

A warm welcome



Best Western Walton Park Hotel, Clevedon

BW | **Best Western®**
Hotels & Resorts

Free to be **you**

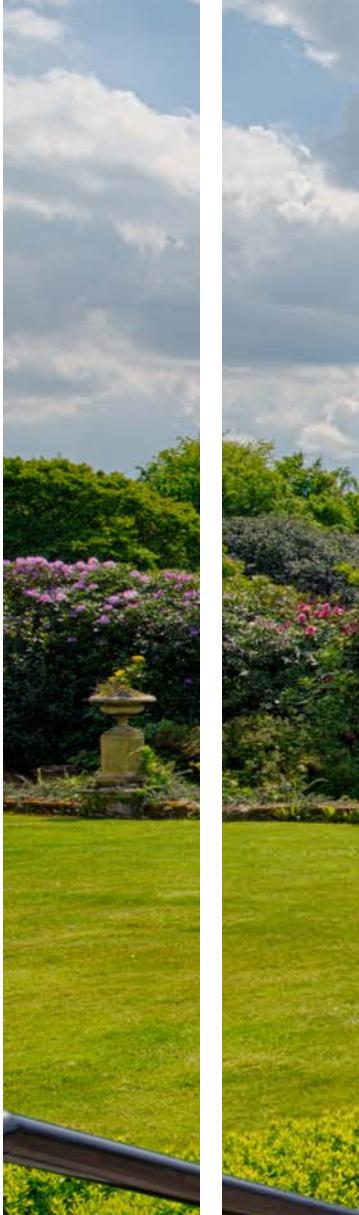


Say hello to freedom

At Best Western GB, we empower your independence. We want to celebrate what makes your hotel truly distinctive. And we do it by giving you the freedom to operate your business how you want, to showcase the unique local experience Best Western Hotels are renowned for worldwide.

So you remain totally independent while we take care of your distribution platform – providing sales, marketing and revenue management services to ensure maximum global exposure and optimised performance.

