



LAS VEGAS, NV



BW Premier
COLLECTION
by BEST WESTERN

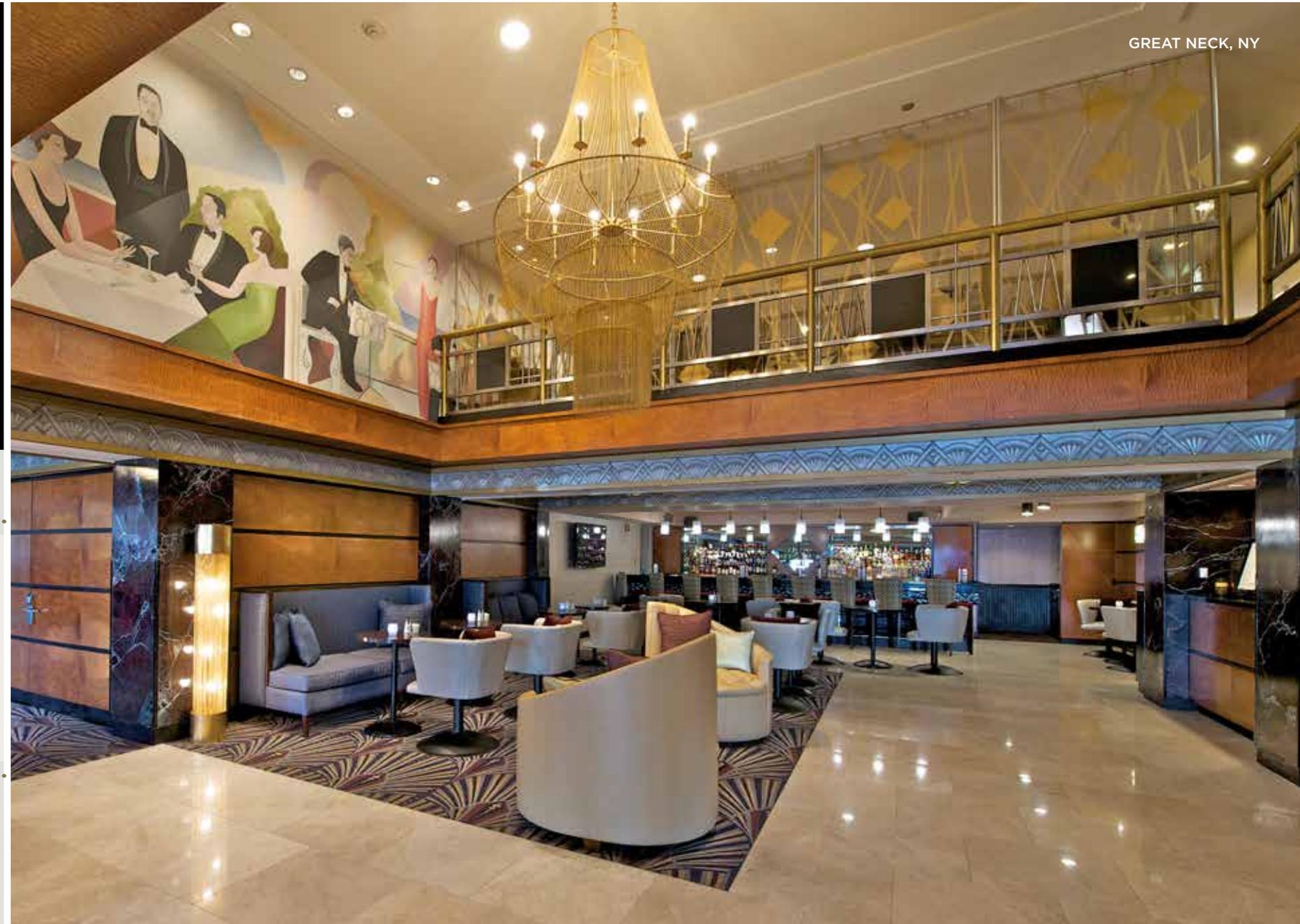
Your Invitation to Travel Well.

An iconic brand with more than 70 years of exceptional hospitality, Best Western® Hotels & Resorts has undergone a transformative brand refresh, giving life to contemporary design, modern amenities and superior accommodations.

