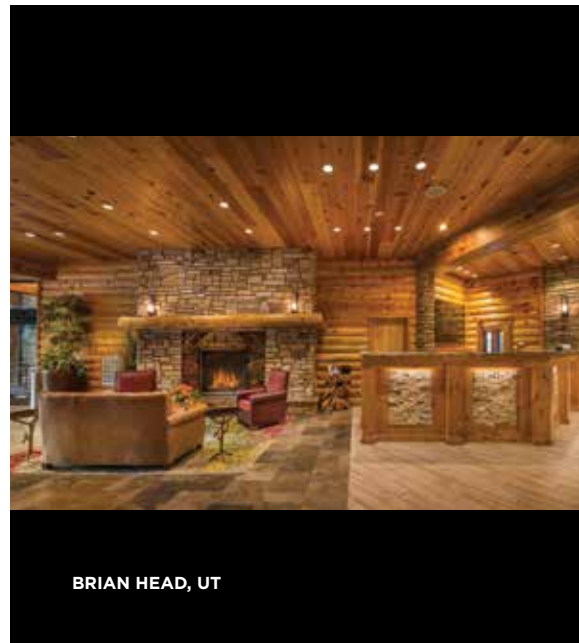
ORANGE BEACH, AL



SAN ANTONIO, TX



ORANGE BEACH, AL



BRIAN HEAD, UT

Welcome To The Premier Life.®

For guests looking for a cut above, Best Western Premier® is our most exclusive offering. Premier inspires travelers worldwide with a refined atmosphere, first-rate amenities, along with superior accommodations and service. Now, with our distinctive new identity, we provide our guests with an even more memorable stay. It also represents our passion for delivering the highest degree of hospitality and unmistakable Best Western® Hotels & Resorts quality to today’s traveler.



TAMPA, FL

BE playful.



Sadie® is a trendy new collection of upscale and flexible, custom-designed boutique hotels with fun, edgy personalities. Embodying the eclectic spirit of each hotel's neighborhood with a sleek, quirky, local design and a warm personality – **no two hotels are alike.**

ALWAYS ALLURING. ALWAYS AN ADVENTURE.

#colorfulledgynewhotel



Step to a new beat

FOR ADVENTURE SEEKERS WHO WANT INSPIRATION
AND IMAGINATION WITH A SURPRISINGLY
COOL, URBAN EDGE.



SOFIA, BULGARIA





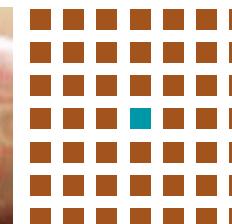
SIGNATURE
COLLECTION
by BEST WESTERN



CAVENAGO DI BRIANZA, MB

Sense of Place for an Exceptional Stay.

A Collection of Hotels Each With
Their Own Style & Personality



SEATTLE, WA



ARROYO GRANDE, CA



For guests ready for a unique hotel experience, **The BW Signature Collection® by Best Western** is a choice that's sure to please. This collection of surprisingly affordable, upper-midscale hotels has been carefully selected for their ability to offer travelers comfortable settings, plentiful amenities and a warmly welcoming stay - locally and around the world.

