



Best Western Launches ‘SureStay by Best Western’ in Australasia

Six hotels join “SureStay by Best Western” & “SureStay Collection by Best Western” portfolio

Best Western® Hotels & Resorts has announced the first six hotels within its SureStay and soft brand “SureStay Collection by Best Western” portfolio in Australasia.

Positioned in the economy and upper economy accommodation categories, SureStay® Hotel by Best Western and SureStay Collection by Best Western provides the perfect option for guests who like to travel simply and rest in comfort while being assured of the quality and service they’ve come to expect from the Best Western brand.

Managing Director of Best Western Hotels & Resorts for Australasia, Graham Perry, says: “Our SureStay® Hotel by Best Western and SureStay Collection by Best Western properties offer essential comforts for an exceptional value.”

“With extras like free continental breakfast and free Wi-Fi, our newest hotels provide travellers economical options in Dubbo and Lismore NSW and across four locations in Western Australia.”

The new properties are:

Blue Diamond Motor Inn, Dubbo	SureStay® by Best Western
The Karinga Motel, Lismore	SureStay® Collection by Best Western
Hospitality Carnarvon	SureStay® Collection by Best Western
Hospitality Kalgoorlie	SureStay® Collection by Best Western
Hospitality Esperance	SureStay® Collection by Best Western
Hospitality Geraldton	SureStay® Collection by Best Western

“Importantly, all hotels within the new soft brand receive the full service of Best Western’s worldwide brand network and benefit from sales and marketing services of the global hotel group,” explains Perry.

“Our soft brand offers hotel operators with very individual properties solutions for marketing and distribution; all SureStay and SureStay Collection hotels are bookable via GDS code UR.”

About the individual hotels

[The Karinga Motel, SureStay® Collection by Best Western](#) is Best Western's newest hotel in the network. Situated just 20 kilometres west of the Legendary Pacific Coast and within an hour of the seaside tourist towns of Byron Bay and Ballina, the hotel is in the thriving regional town of Lismore, home to two major hospitals and Southern Cross University. With 31 comfortable rooms ranging from spacious deluxe queens through to larger group and family rooms, and single rooms for those on a budget. The hotel also features an outdoor swimming pool and conference facilities for meetings or parties of up to 40 people.



[The Blue Diamond Motor Inn, SureStay Hotel by Best Western](#)

Centrally located, the property is the most meticulously clean and comfortable accommodation in Dubbo. In addition to XX well maintained rooms, the hotel features an outdoor pool and brand new gazebo, perfect for relaxing after a day of touring local attractions including Taronga Western Plains Zoo and the historic Old Gaol.

[Hospitality Carnarvon, SureStay® Collection by Best Western](#)

Located near the Fascine waterfront and adjacent to the Carnarvon Yacht Club in WA, the hotel offers great customer service and comfortable accommodation at an affordable price. With spacious, well-appointed motel rooms, a swimming pool and rooms service for breakfast and dinner daily, Hospitality Carnarvon is an ideal stopover for self-drive tourists heading for the far north of WA. The Fascine is often visited by turtles, dolphins and the occasional dugong.

And after a long day of sightseeing, the on-site restaurant offers gourmet cuisine designed around local Gascoyne region produce - finest fresh seafood, tropical fruits and vegetables.

[Hospitality Kalgoorlie, SureStay® Collection by Best Western](#)

Offering 54 comfortably-appointed rooms for an affordable price, the hotel is situated in the heart of the historic mining town of Kalgoorlie in WA. It features

an onsite restaurant and lounge for a refreshing cocktail, outdoor swimming pool and BBQ facilities. And pets are welcome

The Hospitality Kalgoorlie, SureStay Collection by Best Western is close to a variety of outdoor activities including golf, tennis and more. Nearby attractions include the Miners Hall of Fame to soak up the history of the gold rush, the Golden Quest Discovery Trail or the Western Australia Museum. Racing fans will love the hotel's close proximity to the local race track.

[Hospitality Esperance, SureStay® Collection by Best Western](#)

Nestled on the shores of the Great Southern Ocean, the Hospitality Esperance, SureStay Collection by Best Western is the perfect place for a holiday in Western Australia with activities like swimming, fishing, scuba diving, snorkeling, golf, tennis and island hopping all nearby.

The motel offers spacious and well-appointed rooms with ensuites and all the conveniences you would expect and more from a Best Western hotel.

The Esperance motel also offers a licensed restaurant specializing in modern Australian cuisine, cocktail bar, guest BBQ area, large swimming pool and room service.

[Hospitality Geraldton, SureStay® Collection by Best Western](#)

The Hospitality Geraldton, SureStay Collection by Best Western features 47 well-appointed, spacious guest rooms each featuring cable television and high-speed Internet access for guests' convenience, as well as an onsite restaurant and outdoor swimming pool.

The coastal Western Australia town of Geraldton is known for its beautiful wildflowers growing between July thru September. Travellers also come to spend time exploring the Abrolhos Islands underwater paradise, visiting the HMAS Sydney Memorial, lost off the northwest coast of Geraldton, or enjoying an afternoon of surfing, sunbathing, boating, windsurfing and fishing off the nearby sandy beaches. Other memorable attractions include the St. Francis Xavier Cathedral, St. John of God Hospital and the local lighthouse.

About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts, headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,200 hotels in nearly 100 countries and territories worldwide*. Best Western offers 12 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, GLō®, Executive Residency by Best Western®, Sadie HotelSM, Aiden HotelSM, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay Collection® by Best Western**.

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 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price 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.

Over 38 million travelers 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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