**Welcome to a better way.
Welcome to Best Western GB.**

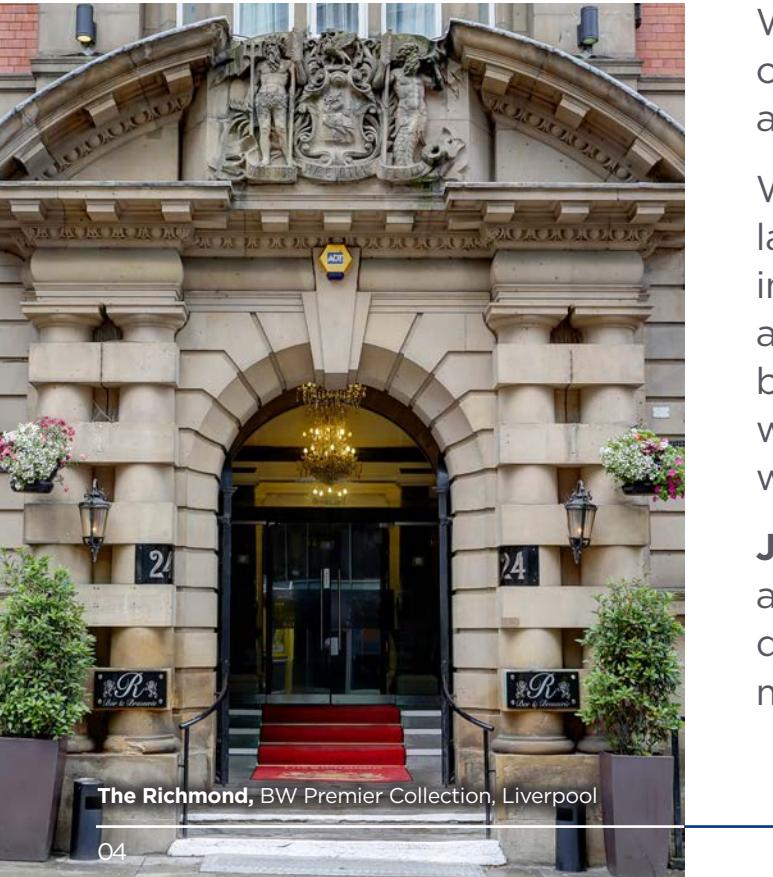


"We're so proud to partner with Best Western Hotels & Resorts for three of our signature properties. The brand, which we hold in **high regard**, gives us **access to a global distribution** network whilst, at the same time, allowing us the **flexibility** to have our own local branding."

Sanjay Kathuria,
Director, Talash Hotels Group

Best Western Chilworth Manor Hotel, Southampton

A better way to do business



04

We're not like other hotel chains. In fact, we're not a chain at all.

We're one of the world's largest collection of independent hotels who all share one thing: a brand who believes that what makes us unique is what makes us shine.

Join Best Western GB and your business will quickly discover what makes us better.



Better exposure

Over 4,000 independent hotels worldwide and growing, represented by an impressive range of brands.

Better loyalty

A global loyalty programme with over 38 million members and growing daily.

Better performance

Award-winning worldwide reservation platform with access to GDS, global consortia programmes, major OTA partnerships, wholesale and affiliate marketing databases.

Better guidance

Practical Sales, Marketing and Revenue training programmes to remain current and competitive in a fast moving, technology-led market.

Better support

Access to Beacon – purchasing power for all your hospitality needs.

Better control

Cloud-based meetings and events management platform providing live distribution of rates, and availability to major online meetings operators and consortia partners.

05



Ten Hill Place Hotel, BW Premier Collection, Edinburgh

Upstanding values

Outstanding return on investment

Best Western GB's average cost of sale is only **3.5%**.

The average cost of sale for our competitor global brands ranges from 5% to 14%.

How can we be the lowest cost of sale global hotel brand on the market? Because of our values. We're an organisation built for hoteliers, by hoteliers. So we fully understand market challenges and the pressure of operating an independent hotel.

We're dedicated to ensuring your investment is a positive one. That can transform your business for the better.



Lowest cost of sale global hotel brand on the market



Other hotel brands cost you more

Join Best Western today
01904 695 539
hoteldevelopment@bestwestern.co.uk



Building revenue

At Best Western GB, we know that your business is more than just selling bedrooms. That's why we focus on generating as much exposure as possible for your hotel, to maximise total revenue performance.

Join us and you'll get immediate access to a \$4.5 billion global reservation system, distributing you to all GDS and leading online travel agents.

But that's not all. You'll also gain free use of our innovative, cloud-based meetings and events management platform that distributes your meeting space in real-time to direct channels, including your own website. Plus, access to a network of third party online and offline meetings providers.

And that's unique to Best Western GB.

Sheffield Metropolitan Hotel, Sure Hotel Collection by Best Western, Sheffield

Marketing Create demand

- Global Rewards Programme
- BW GB unique Affiliate programmes
- Professional digital services
- National Marketing Programme
- Multi-Channel local marketing platform



Sales Capture demand

- Access to global consortia programmes
- National Sales team representing the agency market
- UK-based Meetings & Events Sales team & Call Centre
- Innovative Meetings & Events technology distributing to key Meetings partners
- First-class Group Sales team

beyond bedrooms

RM & Distribution Optimise demand

- First-class Training Programme
- Cost-efficient Rent a Revenue Manager Programme
- Global Distribution to all GDS
- Key OTA preferred commission agreements
- Innovative Revenue Management technology in development



Best Western Atlantic Hotel, Chelmsford



Worldwide loyalty that rewards



Best Western The Crianlarich Hotel, Crianlarich



Best Western Premier
Mount Pleasant Hotel, Doncaster



Best Western
REWARDS[®]

Best Western Rewards is our loyalty scheme with over 38 million members and growing daily, that's been independently ranked as one of the top five loyalty schemes in the industry.

