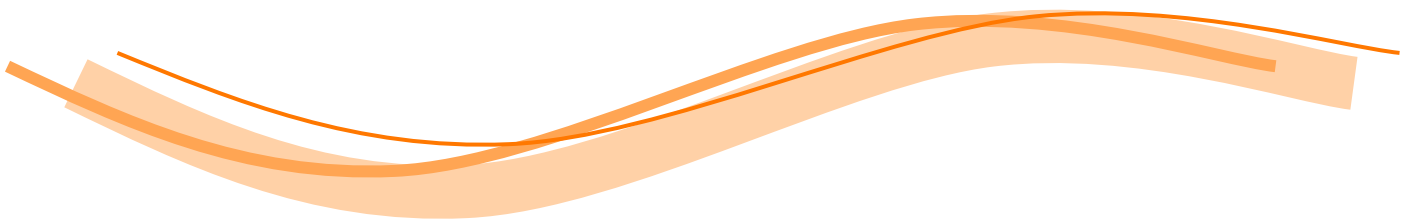




BEST WESTERN HOTELS & RESORTS





<p>BEST WESTERN HOTELS & RESORTS</p>	<p>Best Western is the largest hotel family in the world, with over 4,200 hotels in more than 100 countries. And it's still growing! Best Western now has over 200 properties in Canada. In 2018, Best Western International, Inc. celebrates 72 years of providing quality customer care and dedicated service to Best Western guests across the globe.</p> <p>Check out www.BestWestern.com where it is easy to choose the right hotel and book from one of three categories:</p> <p>BEST WESTERN provides guests with great value and service. Convenient amenities and warm, comfortable surroundings ensure an effortless stay and reliable hotel experience.</p> <p>BEST WESTERN PLUS offers that little something extra with an affordable price tag. While each property will be different, each features well-appointed rooms and amenities thoughtfully designed to suit any travel occasion.</p> <p>BEST WESTERN PREMIER aims to leave a lasting impression, with its distinct style and personalized guest services. Plush amenities and features provide each guest with a refined level of comfort with every stay.</p> <p>To add to these iconic brands, the company has launched eight new global brands since 2015. This includes a series of cutting-edge concepts catering to a new generation of travelers with the new-build Vib and GLō brands, as well as soft brand options for most chain scale segments – upper economy and midscale (SureStay Collection by Best Western), upper midscale (BW Signature Collection by Best Western) and upscale and upper upscale (BW Premier Collection). With a focus on providing unique, dual-branded properties combining the best of the Best Western Plus and Executive Residency by Best Western brands.</p>
<p>Best Western</p>	<p>Every Best Western meets the high-standard requirements of AAA/CAA - meeting a minimum Two-Diamond or Three-Diamond rating.</p> <p>What to expect when you stay at Best Western:</p> <ul style="list-style-type: none"> - Breakfast available to help you get a good start on your day - Free high-speed Internet helps you stay connected to work, friends and family - Free local calls - Free long-distance access - Copy & fax services to take care of business even while you're out of the office - In-room coffee & tea maker

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	<ul style="list-style-type: none"> - Convenient lobby-computer to print airline boarding passes, maps & more
<p>Best Western Plus</p>	<p>Best Western PLUS hotels meet the high-standard requirements of AAA/CAA with a minimum 3-Diamond rating. What to expect when you stay at Best Western PLUS:</p> <ul style="list-style-type: none"> - Upgraded bath amenities—in case you forget anything, we have you covered - Breakfast available to help you get the right start on your day - Convenient in-room mini-fridge ideal for keeping drinks and snacks on-hand - Fitness room to help you stay fit even while you're on the road - On-site laundry and/or same-day dry cleaning services - Free high-speed Internet to help you stay connected to work, friends and family - Free local calls - Free long-distance access - Spacious work desk in all guest rooms to keep you productive - In-room coffee & tea maker - Business centre (copy, fax services and computer access to print airline boarding passes, maps & more)
<p>Best Western Premier</p>	<p>Best Western PREMIER hotels meet the high-standard requirements of AAA/CAA with a minimum 3-Diamond rating. What to expect when you stay at Best Western PREMIER:</p> <ul style="list-style-type: none"> - Stylish décor - Personalized guest services - Highest quality furnishings and amenities for a truly comfortable stay - Breakfast available to help you get the perfect start on your day - On-site dining - Premium linens & towels to wrap yourself in comfort - Deluxe bath amenities to cover all your personal care needs while traveling - LCD or plasma TV with HD channels for the ultimate in-room entertainment - In-room safe to protect your valuables - Upscale hotel surroundings - In-room mini-fridge—ideal to keep drinks and snacks conveniently on-hand - Premium clock radio with MP3 connection - Well-equipped fitness center so you can stay fit even while on the road - Convenient on-site shop for snacks and toiletries for any little extras you may need - Free high-speed Internet helps you stay connected to work, friends and family - Free local calls

