



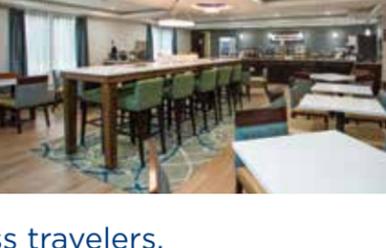
Contemporary Style. Comfortable Accommodations.



Dupont, WA

Over 4,200 hotels in 100 countries and territories worldwide.\* Discover everything Best Western® Hotels & Resorts can bring to your investment portfolio – talk to us today.

[bestwesterndevelopers.com](http://bestwesterndevelopers.com) | 800.847.2429



A timeless, value-centered choice for both leisure and business travelers.



Wherever Life Takes You, Best Western Is There.®

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

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# Invest in the Leader.



Our flagship midscale hotel is well-supported and designed to perform positively in almost any location.



## Lower Fees. Greater Profits.

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

### Best Western® North America Fiscal Year 2017

ADR	\$98.80
RevPAR	\$63.30

Source: STR

### Best Western® Hotels & Resorts Fiscal Year 2017

Total Brand Contribution	70.3%**
BWR Contribution to North American Hotels	44.0%

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® Hotels & Resorts delivers unprecedented consumer demand at a lower cost and a superior return on investment.

Generations of business and leisure travelers have relied on Best Western Hotels & Resorts branded hotels to deliver a comfortable stay at an exceptional value and convenience. With such a strong leadership position firmly established in the midscale category for seven decades, developing a Best Western branded hotel today remains an unparalleled investment opportunity with the proven ability to consistently generate superior revenue.

## A Rewarding Experience Stay-After-Stay.

Our Best Western® midscale hotel provides what matters most to guests – a welcoming environment, comfortable room, great service, and just the right amenities for leisure and business travelers on a budget. Best Western hotels are a lodging model designed to perform in tertiary and secondary markets.

### Best Western Hotel Amenities Include:

- Complimentary breakfast to start the day
- Free high-speed internet service
- Business center
- Guest computer and printer in the lobby
- Fitness center

### Best Western® Hotels & Resorts Offers:

- Award-winning and fast growing loyalty program—Best Western Rewards® (BWR®)
- Industry-leading Mobile & eCommerce
- Highly qualified support teams
- Competitive fees



A Dependable Product. A Trusted Brand.



Comfortable. Convenient. Contemporary.