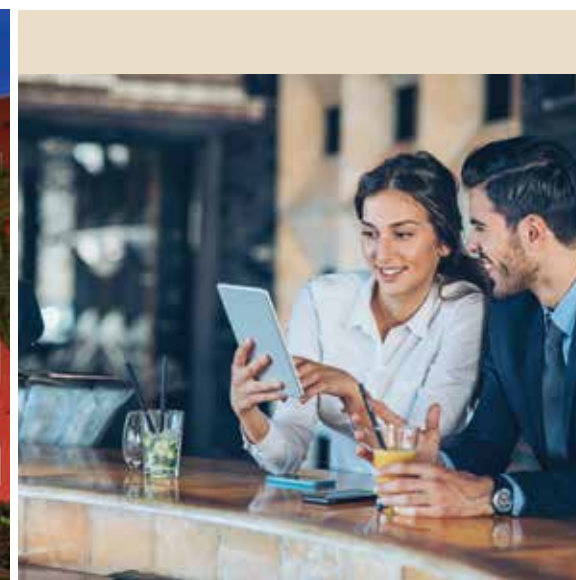
BAYTOWN, TX



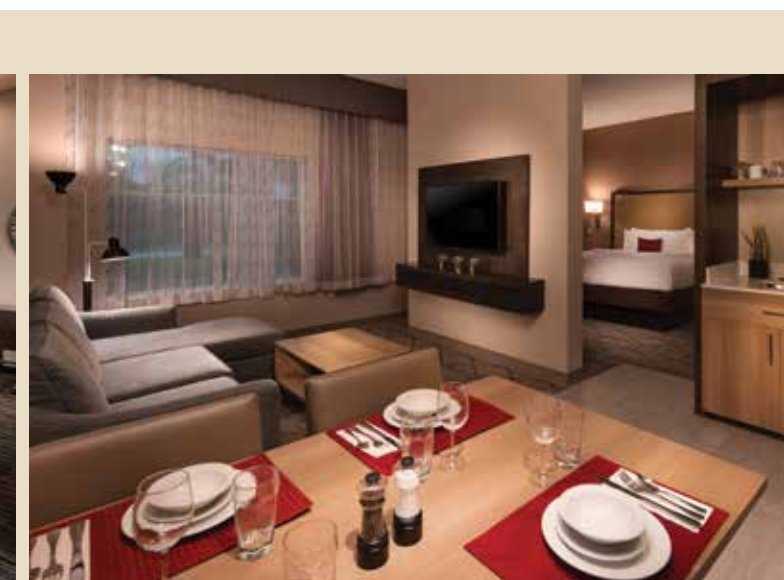
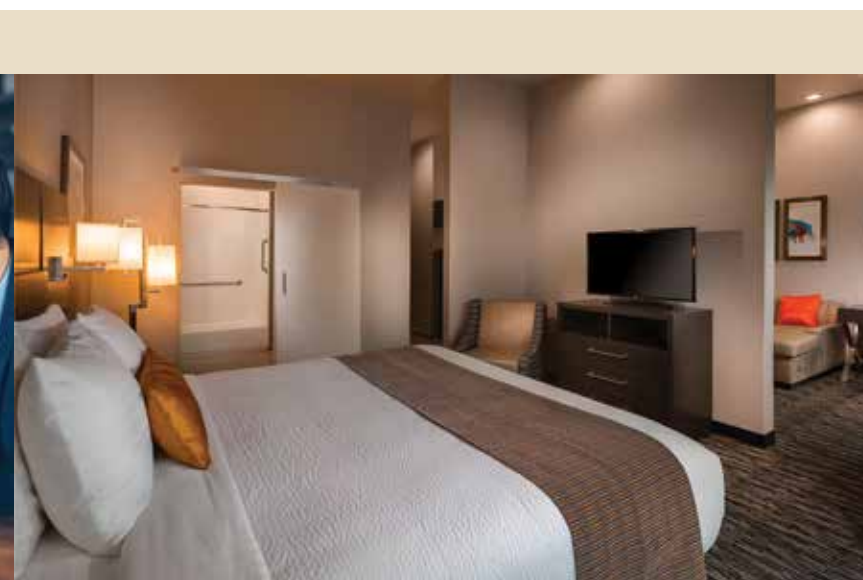
COLORADO SPRINGS, CO



CORPUS CHRISTI, TX



BAYTOWN, TX



CORPUS CHRISTI, TX

Feel Right at Home.

Opportunities. Jobs. Travels. Even personal obligations. Sometimes life comes calling and demands more than a quick visit. When you have to be away from home for a while, Executive Residency by Best Western, with its stylish comforts and affordable home-away-from-home extras, is designed to make your long-term stay a pleasure. Experience the kind of hospitality that says welcome home, even when you're not.



