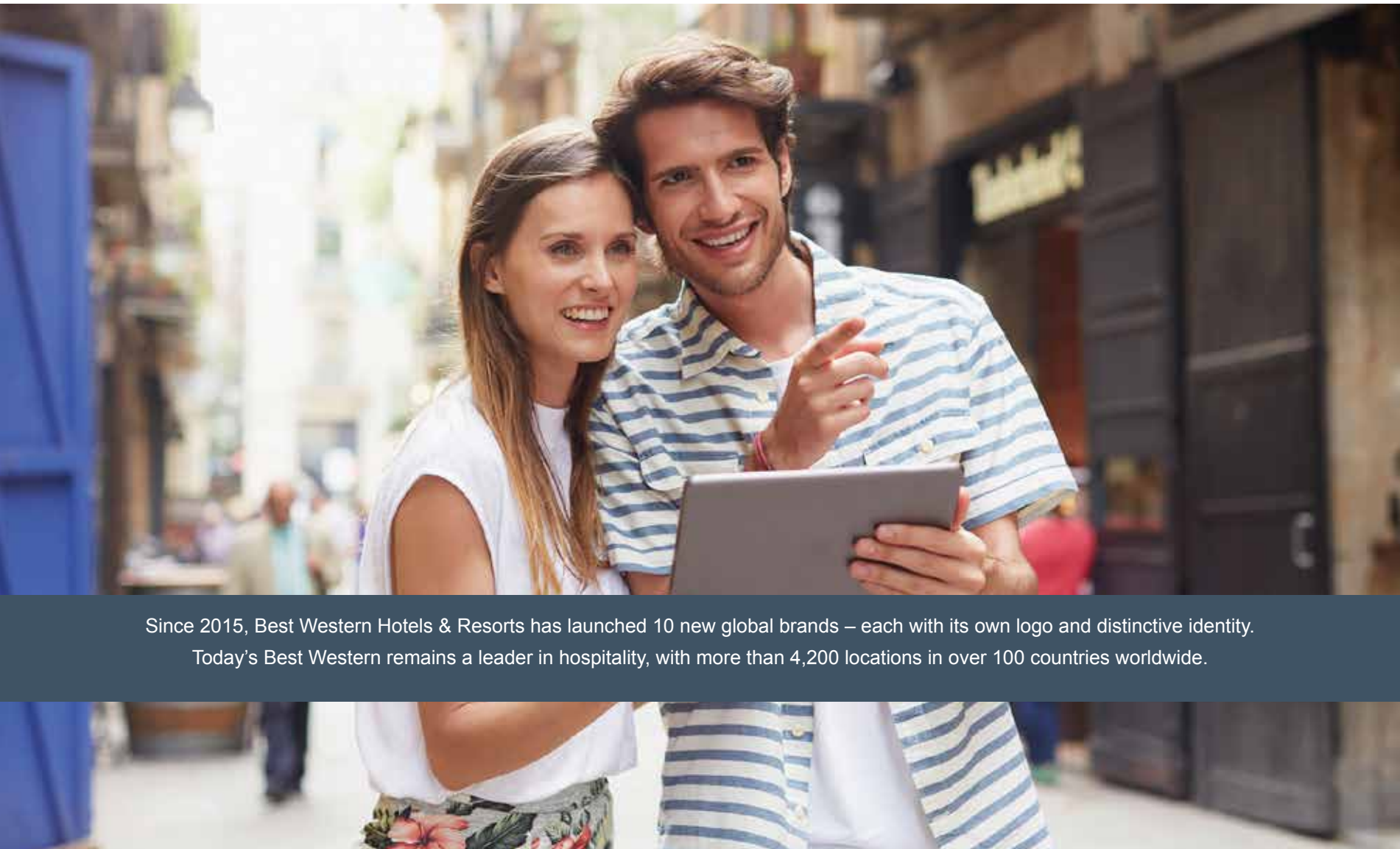


**Welcome to the SureStay® Hotel Group Family - Offered by Best Western**



Since 2015, Best Western Hotels & Resorts has launched 10 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.

