



Best Western Plus Ambassador Orange

Latest property to join the group

Best Western® Hotels & Resorts has strengthened its offering in regional Australia with Best Western Plus Ambassador Orange in Central West New South Wales joining the network.

Managing Director of Best Western Hotels & Resorts for Australasia, Graham Perry, says: “We’re delighted to welcome Best Western Plus Ambassador Orange to the Best Western network. This addition provides our corporate and leisure guests with yet another high calibre destination in which to stay, complementing the brand’s presence in nearby Dubbo and Bathurst.”

“With a range of room types and quality facilities, Best Western Plus Ambassador Orange is the perfect place to stay for business travellers, families, and our 37 million Best Western Rewards® members globally, who now have an option when they travel throughout one of New South Wales’ bustling Central West’s highlights.”

The conveniently located 4 Star property facilities include an outdoor pool, gym, meeting and conference rooms and the onsite *One Seventy Four Bar & Restaurant* offering Australian cuisine featuring some of the region’s finest local produce and wines.

Best Western Plus Ambassador Orange Manager, Ben Cullis, is very positive about the move.

“We’re excited to come on board with the Best Western Plus® brand, and to take advantage of all the benefits its offers,” says Cullis.

“We’re looking forward to introducing our newly refurbished rooms to all guests and Best Western Rewards members, and to showcase the region to visitors who haven’t been to the Central West yet.”

As well as being a popular destination for business travellers, Orange is a haven for those in search of a serene holiday experience. Well known for its sophisticated food and cool climate wines, the scenic region offers museums for history and heritage buffs, local markets and shopping plus a range of outdoor activities including horse riding, ballooning, the Mount Canobolas State Conservation Area and three picturesque 18-hole golf courses, namely Duntryleague Country Club, Wentworth Gold Club and the Orange Ex-Services Country Club. Travellers can also join in the celebrations at the F.O.O.D. Week (Food of Orange District) in Autumn and the Orange Wine Festival in Spring.

According to Perry, Best Western Plus Ambassador Orange is the first of a number of high calibre properties joining the brand.

“Building scale and expanding the Best Western presence across Australasia and our portfolio of 12 brands is one of our key priorities for the year ahead. We’re looking forward to announcing others soon.”



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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