



BEST WESTERN | GLOBAL POWER BRAND



BY FAR THE BEST FROM THE REST - CELEBRATING MORE THAN 70 YEARS OF HOSPITALITY

Best Western Hotels & Resorts is an award-winning global family of hotels located in over 100 countries and territories that offers accommodations for all types of travelers. Headquartered in Phoenix, Arizona, the privately held hotel brand has a global network of 4,200+ hotels in more than 100+ countries and territories worldwide. Best Western offers 13 hotel brands, which includes Best Western Plus, Best Western Premier, Vib, GLō, Executive Residency, Sadie Hotel, Aiden Hotel, BW Premier Collection, and BW Signature Collection among others to suit the needs of developers and guests in every market. Some of Best Western's newest brands, like Vib and GLō provide unique options for today's travelers – not ignoring the tradition of finest hospitality. Vib (as in vibrant) is a chic, hip, urban boutique hotel concept focused on style, technology and guest engagement at the brand's annual convention in 2014. In 2017, Best Western announced the opening of the world's first Best Western Vib hotel in the city of Antalya, Turkey.



Best Western Hotels & Resorts has Vib projects under development in Miami, Florida; Los Angeles, California; Staten Island, New York; Springfield, Missouri; Seoul, South Korea; and Vientiane, Laos. The other iconic new entrant is GLō - a broad-midscale new construction brand that offers a hip, boutique-style experience for savvy travelers who expect the best in value, design and comfort. As the name implies, the brand glows in many ways. GLō's architecture and design have elements that speak to the name with the use of signature LED elements.

LED lighting is articulated on the side of the building and in the glowing blue scarf, providing an unmistakable beacon at night, while the "Lite Brite" wall greets guests' outside and extends inside behind the glowing welcome desk. During the day, the alternating blue and gold window panes bring the building to life. In search of its roots, we need to go back to 1946 – when Best Western Motels was founded by M.K. Guertin, a hotelier with 23 years of experience in the business. The chain begins as an informal link between properties with each hotel recommending other lodging establishments to travelers. The "referral system" consists of phone calls from one desk operator to another. By 1963, Best Western became the largest motel chain in the industry with 699 member properties and 35,201 rooms and since then it has been a story of growth – innovation and success. By 1977 the phrase "World's Largest Lodging Chain" becomes a part of Best Western's corporate identification and advertising theme. The tagline later changed to "The World's Largest Hotel Chain" and presently under the leadership of David Kong, it has presence across 4200 locations worldwide with an annual hotel revenue of over \$7 billion! In tandem with the changing dynamics of the hospitality sector – with the minimum



of margin for complacency in today's globalised 'one world – one service', Best Western's launch of a completely reimagined and modern brand identity last year clarifies its diverse portfolio and signals exciting changes at Best Western. An investment of \$2 billion in property improvements is enhancing and broadening the brand's appeal. Best Western now offers 13 types of hotels to meet the unique travel needs of guests around the world. Best Western has also set out to be a leader in the internet, mobile and social media space. The brand launched its new mobile booking experience, including a mobile website and mobile apps for smart phones and tablets, to provide a cleaner, uncluttered interface that streamlines the booking process, implements smart filters to help travelers find the perfect hotel, and integrates world-class technology, such as Google's Places API for mapping and nearby attractions.

POWER METER	
LEGACY	Around the middle of the last century Best Western became the largest motel chain in the industry with 699 member properties and 35,201 rooms and since then it has been a story of growth driven by endless innovation and success.
RECALL	Some of Best Western's newest brands, like Vib and GLō provide unique options for today's travelers – not ignoring the roots – the tradition of finest hospitality.
IMPACT	The 13 hotel brands under the group has a global network of 4,200+ hotels in more than 100+ countries and territories worldwide.
POWER FACTOR	As the erstwhile power punch - "World's Largest Lodging Chain" changed to "The World's Largest Hotel Chain". Best Western has now set out to be a leader in the internet, mobile and social media space too.