It's one of **our most valuable assets**, and with good reason.

Members spend on average £50 more per stay and purchase nine more nights than non-members. And the scheme successfully incentivises guests to book direct with your hotel over OTAs.

Points are awarded for each sign-up and can be redeemed with over 40 partners including Amazon.co.uk and John Lewis.

There is also Rewards Insider – a staff incentive version of the scheme, which earns members points when they sign guests up to Best Western Rewards.



Ambleside Salutation Hotel,
BW Premier Collection,
Ambleside



Best Western Plus
Ullesthorne Court Hotel &
Golf Club, Lutterworth



Best Western Plus
Swan Hotel, Wells

Our brand collection

We have a growing portfolio of brands designed to perfectly marry hotel experiences with guest expectations.

The breadth of the collection has been designed to appeal to a wide spectrum of customer segmentation, and provide flexible options for both hoteliers and investors. So we can match your business objectives with the right branding.

For example, our range of softer, more individual and boutique brands has supercharged the hotel pipeline. Their lighter touch and adaptable approach has been a game-changer for owners, operators and investors.

We also have a number of additional brand options including Sadie and Aiden that offer the perfect solution for unique properties. Talk to us to find out more about these exciting opportunities.



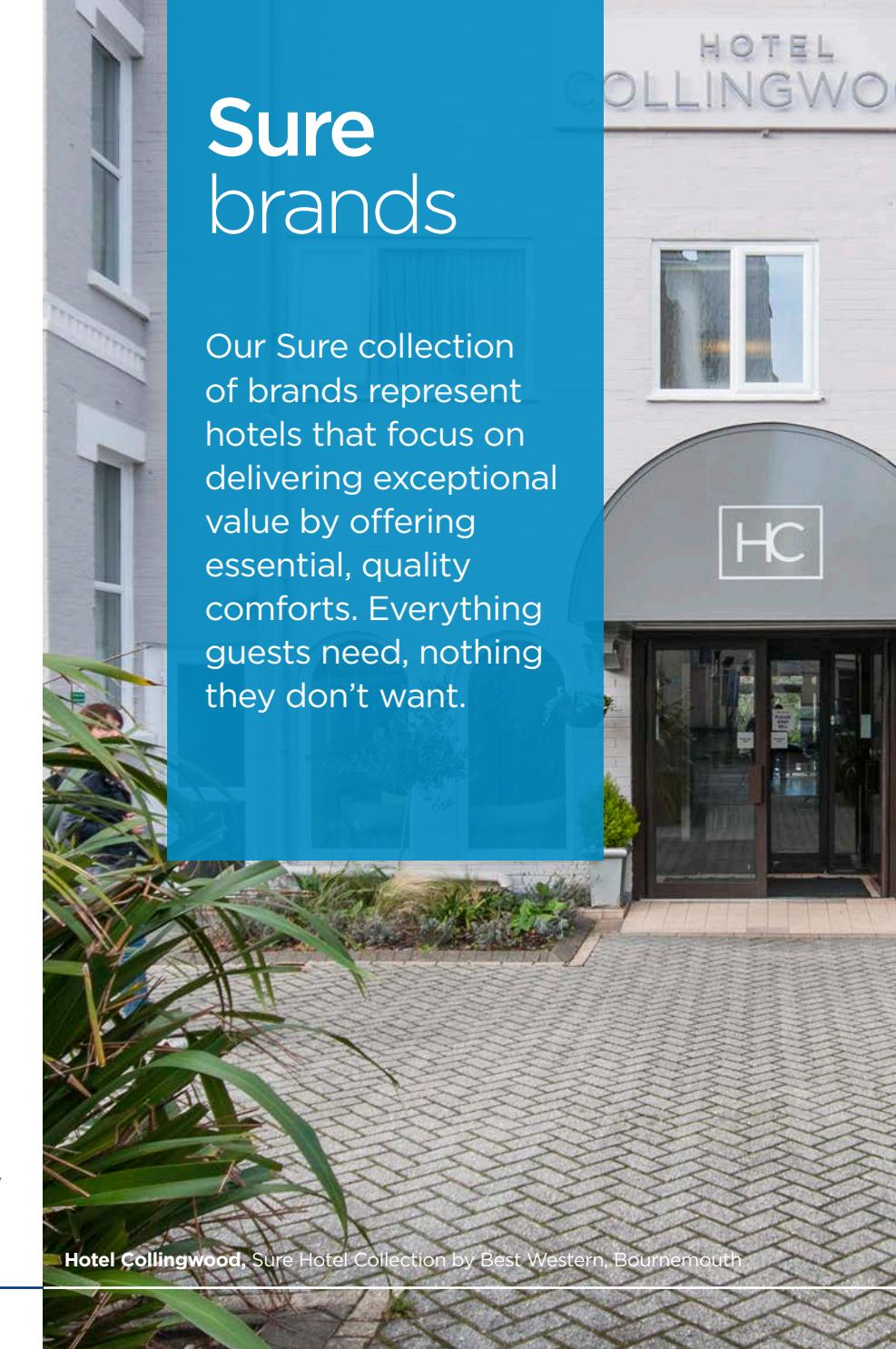


Core brands

Our core brands are a timeless collection of independent hotels that sit at the heart of the Best Western portfolio. The range offers rewarding leisure and business stays, distinctive experiences and exceptional value.



Best Western Plus Brntsfield Hotel, Edinburgh



Sure brands

Our Sure collection of brands represent hotels that focus on delivering exceptional value by offering essential, quality comforts. Everything guests need, nothing they don't want.