Wherever Life Takes You, Best Western is There.®

For business and leisure travelers looking for modern style and convenience, Best Western Plus® goes beyond the expected offering everything from well-appointed guest rooms to upgraded amenities. With our refreshed identity, today's Plus hotels are more upscale and inviting than ever before. It's an iconic new expression of our passion to deliver the highest degree of hospitality and unmatched value to today's traveler— around the world and around the block.



ALL in



SEOUL, KOREA



Say hi to Aiden



YARMOUTH, MA



SEOUL, KOREA



YARMOUTH, MA

Welcome to boutique-coolness



Cool. Edgy. Chic.



Aiden® by Best Weetern is a trendy new collection of modern, suburban boutique hotels with a cool, laid-back personality. No two hotels are alike. Down-to-earth with a quick wit and ready smile, Aiden embodies the eclectic spirit of the neighborhood – a welcoming host of local flair and new adventures.

Always a lively, engaged and welcoming host.



MIAMI, FL

Embark on a journey of local flair and style.



NELSON, SC



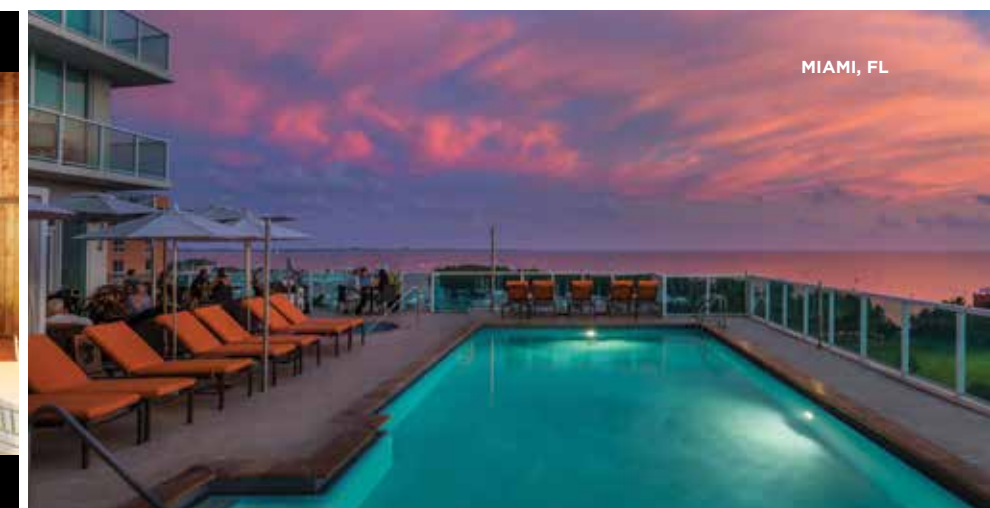
APPLETON, WI



MIAMI, FL



SOUTHBURY, CT



MIAMI, FL

World Class Accommodations for the World Class Traveler.

BW Premier Collection by Best Western is our most exclusive collection of carefully-curated hotels, offering today's traveler an inspired experience in luxury with hotels that are eclectic and original. Each hotel's identity is unmistakably tied to its destination, providing an authentic boutique experience that reflects the unique personality of each locale. From the lobby to the room, every detail is thoughtfully considered. This experience is anything but expected; it is memorable, sophisticated and thoroughly superior.



ASHEVILLE, NC



LEXINGTON, KY



DESOTO, TX



LEXINGTON, KY



OTTAWA, ON

LIGHTING THE WAY.

A hub for the business traveler and road warrior, a respite for families, and a modern experience for all. Welcome to **GLO** where travel-wellness is delivered through consistent service, quality amenities, easy connectivity and the kinds of healthy choice options that make home away from home a rewarding experience.

 Your Stay Just Got Brighter



About SureStay® Hotel Group

Rewarding Value & Quality You Can Count On.

Backed by the power of Best Western® Hotels & Resorts, SureStay® Hotel Group hotels operate independently while retaining the support of a strong and established brand.

