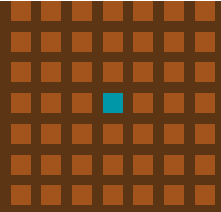


JUNEAU, AK



Sense of Place for an Exceptional Stay.



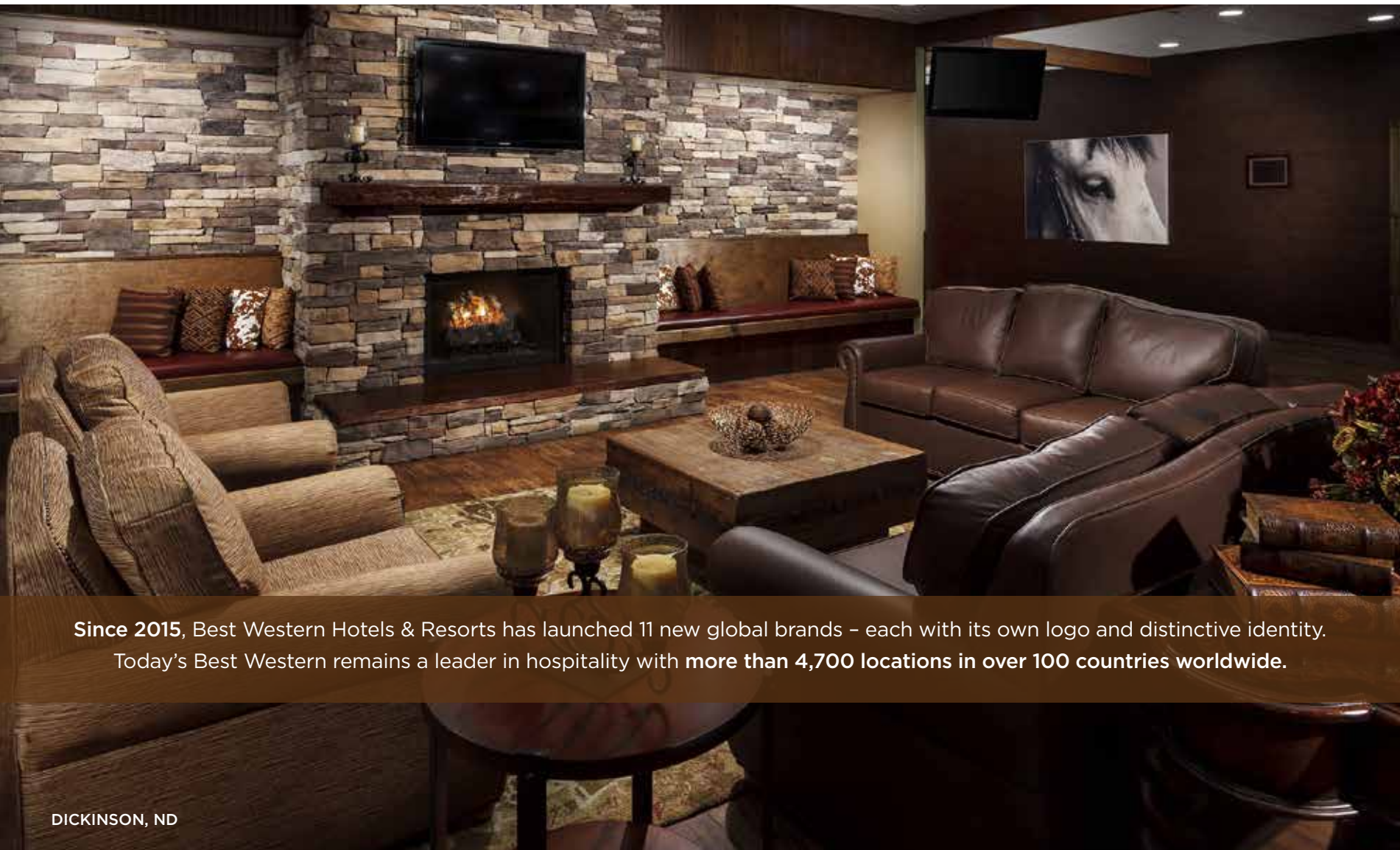
An iconic brand with 75 years of exceptional hospitality, Best Western® Hotels & Resorts has undergone a transformative brand refresh, giving life to contemporary design, modern amenities and superior accommodations.



Explore a snapshot of today's BW Signature Collection® by Best Western with Amy Hulbert, Vice President of Boutique and Upscale Brands, and see the evolution of this trusted brand.



JUNEAU, AK



Since 2015, Best Western Hotels & Resorts has launched 11 new global brands – each with its own logo and distinctive identity. Today's Best Western remains a leader in hospitality with more than 4,700 locations in over 100 countries worldwide.

DICKINSON, ND

Welcome to Today's Best Western™

When Best Western Hotels & Resorts launched its iconic refresh in 2015, it unveiled a new contemporary look, complete with new logos to enhance Best Western's image as a modern, forward-thinking hospitality brand. Investing more than \$2 billion in renovations and improvements, Best Western hotels revealed stylish designs with upgraded lobbies, spacious guest rooms and plentiful amenities to meet the expectations of today's travelers. The brand refresh also revamped its award-winning loyalty program - Best Western Rewards® (BWR®) - giving members access to exclusive benefits and exciting opportunities to earn and redeem points for instant rewards.



SEATTLE, WA



Enticing guests with a unique hotel experience marked by a home-away-from-home comfort and value, BW Signature Collection by Best Western is the perfect travel accommodation. This collection of surprisingly affordable hotels offers today's travelers relaxed settings, modern amenities such as complimentary Wi-Fi, and a warm welcoming stay - locally and around the world.