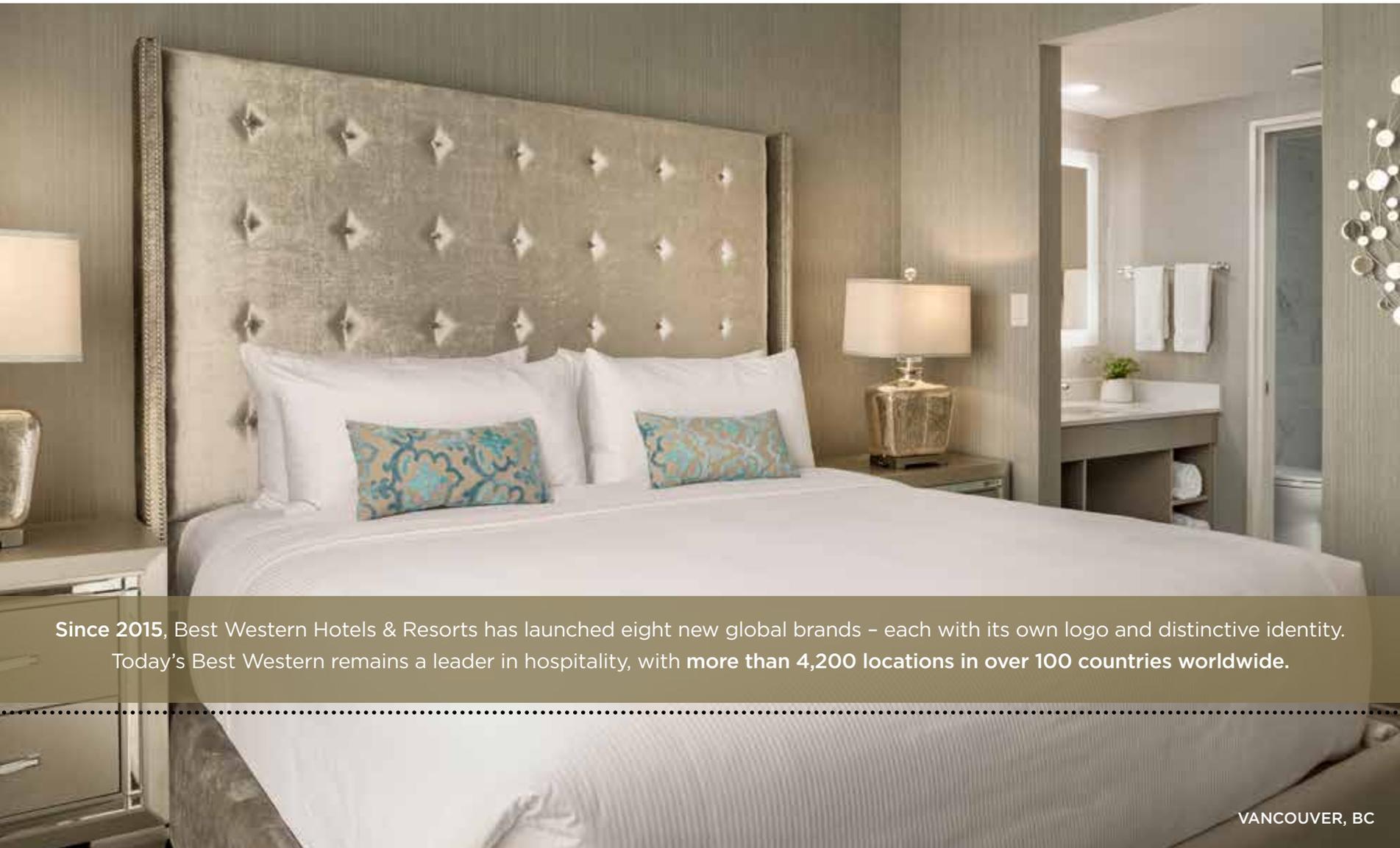
BW Premier
COLLECTION®
by BEST WESTERN



Explore a snapshot of today's BW Premier Collection® by Best Western with Amy Hulbert, Vice President of Boutique and Upscale Brands, and see the evolution of this trusted brand.



