



The smart choice for developers who compete in an upscale market.

Over 4,100 hotels in 100 countries and territories worldwide.[†]
 Discover everything Best Western® Hotels & Resorts can bring to
 your investment portfolio – talk to us today.



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Luxury and Style.
 Designed for the guest who expects the very best.

*Membership fee only **Includes CRS & BWRewards® business, N.A. 2015 *Numbers are approximate, may fluctuate and include hotels currently in the development pipeline
 Each Best Western® branded hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of
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Lower Fees. Greater Profits.

Best Western PREMIER's highly competitive fee structure allows you to drive more revenue to your bottom-line.

Best Western PREMIER® 5%*

Annual Fee Comparison by Brand, Based on Upscale Hotels as a Percent of Total Revenue

Hyatt Place®	11.3%
Sheraton Four Points®	12.6%
Courtyard by Marriott®	12.6%
Hilton Garden®	14.5%

Source: HVS 2014 International Hotel Franchise Fee Guide

Setting a More Profitable Standard.

Now is the perfect time to put the expanded product line and legendary performance of the industry's global powerhouse to work for you. Best Western® Hotel & Resorts delivers unprecedented consumer demand at a lower cost and a superior return on investment.

For over seven decades, Best Western Hotels & Resorts has continually raised the standard with competing hotels to remain viable in the upscale hotel market. Best Western PREMIER® has set the bar high for competitors in the upscale market. Developing a Best Western PREMIER strategically positions you to attract savvy business and leisure travelers who want a higher level of amenities and services a Best Western branded lifestyle hotel affords.

Flexible Options. Financial Stability.

Stylish design, robust amenities and personalized service are the hallmarks of a Best Western PREMIER®. Built upon Best Western's firmly-entrenched foundation of value, Best Western PREMIER is thoughtfully designed to meet or even surpass the elevated expectations of a more affluent travel market.

Best Western PREMIER Hotel Amenities Include:

- Stylish hotel design with detailed finishes
- On-site dining and cocktail bar
- High-end guestrooms and suites
- Modern amenities & features
- Modern and unique exterior designs
- Premium linens and towels
- LCD or plasma television with high-definition channels
- In-room safe, refrigerator, microwave and premium clock radio with MP3 connection
- Boardrooms and meeting spaces
- Well-equipped business center
- Energizing fitness center



Best Western PREMIER North America

Calendar Year-to-Date (as of Nov. 2015)

ADR	\$134.35
RevPAR	\$98.90

Source: STR

Best Western Hotels & Resorts Fiscal Year 2015

Total Brand Contribution	59%**
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