

MEDIA RELEASE



## Best Western® Hotels & Resorts Announces Launch of BWH Hotel Group<sup>SM</sup>

Best Western® Hotels & Resorts has announced the creation of the BWH Hotel Group<sup>SM</sup>, a parent organisation that brings the company’s full suite of 15 brands under one umbrella.

BWH Hotel Group is comprised of three core identities spanning every chain scale segment: SureStay Hotel Group®, Best Western Hotels & Resorts and WorldHotels® Collection.



Luxury Upper Upscale										
Upscale Upper Midscale Midscale										
Economy										

This brand architecture showcases the full portfolio of diversified hotel solutions on offer to the buying community of travel management companies and corporate accounts. BWH Hotel Group offers travel solutions for a variety of procurement needs and highlights the organisation’s impressive scale in the developer and investor communities.

According to Managing Director of Best Western Hotels & Resorts for Australasia, Graham Perry, the establishment of BWH Hotel Group demonstrates Best Western Hotels & Resorts’ contemporary and comprehensive portfolio.

“BWH Hotel Group offers increased scale that will deliver improved synergies and efficiencies to all of our hotels and stakeholders,” says Perry. “This harmonised

solution will also contribute to enhancing the brand and modernising our image to reflect our full suite of offerings.”

“The establishment of the umbrella brand continues our journey of transformation and embraces the industry-wide trend of providing diverse solutions through a single branded portfolio. We remain committed to responding to customer needs and believe BWH Hotel Group will allow us to do so more effectively.”

WorldHotels Collection, Best Western Hotels & Resorts and SureStay Hotel Group will each retain their individual identities, while also reaping the benefits of improved synergies and efficiencies of BWH Hotel Group. Australasian employees representing the entire portfolio of brands will begin using BWH Hotel Group email addresses.

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### **About Best Western® Hotels & Resorts:**

Best Western Hotels & Resorts is a privately held hotel brand headquartered in Phoenix, Arizona, with a global network of over 4,500 hotels in nearly 100 countries and territories worldwide\*, including 105 hotels across Australasia.

Best Western offers 15 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, GLÖ®, Aiden<sup>SM</sup>, Sadie<sup>SM</sup>, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition, Best Western now also offers WorldHotels® Luxury, WorldHotels® Elite and WorldHotels® Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises\*\*.

Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 61 of the brand’s Australasian hotels earning a TripAdvisor® Certificate of Excellence award in 2018, 19 being recognised as TripAdvisor Hall of Fame winners, Business Travel News® ranking Best Western Plus and Best Western number one in upper-midscale and midscale hotel brands respectively for two consecutive years, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category.

Nearly 40 million travellers are members of the brand’s award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western-branded hotel worldwide.

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

*\*\*All Best Western and SureStay branded hotels are independently owned and operated.*

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