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	<ul style="list-style-type: none"> - Free long-distance access - Meeting rooms so you can get business done right on site - Dedicated business centre (copy, fax services, computer access, printer and more)
<p>Best Western Vib</p>	<p>Vib is a stylish urban boutique hotel concept designed for today's connected traveller.</p> <p>Located in the heart of key urban destinations around the world, guests will experience a vibrant and modern design with a focus on convenience, technology and social engagement.</p> <p>Relax at one of the thoughtfully designed social spaces throughout the hotel or unwind and catch your breath after a busy day in our Zen Zone. Grab a bite at the Grab and Go stations serving premium coffee and food options throughout the day or connect with other guests in the captivating bar area. Gaming pods will let you escape with friends and colleagues while you enjoy its tech-centric design and features.</p> <p>Chic, modern guest rooms provide comfort as well as signature design and technology elements such as easily accessible USB and power ports, free high-speed internet, work stations, and smart TVs to stream custom content. Green-friendly features will provide the comfort you expect, while keeping the surrounding environment in mind.</p> <p>In 2017, Best Western announced the opening of the world's first Best Western Vib hotel in the city of Antalya, Turkey. Best Western Hotels & Resorts has Vib projects under development in Miami, Florida; Los Angeles, California; Staten Island, New York; Springfield, Missouri; Seoul, South Korea; and Vientiane, Laos.</p> <p>Amenities and Features Available at Most Vib Hotels:</p> <ul style="list-style-type: none"> Grab and Go food service area Lobby or rooftop bar In-room work desk with signature Herman Miller desk chair Pod-style in-room coffee and tea maker Signature bath amenities Complimentary high-speed internet Fitness center Wireless, secured printing in the public area Same-day dry cleaning services Smart TV in the guestroom In-room safe
<p>GLō</p>	<p>GLō is the latest addition to Best Western Hotels & Resorts growing family of brands, perfect for savvy travellers who expect the best in value, design, and comfort. This energetic concept breaks the cookie-cutter hotel mould.</p> <p>The new boutique hotel features sleek and modern finishes accented</p>

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	<p>with bold pops of color that will delight both business and leisure travellers alike.</p> <p>A spectacular lobby will greet all guests as they arrive, providing room to relax and mingle with family and friends. Each hotel may feature a state-of-the-art fitness centre and a dynamic breakfast area is a hub for morning activity as guests' fuel up for their day.</p> <p>GLō hotels balance value; design and comfort ensuring guests have the best of each, creating a memorable travel experience.</p> <p>Amenities and Features Available at Most GLō Hotels:</p> <ul style="list-style-type: none"> Complimentary breakfast In-room work desk with signature Herman Miller desk chair In-room coffee and tea maker Gel-topped signature mattress Stylish bath amenities Complimentary high-speed internet Fitness centre Business area Wireless, secured printing in the public area On-site guest laundry and/or same-day dry cleaning services
<p>SureStay Hotels</p>	<p>Best Western® Hotels & Resorts launched the SureStay Hotel Group – the brand has amassed 52 properties worldwide and boasts a robust pipeline of 45 more. Since making its official debut in fall 2016, SureStay has served as a welcome alternative for upper-economy/lower-midscale travelers, offering consistent and quality levels of value, comfort and cleanliness.</p>
<p>Best Western Rewards</p>	<p>A more Rewarding Stay</p> <p>Hotel Stays are only the beginning! Best Western Rewards members can earn points from a great selection of preferred partners, which can then be used for FREE room nights, retail gift cards, and so much more!</p> <p>The Best Western Rewards loyalty program is one of the industry's few truly international travel clubs. Members can earn points by staying at Best Western hotels throughout North, Central and South America, Europe, Asia, Australia and South Africa.</p> <p>You can also earn points through many partner offers. Through a variety of credit card partners, you can earn more on your own little shopping spree. From car rentals to ordering flowers, there's lots of other ways to keep increasing your points. Maximize your earning potential by receiving airline miles from your Best Western stay. Plus – there are frequent rewarding promotions from Best Western to allow you to accumulate even more points.</p>

