

Best Western PLUS



Wherever Life Takes You, Best Western Is There.®

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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.



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



VANCOUVER, BC



Since 2015, Best Western Hotels & Resorts has launched 11 new global brands – each with its own logo and distinctive identity. Today's Best Western remains a leader in hospitality with **more than 4,700 locations in over 100 countries worldwide.**



WAKEENEY, KS

Welcome to Today's Best Western™

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 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.



HOUSTON, TX

Best Western Plus® goes beyond the expected, offering everything from well-appointed guest rooms to upgraded amenities. Connecting you to Best Western Rewards®, our award-winning loyalty program, we are committed to delivering the highest degree of hospitality and unmatched value — around the block and around the world.

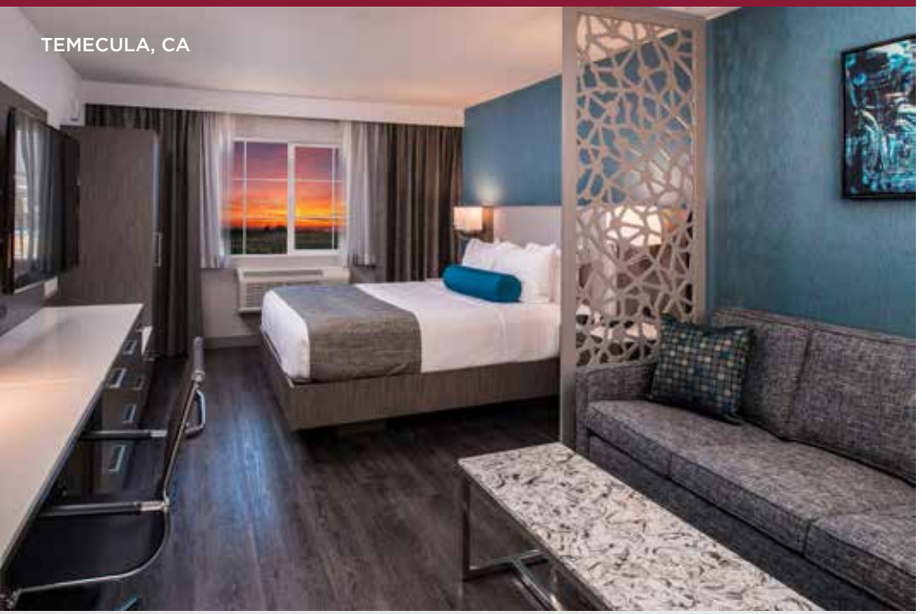

BOLIVAR, MO


ST. AUGUSTINE, FL

Behind the Brand: Best Western Plus®


CENTRALIA, IL

Expect more out of travel.


TEMECULA, CA

Everything you need for work and play, Best Western Plus delivers the comfort and convenience you have come to expect from Best Western® Hotels & Resorts. Our spacious guest rooms offer plush bedding and stylish bath amenities. The in-room desk and hotel business center provide the right tools for a productive stay.


BOLIVAR, MO


PALM SPRINGS, CA

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


NAMPA, ID


JACKSON, TX

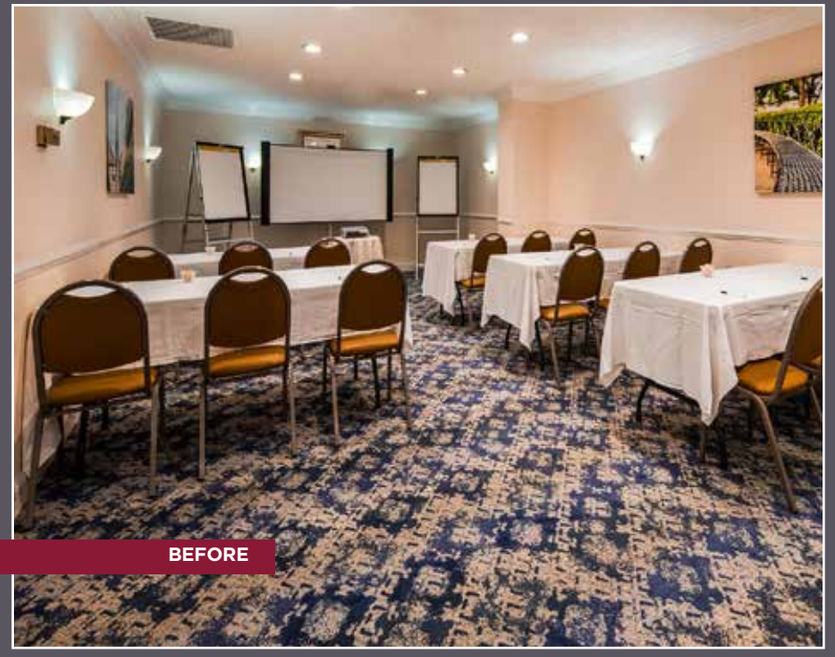
Superior Value and Quality Guest Service


BAY CITY, TX

- Complimentary breakfast
- Free Wi-Fi
- In-room mini-refrigerator
- In-room work desk
- In-room coffee and tea maker
- Stylish bath amenities
- Fitness center
- Business center
- On-site guest laundry and/or same-day dry cleaning services

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

Each renovation reflects an investment in hospitality standards that are focused on delivering the exceptional in every way - with fresh style and modern design, every guest touch point has been transformed to reflect today's Best Western®.