Hotel Collingwood, Sure Hotel Collection by Best Western, Bournemouth

Upper-economy brand

Simple stays with more of the finer details

Comfortable quality for great value

Lower-midscale brand

Casual stays with quality comfort

Smart value with modern amenities

Midscale brand

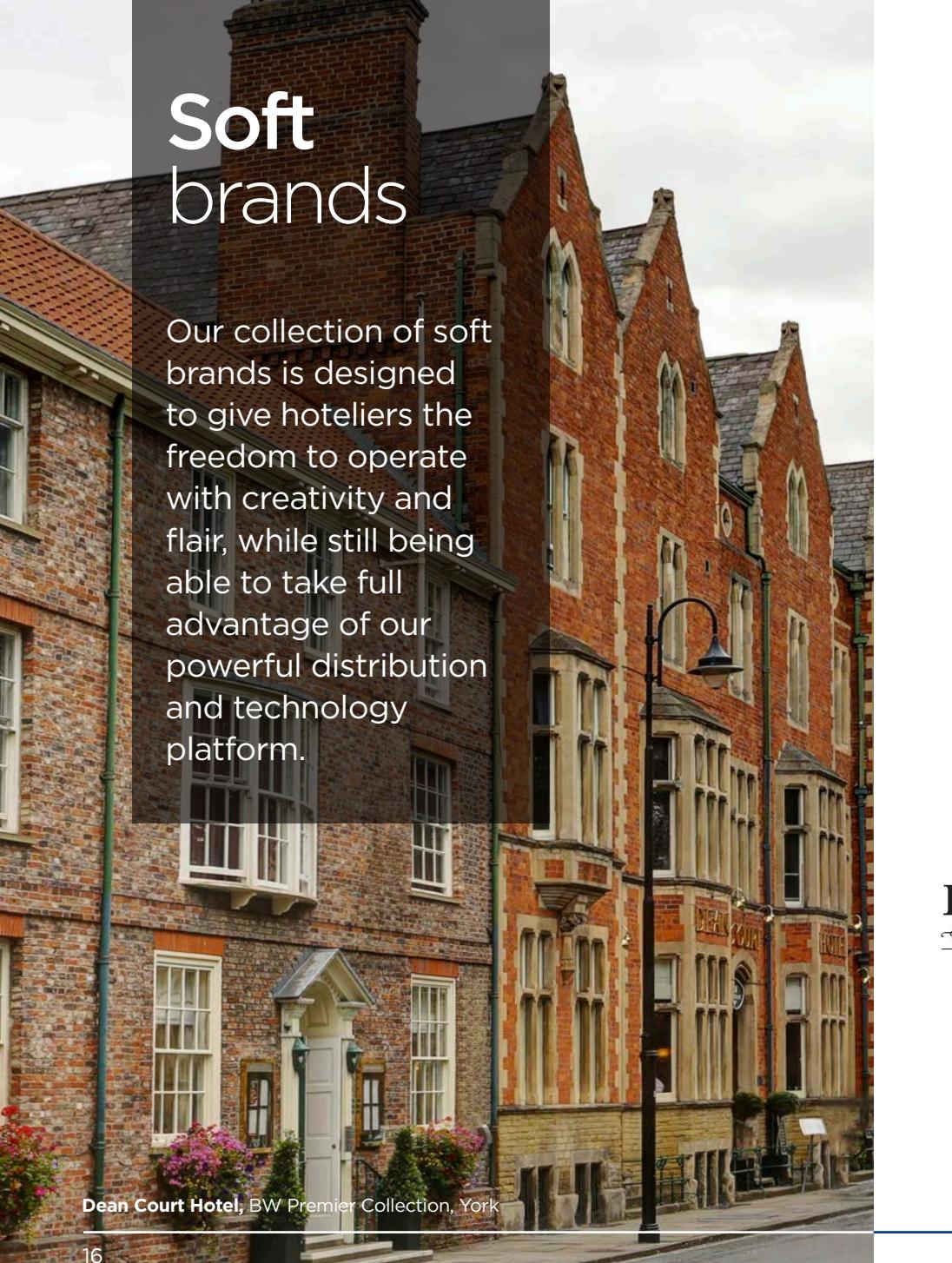
Quality, value and high efficiency

For guests who like to travel simple, relaxed and casual

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

Our excellence as standard, upper-midscale brand
Proven bottom line with stays that go beyond the expected
Upgraded style and amenities for leisure and business guests

Our most exclusive offering in this upscale brand
An elegant and refined experience in a proven model
First-rate amenities, superior accommodation, exceptional hospitality



**BW Premier
COLLECTION**
by BEST WESTERN

BW
SIGNATURE
COLLECTION
by BEST WESTERN

Upscale deluxe brand

Offering world-class originality and sophisticated luxury

Exquisitely crafted stays that reflect the unique personality of each locale

Upper - midscale brand

An eclectic collection that offers unique local experiences

Affordable stays, quality comfort, bursting with personality

Boutique & lifestyle brands

Introducing Aiden and Sadie - two brands that offer unprecedented flexibility to improve performance and enhance asset value. This collection allows for the unique and leading-edge personalities of each hotel to shine and tap into the local flair of their market.