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Once you have collected points they can be used towards an extensive offering of product and service awards - including Global Free Room Nights at Best Western Hotels, dining, shopping and entertainment gift certificates, as well as airline miles.

Best Western Rewards members earn 10 points per US dollar (or equivalent in other currencies) spent on qualified room rates or 250 miles per stay on airline partners.

Membership levels:

Blue

Best Western Rewards Blue Card Level
Get 10 points per US dollar spent
Start earning points on your next stay
Points never expire
No blackout dates
Exclusive reservations line
Free night redemptions count towards elite status

Gold

Best Western Rewards Gold Level Card
10% bonus points per stay
10 nights, 7 qualifying stays or 10,000 points to qualify
Points never expire
No blackout dates
Exclusive reservations line
Room upgrade
Free night redemptions count towards elite status
Choice of thank you gift or points upon arrival

Platinum

Best Western Rewards Platinum Card Image
15% bonus points per stay
15 nights, 10 qualifying stays or 15,000 points to qualify
Points never expire
No blackout dates
Exclusive reservations line
Room upgrade
Free night redemptions count towards elite status
Choice of thank you gift or points upon arrival
10% point discount on free night redemptions

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	<p>Diamond Best Western Diamond Card Image 30% bonus points per stay 30 nights, 20 qualifying stays or 30,000 points to qualify Points never expire No blackout dates Exclusive reservations line Room upgrade Free night redemptions count towards elite status Choice of thank you gift or points upon arrival 10% point discount on free night redemptions Free night availability, Guaranteed</p> <p>Diamond Select Best Western Rewards Diamond Select Card Image 50% bonus points per stay 50 nights, 40 qualifying stays or 50,000 points to qualify Points never expire No blackout dates Exclusive reservations line Room upgrade Free night redemptions count towards elite status Choice of thank you gift or points upon arrival 10% point discount on free night redemptions Free night availability, Guaranteed</p> <p>For more information about Best Western Rewards or to enroll in the program, visit www.bestwesternrewards.com or call (800) 237-8483.</p>
<p>Best Western Travel Card</p>	<p>The Best Western Travel Card allows you to fit over 100 countries and territories worldwide into your wallet. Travel Cards are accepted at over 4,000 properties worldwide. The Best Western Travel Card is the gift that fits everyone! As a treat for yourself, as a birthday or anniversary present, or to say 'thank you' for a job well done, the Best Western Travel Card is the perfect choice.</p> <p>It works just like cash at Best Western hotels worldwide. Send a personalized message to your loved one with the Travel Card when you select a plastic version. Or, if your gift just has to get there, choose Best Western's 'virtual' gift card option for fast, easy delivery. Purchase it online at www.travelcard.bestwestern.com.</p>
<p>Best Western Partners</p>	<p>CAA CAA Preferred Best Western Rewards Enjoy all the benefits of Best Western Rewards Take advantage of CAA travel discount offers Best Western Rewards points never expire</p>

