



Lisa Cully

Associate Director of Leisure Travel

The year 2020 brought unprecedented challenges for our industry and our global communities. Despite the circumstances, we have overcome tremendous obstacles together and prevailed as a united front. As travel rebounds, BWH Hotel Group® remains committed to being your dedicated travel partner in 2021 and beyond. We are ready to welcome your clients back to our hotels, and look forward to providing them with the superior customer care and lodging experience that will make their trip truly unforgettable. So how will we do that?

BWH Hotel Group has always prioritized guest health and safety, and was among the first in the industry at the onslaught of COVID-19 to roll out enhanced cleaning protocols with the launch of our [We Care Clean<sup>SM</sup> program](#). This program remains paramount to our hotels, so your clients can rest assured we are going above and beyond to deliver a clean, safe and comfortable stay.

Additionally, BWH Hotel Group offers 18 distinct brands - from economy to luxury - to meet the needs of travelers of all types. And with 2,095 hotels in the U.S., BWH Hotel Group makes it easy for your clients to explore all that the vast and magnificent Western USA has to offer.

BWH Hotel Group's diverse brand portfolio and ideally located hotels also make it easy for your clients to embark on a road trip - a classic American tradition that has made a big comeback as a safe way to travel. It's also a great way for travelers to take in as much culture as possible - from the region's stunning vistas, charming small towns and hidden gems, to the region's iconic landmarks and dazzling big cities. Notably, many BWH Hotel Group properties are located nearby to the most popular national parks - which is ideal for those looking to visit attractions that are hugely important to American culture and heritage.

Recognizing today's current travel landscape and responding to the impacts of the COVID-19 crisis has had on travelers and their families, BWH Hotel Group launched our *Hit The Road Together* campaign to assure travelers they have a safe place to stay as they take a much needed break with loved ones.

We look forward to working with you on curating a trip to the USA that will deliver the authentic and spectacular travel experience your clients are looking for after a long and isolating year!

Built on the foundation of Best Western® Hotels & Resorts, an iconic hotel brand that boasts 75 years of legacy and experience, BWH Hotel Group is an award-winning global network of approximately 4,700 hotels located in over 100 countries and territories worldwide.

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