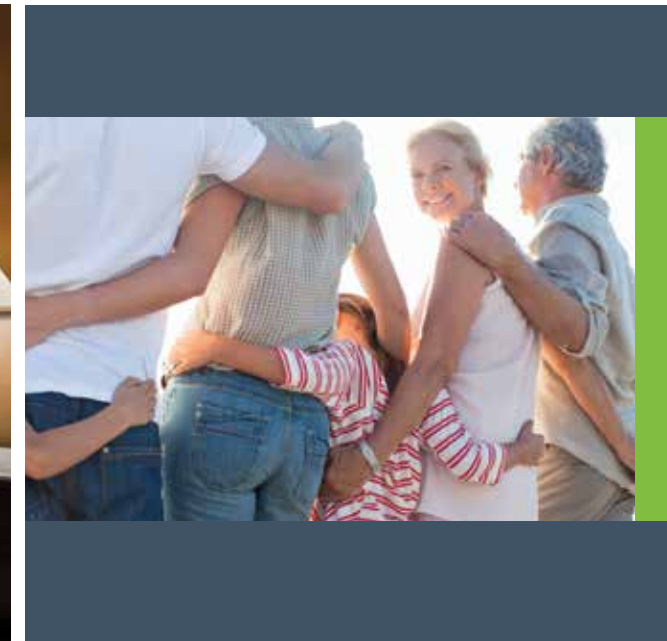
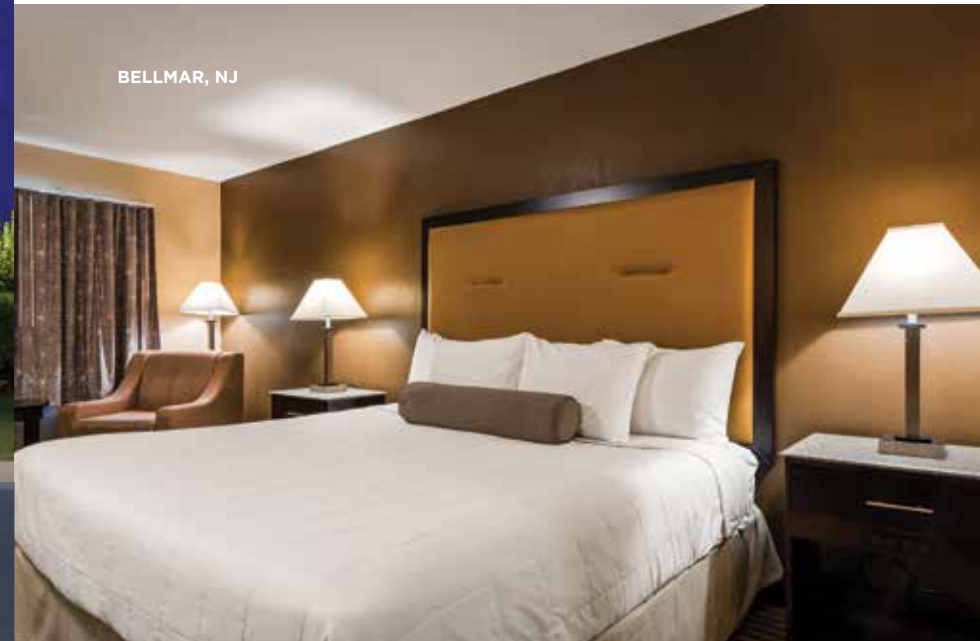
We understand every trip and traveler has unique needs and we believe that no guest should ever have to sacrifice value, reliability or comfort. With the SureStay® Hotel Group, we've created a new hotel experience that offers three great affordable hotel options that combine convenience, consistent quality and service - all designed to make every guest feel appreciated. Stay with confidence knowing each hotel has achieved and must maintain a TripAdvisor score of 3.5 or higher. Welcome to the SureStay Hotel Group.





Everything you need, nothing you don't want. For those who like to travel simply and casually.

REST EASY. REST ASSURED.



SureStay® Hotel by Best Western – offers an exceptional value in the upper economy market with amenities that ensure a restful and productive stay.