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	<p>Membership is free Earn 10 points for every dollar spent on qualified hotel room rates or choose CAA Dollars Earn 10% bonus points with each qualified hotel stay Receive a discount of up to 15% on room rates at Best Western hotels with the CAA hotel discount program. Achieve elite level and earn even more points and more perks.</p> <p>Harley-Davidson Best Western has been known as the heart and soul of American hospitality, which is why it was felt it was a perfect match to design a program specifically for Harley-Davidson enthusiasts. Program Benefits Earn 10 points for every U.S. dollar spent on qualified hotel room rates Receive a discount of 10% or more on room rates at Best Western hotels with our Harley-Davidson hotel discount program. As a Best Western Ride Rewards member, you are automatically upgraded to Gold status so you'll earn points faster. As a Gold member, receive 10% bonus points on each qualified stay As a H.O.G. member, you are automatically upgraded to Platinum status.</p> <p>RIDER FRIENDLY HOTELS There are over 1200 Rider Friendly Best Western hotels worldwide Washing station and wipe-down towel available at all Rider Friendly locations Bottled water for riders upon arrival</p> <p>TOOLS FOR RIDERS Enjoy Best Western's motorcycle travel articles by enthusiast Jason Fogelson on the blog youmustbetrippin.com Plan your next ride with Harley-Davidson's Ride Planner tool featuring Best Western hotels Contact: Best Western Ride Rewards customer service at 1.888.BW2.BIKE</p>
<p>Leaders in Pet-Friendly Hotels</p>	<p>Best Western Hotels & Resorts know your pet is an extension of your family; one that you don't want to leave behind when you travel. With more than 1,600 pet-friendly hotels across the U.S., Canada, and the Caribbean, you and your pet will be sure to find a comfortable home away from home. Some pet-friendly hotels offer dedicated places to walk your dog, waste facilities, and will provide recommendations on pet-friendly parks, stores, and even pet-friendly restaurants. Best Western is pleased to welcome dogs to many hotels. Many hotels will accept cats, birds and other small animals. Please verify with the</p>

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	<p>hotel prior to your stay as policies vary by hotel.</p> <p>Best Western pet-friendly hotels allow up to two domestic dogs in a rented room, with a maximum size of 80 lbs. per animal. Other pet types such as cats, birds, monkeys, snakes, or other animals are allowed at the discretion of each property and require prior approval. There may be a maximum charge of \$20 per day for each room with a pet or multiple pets, or a maximum charge per week of \$100. A refundable damage deposit of up to \$50 per stay may be required of all guests with a pet.</p> <p>When making your reservation at a pet-friendly hotel, it is recommended that you call the hotel directly if you have specific pet related questions and to <u>guarantee availability of a pet-friendly room.</u></p>
<p>“People Who Care”</p>	<p>Best Western are “The People Who Care”, leading the way in green initiatives for hotels. Made up of independently owned and operated hotels, Best Western thrives on diversity. As a result, Best Western hotels do everything from having in-room recycle bins and linen re-use programs to geothermal and solar-powered hotels that actually sell power back to the grid.</p> <p>Every hotel in North America is required to have a green program in place. This could be anything from using recycled paper and installing low-flow shower heads to full participation with national or international eco-labeling programs. More than 40 percent of Best Western's Canadian properties have earned Green Keys from the Green Key Eco-Rating Program.</p> <p>Through the Best Western “For A Better World” program, their hotel owners, staff and customers donate time, money and talent to causes that benefit children and families. Click here to see many stories and personal accounts.</p>
<p>History</p>	<p>Best Western was founded in 1946 by M.K. Guertin, a California-based hotelier with 23 years of experience in the lodging industry. Best Western International began as an informal referral system among member hotels. In 1964, when Canadian hotel owners joined the system, Best Western took the first step toward global expansion. Best Western entered Mexico, Australia and New Zealand in 1976, further establishing its international presence.</p> <p>Here are some more of the brand’s milestone moments:</p> <p>1962 - Best Western offered the only hospitality reservations service covering the entire United States.</p> <p>1963 - Best Western was the largest motel chain in the industry with 699 member properties and 35,201 rooms.</p>