Sadie
B E S T W E S T E R N
SM

Aiden
by BEST WESTERN

New build & conversion brands

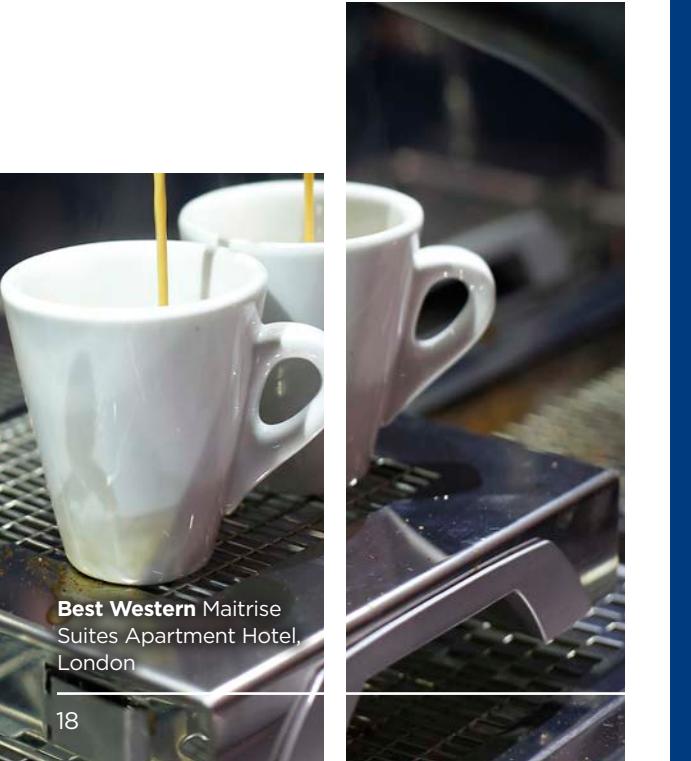
Our new build and conversion brands are aesthetically individual, designed to appeal to specific and targeted segmentation - dynamic savvy travellers, home-away-from-home stays, and for urban connected guests in the heart of the city.