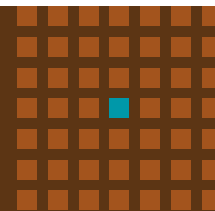


ARROYO GRANDE, CA



HALF MOON BAY, CA

Behind the Brand: BW Signature Collection® by Best Western



A Collection of Hotels Each With
Their Own Style & Personality



SEATTLE, WA

Sit back, breathe deep and relax in a truly inviting and rewarding atmosphere. Each BW Signature Collection® by Best Western location has its own style and identity, with a commitment to making your trip feel like you are right at home. This collection is backed by Best Western® Hotels & Resorts' 70-year reputation for delivering outstanding hospitality and value.



HALF MOON BAY, CA



SCOTTSDALE, AZ

Where Value Goes Hand in Hand
With Quality, Service and Convenience



ARROYO GRANDE, CA

With over \$2 billion in renovations, today's Best Western® is modern and contemporary, delivering an exceptional stay with modern conveniences.



SEATTLE, WA

- Breakfast*
- Free Wi-Fi
- In-room coffee and tea maker
- Guest computer and printer in the lobby

*Amenities and services may vary at individual hotels worldwide. Please check individual hotel listings for a complete list of amenities and services.



JUNEAU, AK



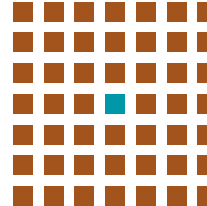
SEATTLE, WA



■ Comfortable Settings



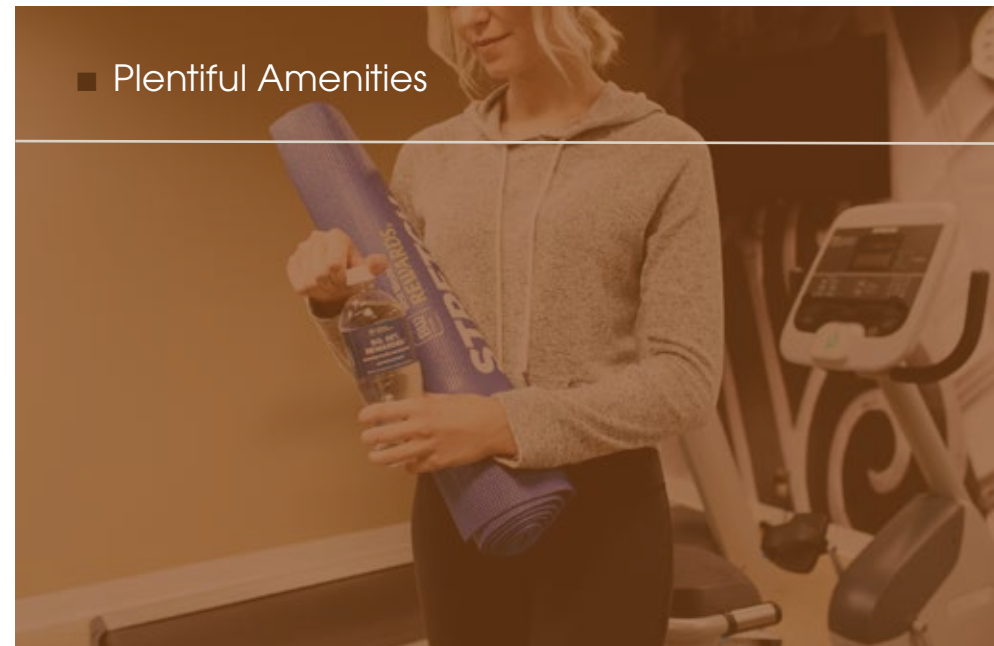
SCOTTSDALE, AZ



DICKINSON, ND



MILLBRAE, CA



■ Plentiful Amenities



Clean. Safe. Service from the Heart.

Because we care, Best Western® Hotels & Resorts was one of the first hotel brands to implement enhanced cleaning protocols with our **We Care CleanSM** program.

When you're ready to travel, we're ready to welcome you back safely and with a full heart.



Industry-Leading
Cleaning



Sanitizing
Stations



Modified
Breakfast



Social
Distancing



Personal
Protective
Wear



BECAUSE WE CARE ABOUT
REWARDING YOU

[BESTWESTERNREWARDS.COM](https://bestwesternrewards.com)



Best Western Rewards® Members Get Even More!

It's FREE to enroll. With more hotels in more locations, you have many reward choices and opportunities.

- 
NO BLACKOUT DATES ON FREE ROOM NIGHTS
- 
POINTS NEVER EXPIRE
- 
LOWEST FREE NIGHT REDEMPTION THRESHOLD
- 
MATCH ELITE STATUS INSTANTLY
- 
INSTANT REWARDS* & INCENTIVES

*Rewards redemption options and details available on bestwestern.com

bestwesternrewards.com

COMPARE MEMBERSHIP LEVELS & BENEFITS

GOLD ELITE



After 5 qualifying nights
• 3 Stays
• 5,000 points

10%

BONUS POINTS PER STAY

PLATINUM ELITE



After 7 qualifying nights
• 5 Stays
• 7,500 points

15%

BONUS POINTS PER STAY

DIAMOND ELITE



After 15 qualifying nights
• 10 Stays
• 15,000 points

30%

BONUS POINTS PER STAY

DIAMOND SELECT



After 25 qualifying nights
• 20 Stays
• 25,000 points

50%

BONUS POINTS PER STAY

Original Elite qualifications will return in 2022 so make the most of the year ahead and earn your status in 2021 – you can enjoy it through March 31, 2023!

*Some amenities not available at all locations. **Numbers are approximate and can fluctuate.

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Sense of Place for an Exceptional Stay.

bestwestern.com