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	<p>1974 - Best Western eliminated the word "motel" from its name and began competing directly with other full-service lodging chains, while expanding internationally the following year.</p> <p>1988 - The award-winning Best Western Rewards program was launched to bring extra value to travelers and developers.</p> <p>1995 - Best Western introduced its first listings on the Internet.</p> <p>2004 - Best Western launched the hotel industry's largest High-Speed Internet Access (HSIA) initiative with the fastest implementation. In just eight months, the company established free wireless or hard-wired HSIA in some portion of the public areas, and at least 15 percent of rooms, at all of its North American properties.</p> <p>2007 - Best Western began using online surveys to keep track of customer satisfaction, one of the first steps in leading the industry in superior customer care.</p> <p>2011 - Best Western celebrated its 65th birthday. With new sister brands Best Western Plus and Best Western Premier launched, The World's Biggest Hotel Family tagline was introduced in the United States and Canada.</p> <p>2012 - Best Western introduced advanced cleaning technologies at its North American properties, becoming the first hotel brand to empower housekeeping staff to set a new standard for guest care through the use of UV wands, black lights and clean remotes.</p> <p>2015 - Best Western experienced a major transformation with the company's all-encompassing brand refresh, which reinvigorated the brand with groundbreaking initiatives that bring real value to today's travelers. To signal this modern transformation across brands, the company redesigned the flagship Best Western logo to utilize hand-drawn lettering, which is familiar and personable and pulls through the company's updated blue color. The centerpiece globe comes to life through the use of special effects such as gradient, highlighting and a 3-D treatment. These effects are distinctive within the hotel industry, which traditionally uses two-dimensional logos.</p>
<p>New at Best Western 2018</p>	<p>In addition to an impressive pipeline of 296 hotels in North America, Best Western is also growing across the globe. In particular, Best Western opened nine new hotels in Asia in 2017 - with locations in Myanmar, Japan, Indonesia, Thailand and the Philippines.</p>

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	<p>These have included two brands that are entirely new to the region - BW Premier Collection and SureStay Plus Hotel by Best Western. The company received recognition as the “Best Debut Hotel Chain” at the 2017 India Hospitality Awards, with plans to open six hotels in India and three in Bangladesh in 2018.</p>
<p>Online</p>	<p>Best Western handles reservations through its website at www.bestwestern.com . Special site features include hotel comparisons, ability to add reservations to your calendar, virtual tours of each property in the U.S., Canada, and the Caribbean, hotel fact sheets for easy printing, travel planning section complete with customizable maps, and much more.</p>
<p>Mobile Technology</p>	<p>Booking on the go is easy. Find and book reservations at any Best Western hotel worldwide, manage your account and more on your mobile device! Download the BEST WESTERN TO GO App for Android, iPhone or Blackberry here: http://www.bestwestern.com/travel-planning/mobile-apps/</p> <p>With the Best Western to Go app for your mobile device you can:</p> <ul style="list-style-type: none"> - Search and make reservations for any Best Western hotel - Manage and store your travel plans using your Triplt account - Find nearby restaurants, attractions, transportation and more - Access your Best Western Rewards account - Check existing reservations - Save your favorite locations before, during and after your trip - Share your favorite places via email
<p>Best Western Innovation</p>	<p>Fast Company announced its annual ranking of the world’s Most Innovative Companies (MIC) in February 2018, honouring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in AR/VR category.</p> <p>The brand was recognized for its two-prong approach to VR/AR – including the Best Western Virtual Reality Experience (BWVRE), which uses virtual reality to reinvent the way guests view and shop for hotels; and its I Care Every Guest Every Time employee training, which leverages virtual reality to transform communications between front desk staff and guests. These initiatives positioned Best Western as the first company of its size and scale to utilize this cutting-edge technology in these ways.</p> <p>Through BWVRE, travellers can experience every element of the most essential hotel areas in advance of their booking or stay. With three-dimensional 360-degree videos, customized narration and music, guests can embark on interactive tours of each hotel’s pool, lobby, fitness centre and room types. They are transported into the spaces and can inspect everything from the layout of the space to the quality of the</p>