GREAT NECK, NY



Since 2015, Best Western Hotels & Resorts has launched eight new global brands – each with its own logo and distinctive identity. Today's Best Western remains a leader in hospitality, with more than 4,200 locations in over 100 countries worldwide.

VANCOUVER, BC

Welcome to Today's Best Western® Hotels & Resorts

When Best Western Hotels & Resorts launched its iconic refresh in 2015, it unveiled a new contemporary look, complete with new logos to enhance Best Western's image as a modern, forward-thinking hospitality brand. Investing more than \$2 billion in renovations and improvements, Best Western hotels revealed stylish designs with upgraded lobbies, spacious guest rooms and plentiful amenities to meet the expectations of today's travelers. The brand refresh also revamped its award-winning loyalty program - Best Western Rewards® (BWR®) - giving members access to exclusive benefits and exciting opportunities to earn and redeem points for instant rewards.



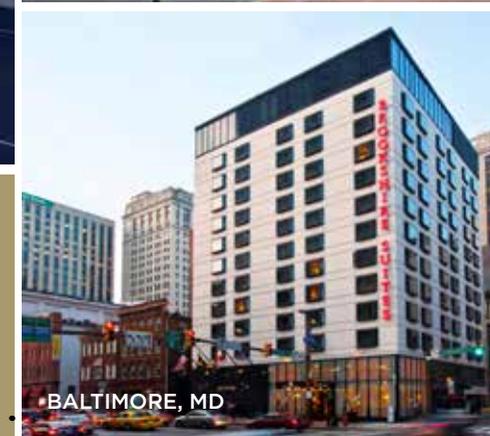


SOOKE, BC

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.



ORLANDO, FL



BALTIMORE, MD



WELCHES, OR

Behind the Brand: BW Premier Collection® by Best Western

Embark on a journey of local flair and style.



SAN FRANCISCO, CA

BW Premier Collection® locations are shattering the ordinary and cultivating a new expectation for today's business and leisure luxury travel. Prepare to feel inspired as you relax in these impeccably diverse boutique-style locales. Superior services and amenities such as free Wi-Fi are found at every domestic and international location, offering guests an indulgence into comfort. Experience an award-winning loyalty program with Best Western Rewards® for rich rewards and exclusive offerings.



MANY, LA

World-class amenities and impeccable service.



With over \$2 billion in renovations, today's Best Western® is modern and contemporary, delivering an exceptional stay with modern conveniences.