BEFORE



DALLAS, TX

AFTER

Transforming a Brand: The Value of Before and After



BEFORE



HENDERSON, NV

AFTER

Before and After



BEFORE



LAKE CITY, FL

AFTER

Before and After



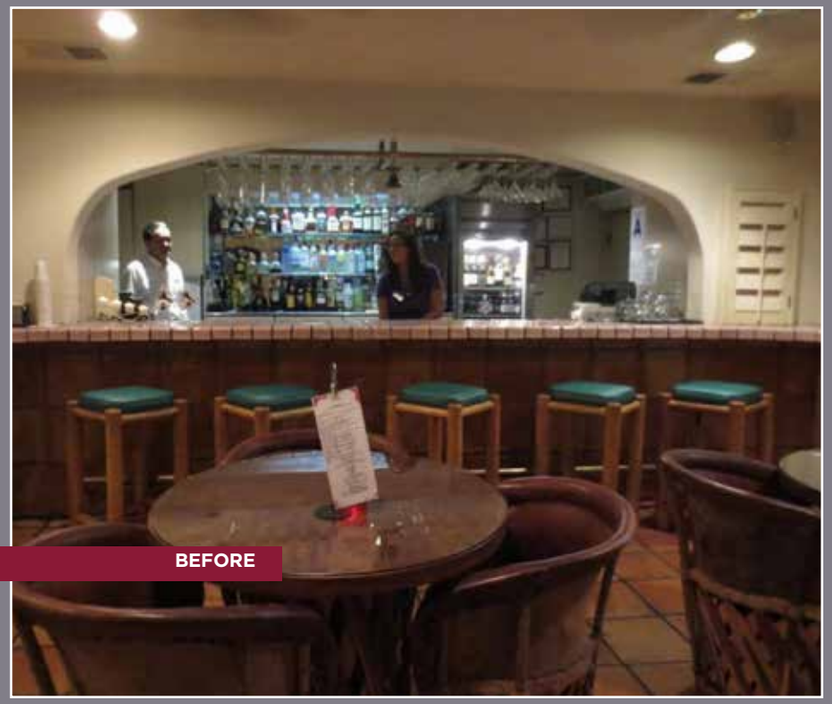
BEFORE



AFTER

NELSON, BC

Before and After



BEFORE



PALM SPRINGS, CA

AFTER

Before and After

An Inside Look at the Best Western Plus® Experience

Brand Spotlight



Embark on an Adventure to Utah's National Parks



Escape to Incredible Idaho



How to Spend Your Rewards Points



Explore Best Western Plus Hotels in 360

To view 360 videos,
please open in Google Chrome
or Mozilla Firefox.

Best Western Plus Rose City Suites

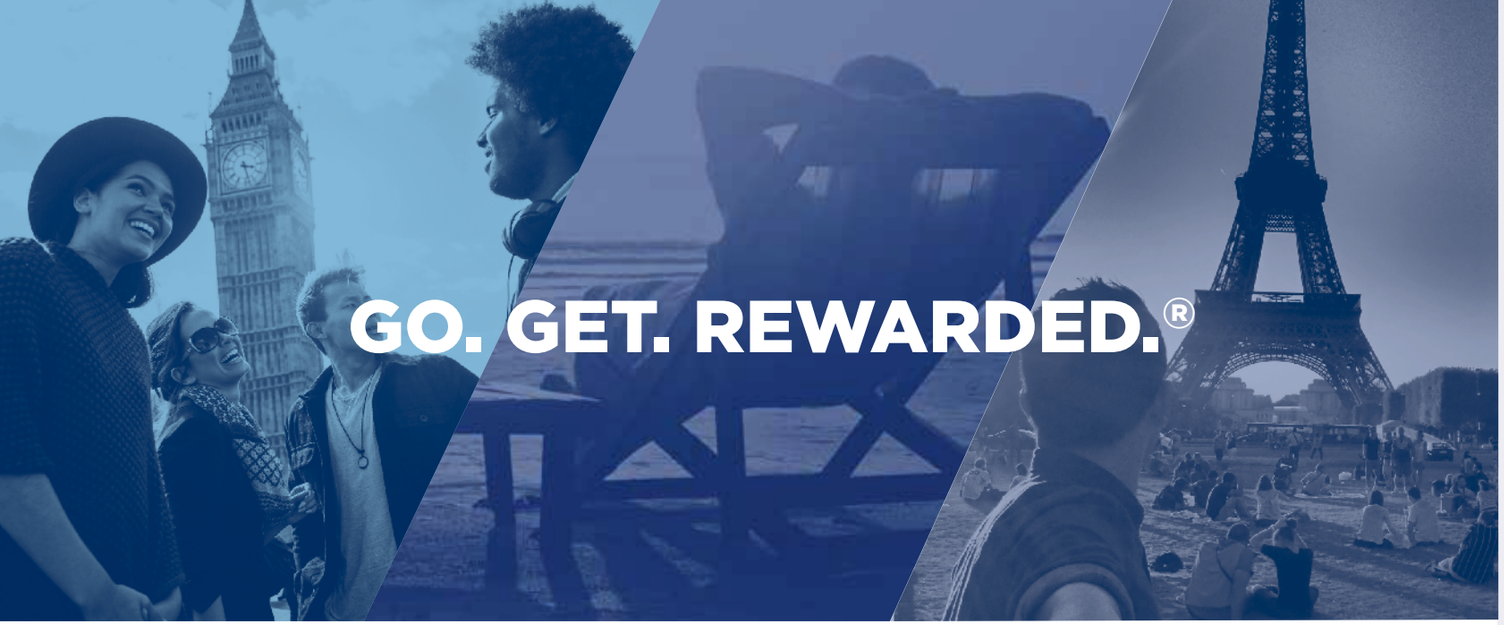


Best Western Plus Desert Poppy Inn



Best Western Plus Newark/Christiana Inn





Best Western REWARDS®

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
- Status Match NO CATCH. MATCH ELITE STATUS INSTANTLY
- $10 GIFT CARD INSTANT REWARDS* & INCENTIVES

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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