GLO
BEST WESTERN

Vib
BEST WESTERN

Executive Residency
by BEST WESTERN

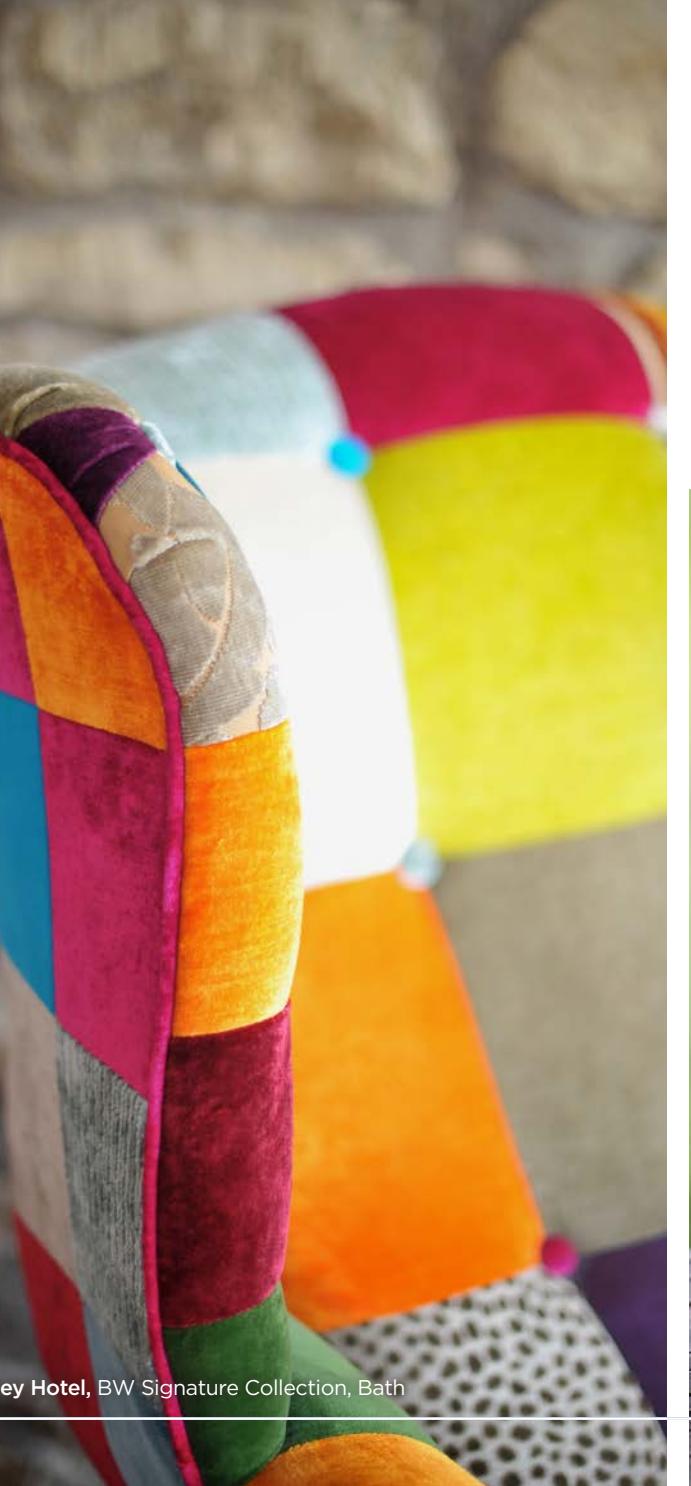
Complete purchasing power



By joining Best Western GB, you'll get access to Beacon - Britain's leading hospitality purchasing organisation, which delivers tailored product solutions to help your business maximise profitability and stay ahead of market trends.

With over 2,000 UK clients, Beacon's team of purchasing experts work with over 160 suppliers across 65 purchasing categories such as food and drink, utilities and services, furniture, fittings, equipment, consumables and more.

This is to ensure you get the best deals possible, reducing your costs.



Abbey Hotel, BW Signature Collection, Bath



Best Western Nottingham Derby, Long Eaton



Best Western Burn Hall Hotel, York



Best Western Oaklands Hall Hotel, Grimsby