## 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.





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. Adding to its current lineup of hotel products, Best Western Hotels & Resorts introduced the SureStay® Hotel Group - a reliable brand offering consistent service and quality



Explore a snapshot of today's Best Western with Amy Hulbert, Vice President of Boutique and Upscale Brands







## Rest Assured - A Great Stay Is Waiting.



We understand every trip and traveler has unique needs and we believe that no guest should ever have to sacrifice value, reliability or comfort. With the SureStay® Hotel Group by Best Western, we've created a new hotel experience that offers **three great affordable hotel options** that combine convenience, consistent quality and service - all designed to make every guest feel appreciated. Stay with confidence knowing each hotel has achieved and must maintain a TripAdvisor score of 3.5 or higher. Welcome to the SureStay Hotel Group.





## REST EASY. REST ASSURED.

Everything you need, nothing you don't want. SureStay Hotel by Best Western welcomes those who like to travel simply and casually. And with extras like free continental breakfast and free Wi-Fi, you can rest in comfort wherever you are along the way in your journey.

MISSION, TX



- Continental breakfast
- Free Wi-Fi
- Well-appointed guest room
- Earn and redeem Best Western Rewards® points

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



MISSION, TX



CHILLIWACK, BC

Behind the Brand: Sure Stay® Hotel by Best Western





**Great Value & Modern Convenience.** Whether for leisure or business, SureStay Plus Hotel by Best Western is the perfect choice for those who like to travel simply and casually. Find the amenities and service you expect at SureStay Plus.

**STAY. RELAX. REPEAT.**

And with extras\* like free hot breakfast and free Wi-Fi, you can expect modern convenience, high standards and of course, a very warm welcome.



JASPER, IN

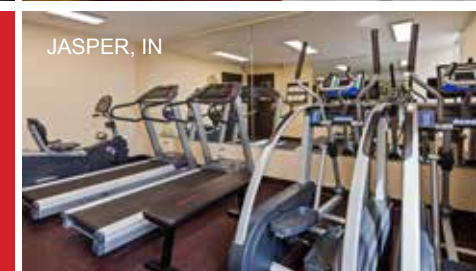
- Breakfast with hot options
- Free Wi-Fi
- Business center
- Fitness center or pool
- Expanded lobby
- Earn and redeem Best Western Rewards® points

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



OMAHA, NE

**Behind the Brand: Sure Stay® Plus Hotel by Best Western**



JASPER, IN



WILMINGTON, DE





**Unmatched value, quality, and a little more.** A unique blend of hotels, SureStay Collection by Best Western welcomes those who like to travel casually, but appreciate the kinds of details that add to a better stay experience. Find everything you need at a hotel designed to deliver a dependable stay.

**VALUE. COMFORT. QUALITY.**

With the added value of amenities\* like complimentary breakfast or full service restaurant and lounge and free Wi-Fi, you can rest assured that your comfort is our highest priority.



WILLIAMSPORT, PA

**Behind the Brand: Sure Stay® Collection by Best Western**



WILLIAMSPORT, PA

- Full-service restaurant and lounge
  - Free Wi-Fi
  - Conference/meeting space
  - Earn and redeem Best Western Rewards® points
- \*Amenities and services may vary at individual hotels worldwide. Please check individual hotel listings for a complete list of amenities and services



WILLIAMSPORT, PA



LOS ANGELES, CA



Experience SureStay Hotel Group

Safe. Clean. Reliable. Value You Can Count On.





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.



**NO BLACKOUT  
DATES ON FREE  
ROOM NIGHTS**



**POINTS NEVER  
EXPIRE**



**LOWEST FREE  
NIGHT REDEMPTION  
THRESHOLD**



**MATCH ELITE  
STATUS INSTANTLY**



**INSTANT REWARDS\*  
& INCENTIVES**

[gogetrewarded.com](https://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.  
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**If something goes wrong, we will make it right.**

[bestwestern.com](http://bestwestern.com)