Reliable. Respectful. Focused on making every guest feel appreciated.

KEARNEY, MO



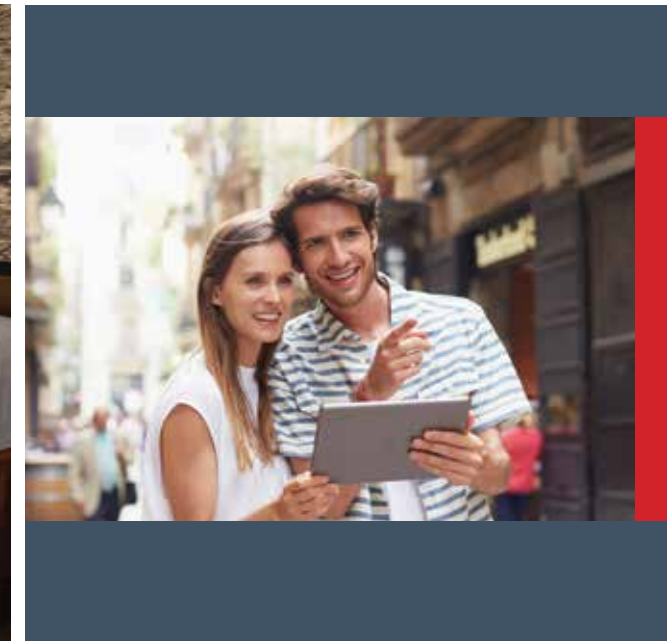
Whether for leisure or business, just right for those who want extra amenities, like hot breakfast and free wi-fi

A QUALITY STAY AT AN AFFORDABLE PRICE.

HOUSTON, TX

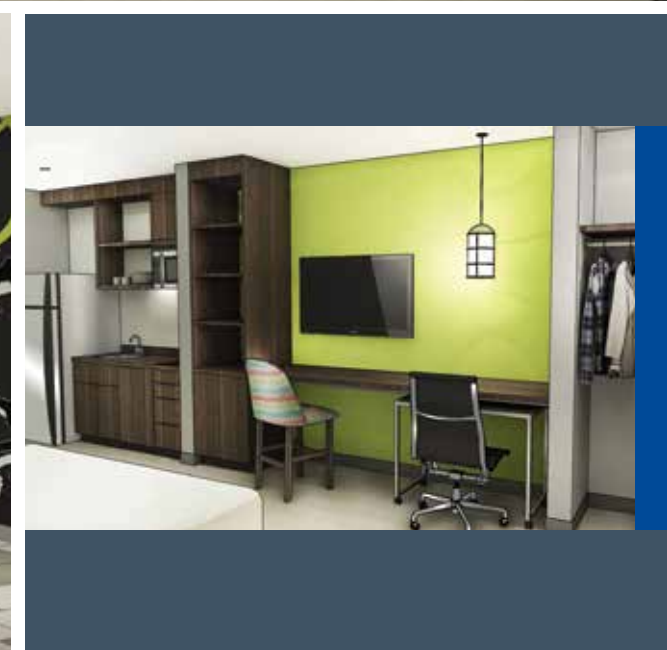


SAN ANTONIO, TX



SureStay Plus® Hotel by Best Western – is a midscale option offering comfortable amenities with additional on-site features to make a guest feel at home.