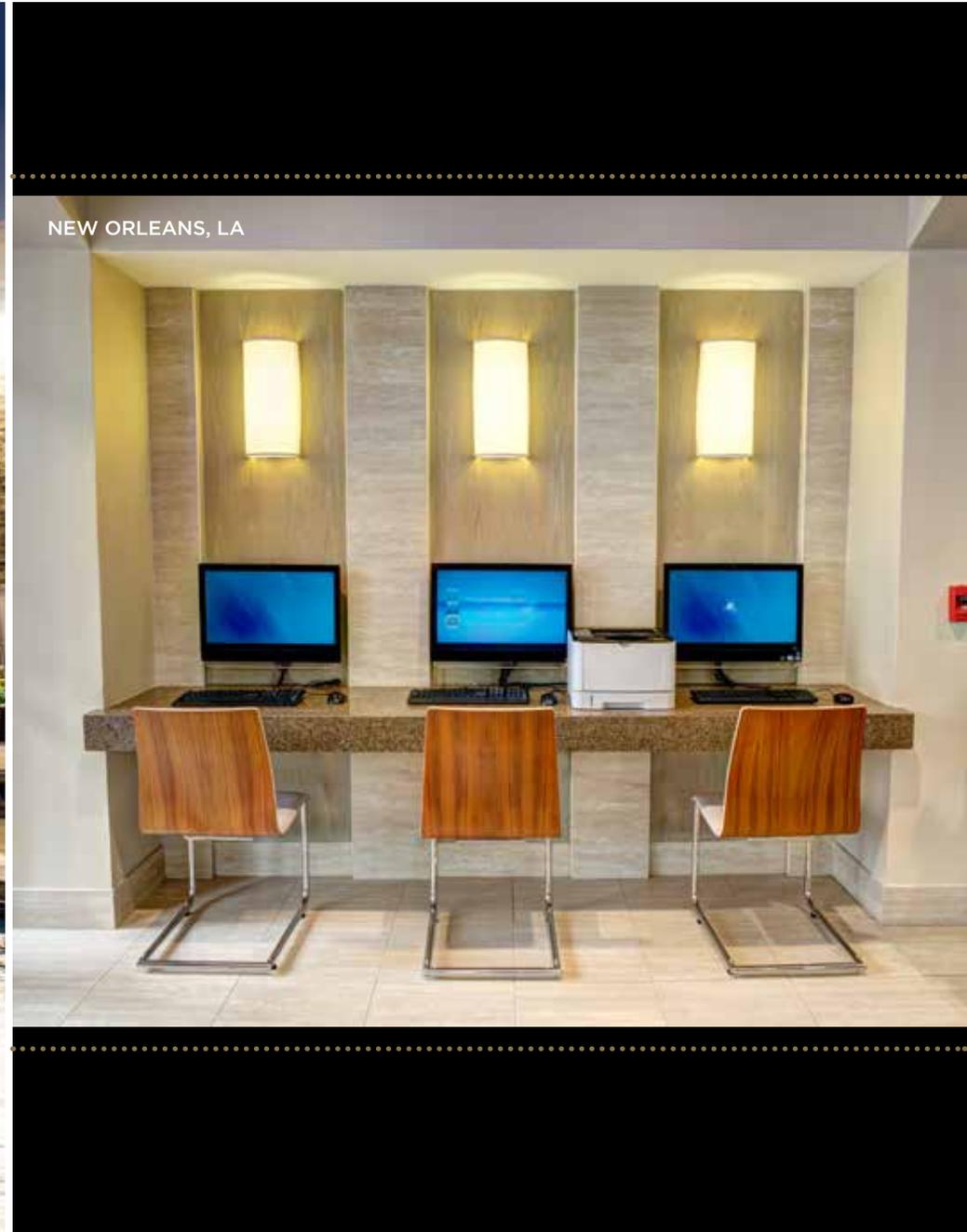
- On-site restaurant, complimentary breakfast available at most locations
- On-site lounge
- Fully equipped fitness center
- Relaxing spa



*Amenities and services may vary at individual hotels worldwide. Please check individual hotel listings for a complete list of amenities and services.



MARSHFIELD, WI



NEW ORLEANS, LA



SAULTSTE. MARIE, ON



LANCASTER, PA



BORREGO SPRINGS, CA

BW Premier

COLLECTION[®]
by BEST WESTERN



Experience Best Western Premier Collection



Hey Nadine & Friends Visit Greece



Golf Escape With Tisha Abrea and Tania Tare



Experiences by BWR: Great Northwest Mountain Escape

Explore BW Premier Collection

GO. GET. REWARDED.®



Best Western Rewards® Members Get Even More!

It's **FREE** to enroll. With more hotels in more locations, you have many reward choices and opportunities.

 <p>NO BLACKOUT DATES ON FREE ROOM NIGHTS</p>	 <p>POINTS NEVER EXPIRE</p>	 <p>LOWEST FREE NIGHT REDEMPTION THRESHOLD</p>	 <p>NO CATCH. MATCH ELITE STATUS INSTANTLY</p>	 <p>INSTANT REWARDS* & INCENTIVES</p>
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gogetrewarded.com

COMPARE MEMBERSHIP LEVELS & BENEFITS

GOLD ELITE



After 10 qualifying nights
 • 7 Stays
 • 10,000 points

10%

BONUS POINTS PER STAY

PLATINUM ELITE



After 15 qualifying nights
 • 10 Stays
 • 15,000 points

15%

BONUS POINTS PER STAY

DIAMOND ELITE



After 30 qualifying nights
 • 20 Stays
 • 30,000 points

30%

BONUS POINTS PER STAY

DIAMOND SELECT



After 50 qualifying nights
 • 40 Stays
 • 50,000 points

50%

BONUS POINTS PER STAY

*Some amenities not available at all locations. **Numbers are approximate and can fluctuate. Best Western and Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2018 Best Western International, Inc. All rights reserved. Each Best Western® branded hotel is independently owned and operated

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