Top reasons to **join**

BW | Best Western®
Hotels & Resorts

**We deliver total revenue whilst you retain
total control**

A global powerhouse that welcomes over
400,000 hotel guests every night

Optimised profitability that delivers on
average an unbeatable **3.5% cost of sale**

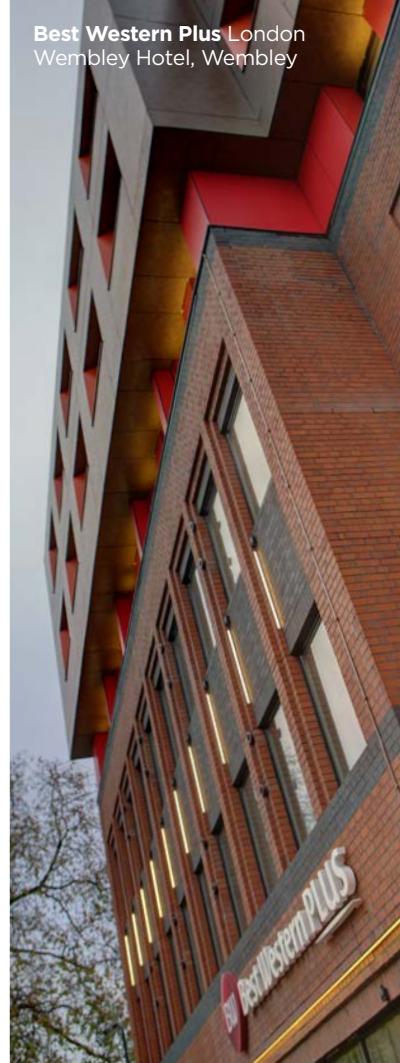
Global loyalty programme with over
38 million members and growing daily

Extensive and diverse collection of proven
revenue building brands

Dedicated to maintaining and celebrating
your **independence**

Join Best Western today

Best Western Plus London
Wembley Hotel, Wembley



Best Western The Dartmouth Hotel
Golf & Spa, Dartmouth



Stoke Rochford Hall Hotel,
BW Premier Collection, Grantham

joinbestwestern.co.uk

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hoteldevelopment@bestwestern.co.uk