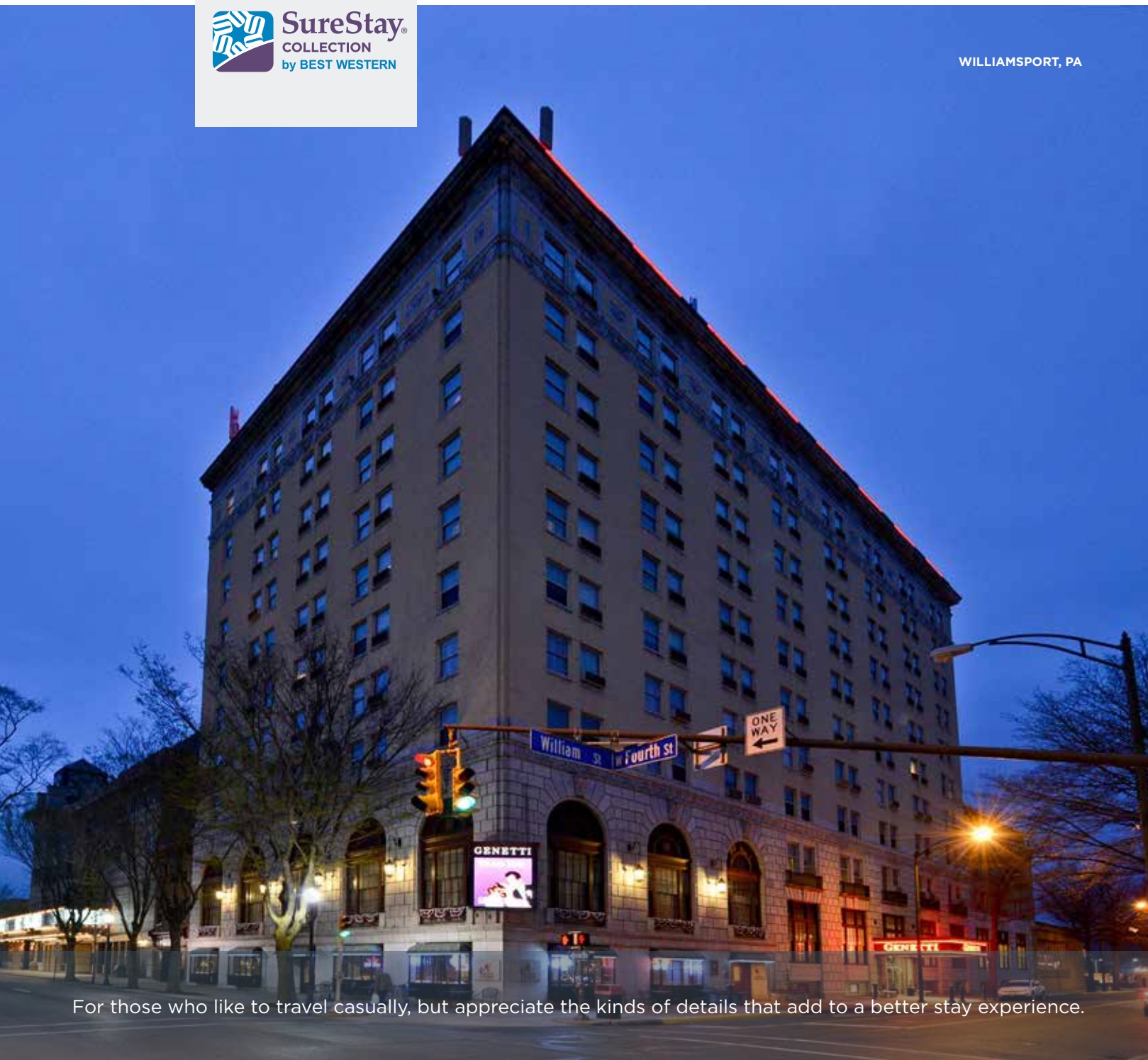
Great Value & Modern Convenience.



A WELCOMING HOME FOR A LONGER STAY.

SureStay StudioSM by Best Western is the latest addition to the fast-growing, premium-economy SureStay Hotel Group[®]. This new brand is designed for long-term travel and comfort. Energized with a contemporary buzz, each SureStay Studio by Best Western property provides a core set of in-room and shared amenities to maximize revenue.

Rooms Designed with Home in Mind.



For those who like to travel casually, but appreciate the kinds of details that add to a better stay experience.

VALUE. COMFORT. QUALITY



SureStay Collection® by Best Western - provides independent hoteliers the opportunity to retain their local identity and individuality while harnessing a global powerhouse.

Designed for an engaging experience with attractive extras.