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	<p>furniture, or the size of the television.</p> <p>Travellers can also now virtually explore every one of Best Western's 2,200+ properties across North America. Tours are available on all platforms that are supported by HTML5, including Google Maps, Google Search, YouTube and Facebook.</p> <p>Best Western's I Care Every Guest Every Time initiative uses a live hospitality virtual simulator that enables front desk, housekeeping, maintenance, and breakfast staff to practice and develop their interpersonal and guest communication skills in realistic, lifelike scenarios. Best Western properties utilizing the training program, with avatars and conflict resolution modules have already seen major boosts in areas of guest satisfaction within the brand's Medallia customer survey results.</p>
Newsletter	<p>Newsletter: Sign up now to receive special e-mail news and offers from Best Western. Simply complete the form at this link to get started: http://esurvey.cendyn.com/eSurvey_Cendyn/einsightweb.aspx?key=vXaHfpdCGxmf2zt3a%2flmqvlfq%2b7AEJei&email=youremail@domain.com</p>
Offers	<p>Best Western has a year-round program of special deals and contests for you to enjoy - keep checking back to https://www.bestwestern.com/en_US/offers/hotel-discounts.html and the Facebook page for the up to date offers.</p> <p>Exclusive CAA hotel rewards program for CAA members: CAA members save 10% or more on room rates at Best Western hotels in the U.S., Canada and Best Western hotels worldwide with the CAA hotel discount program.</p>
Zoomers	<p>Guests aged 55+ receive a minimum 10% senior discount on hotel room rates.</p> <p>Many Best Western hotels also offer guests little extras to make your stay more pleasant - like early check-in, late check-out, a complimentary hotel room upgrade or continental breakfast.</p>
Contacts	<p>Website: www.bestwestern.com Telephone: 1-800-780-7234 Facebook: www.facebook.com/BestWestern Twitter: https://twitter.com/thebestwestern You Tube: http://www.youtube.com/user/bestwesterntv Pinterest: https://www.pinterest.ca/thebestwestern/</p>
PERSONAL EXPERIENCE	<p>I have stayed in Best Western hotels all over the world and really like their individuality expressed within a consistent brand delivery of service and features. Best Western features in my Top Ten Hotel Groups: http://www.chrisrobinsontravelshow.ca/Planning/ChrisTop10Lists/HotelGroups.aspx</p>

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<p>Best Western in Canada</p>	<p>Explore world-class ski resorts, conduct business in downtown commercial centres or discover the many natural wonders and scenic landscapes while staying at one of 200 Canada hotels. From famed attractions to local favorites, discover all that Canada has to offer.</p>
<p>Award Winners</p>	<p>Best Western continues to set industry records regarding awards and accolades. Several notable distinctions received in 2017 include:</p> <ul style="list-style-type: none"> • a Top Breakfast Ranking from J.D. Power’s 2017 Guest Survey • Best Western Plus and Best Western ranking number one in upper-mid-price and mid-price hotel brands respectively by Business Travel News® • 65 Adrian Awards for excellence in digital marketing, advertising and public relations • the company’s ninth consecutive AAA®/CAA® Lodging Partner of the Year award • and a gold Recommend Readers’ Choice Award in the Hotels/Resorts category.
<p>Best Western Around the World</p>	<p>Explore Best Western hotels everywhere you want to go! With over 4,200 hotels in over 100 countries and territories worldwide, their family of hotels welcomes you wherever your travels take you. For instance, you can find Best Western Premium hotels in all these countries:</p> <p>Australia Austria Belgium Bulgaria Canada Chile China Croatia Czech Republic England Finland France Germany Ghana Hungary India Indonesia Ireland Italy Japan Kenya Malaysia</p>

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	Montenegro Netherlands Nigeria Poland Russia Slovenia South Korea Spain Sweden Switzerland Thailand Turkey United States
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