

**BE THE**

**HOTEL**

**YOU WANT  
TO BE**





# BOORIN

**TO BE**  
**different**

**We've gone beyond the hotel brand you thought you knew.**

Our vision is to deliver outstanding return on investment with a brand collection that fights against uniformity, celebrates independence, and does business like no other hotel franchise.

# BRAND COLLECTION

UNCOMMON. INDEPENDENT. EXTRAORDINARY.

Discover a collection for hoteliers, by hoteliers.

We're the freedom franchise - our flexible portfolio will help you find a brand that matches your hotel's unique identity, target market and business objectives.

**So you can stay you.**

	BRANDED	SOFT BRAND	ECONOMY	BOUTIQUE & LIFESTYLE	WORLDHOTELS	CONSTRUCTION
Luxury						
Upper Upscale						
Upscale						
Upper Midscale						
Midscale						
Lower Midscale						
Upper Economy						
Economy						

# BRANDED

## The heart of Best Western Hotel Group

It's our difference that makes a difference - a timeless collection of hotels, all of which are 100% independent, each offering distinctive experiences at exceptional value.



- Our flagship midscale brand and proven performer
- Unique stays at extraordinary value
- Contemporary style, comfortable accommodation



- Excellence as standard, upper midscale brand
- Upgraded style and amenities



- Exclusive upscale brand
- Effective, refined model
- Superior amenities, elegant accommodation, exceptional hospitality

# SOFT UNIQUE NOT UNIFORM

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**Freedom, flair and finesse – our collection of **SOFT BRANDS** allow you to be at your most creative and individual, but always supported by our global distribution and marketing platform.**

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- Midscale brand
- Quality, value and high efficiency
- For simple, relaxed and casual stays



- Upper midscale brand
- Eclectic collection offering unique local experiences
- Affordable stays, quality comfort, bursting with personality



- Upscale deluxe brand
- World-class originality and sophisticated luxury
- Exquisite stays crafted to reflect the unique personality of each locale

# ECONOMY

## VALUE THAT GOES BEYOND

**When the essentials are this good, who needs frills? That's what our **SURE HOTEL GROUP** is all about - offering superior value with a focus on quality comforts. It's time to rethink economy hospitality.**



**Sure Hotel**<sup>SM</sup>  
by BEST WESTERN

- Simple stays
- Everything guests need, nothing they don't
- Real comfort at exceptional value



**Sure Hotel**<sup>SM</sup>  
**PLUS**  
by BEST WESTERN

- Upper economy brand with more of the finer detail
- Casual stays, quality comfort
- Smart value with modern amenities



**Sure Hotel**<sup>SM</sup>  
**STUDIO**  
by BEST WESTERN

- Sleek, modern exterior, cost efficient to build
- Simple operating model to drive both guest satisfaction and owner ROI
- Rooms are designed with home in mind, including a fridge and microwave

# BOUTIQUE & LIFESTYLE CONVERSION

Meet **SADIE AND AIDEN** - two brands that offer nonprescriptive flexible design for repositioning existing assets to maximise ROI. Cutting-edge personalities with local flavour providing low operating costs and uncapped rate potential to enhance revenue performance.



- Upscale brand with cutting edge design
- Unforgettable destination experience
- Completely unique, each hotel is a celebration of its own personality and inimitable identity



- Upper midscale boutique brand
- Eclectic charm with local flair
- Laid back, designer hotels

BREAK  
THE  
MOLD



# WORLD HOTELS

Searching for a solution with global potential? Welcome to **WORLDHOTELS**. With a fee structure based purely on brand performance in total room revenue delivery, this far-reaching model is perfect for owners of upscale and luxury hotels.

PERFORMANCE  
on a global scale



- Luxurious destination hotels combining intuitive service in exquisite settings
- Originality and innovation underpin the essence of these properties
- Truly unique in style

# CONSTRUCTION

## NEW BUILD

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**Both brands in this collection are highly targeted to specific segmentation for optimum performance. **GLE** is designed for urban travellers in prime suburban locations, while **EXECUTIVE RESIDENCY** is perfect for longer-term accommodation with all the comforts of home.**

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**GLE**  
BY BEST WESTERN

- Streamlined and stylish upper midscale brand in city and rural locations
- Designed for dynamic, savvy travellers
- Contemporary stylings and premium connectivity with multi-functional public areas

**Executive Residency**  
BY BEST WESTERN

- Upper midscale, longer-term accommodation
- Quality home-from-home spaces
- Enriched, extended stay experience



## **BENEFITS THAT TAKE YOU**

# **BEYOND**

- Global loyalty scheme - BW Rewards
- TMC preferred agreements
- Discounted brand OTA partnerships
- Affiliate marketing programs
- International corporates & RFPs
- Global chain code - GDS
- Global web connectivity
- 24-hour multi-lingual reservations
- Revolutionary meetings and events management system
- Bespoke revenue & marketing platform
- Complete purchasing power

**TOTAL  
REVENUE**

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**TOTAL  
OPERATIONAL  
CONTROL**

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**OPTIMISED  
COSTS**

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**FLEXIBLE  
SHORT TERM  
CONTRACTS**

OUR

# DIFFERENCE

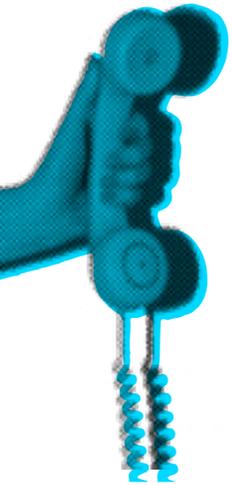
- We offer the personal touch
- Dedicated Account Manager
- Nationwide events
- National Sales Team

“ We communicate, innovate and generate whilst you operate. ”

Rob Patterson, CEO Best Western GB

**LET'S**

**TALK**



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**JOIN US TODAY**

**BWH** | Hotel Group<sup>SM</sup>

**SOLUTIONS THAT SPEAK FOR THEMSELVES**



I was looking for a brand that would allow the hotels flexibility to maximise their independence but at the same time support us with distribution, access a global loyalty scheme and benefit from new sales, marketing and revenue technologies. Best Western Great Britain's range of soft brands and strategy for the future made it the perfect fit for a profitable partnership.

**Robert Peel, Chief Executive of Peel Hotels**

