



PLUS



PREMIER

Best Western International

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AGENDA

- Brand Overview
- Market Strategy

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BEST WESTERN OVERVIEW

- BWI is the world's largest hotel brand with more than 4,000 hotels in 80 countries
 - 2200 + Hotels in NA
- BW offers members the unique advantage of retaining their independence while providing the benefits of a full-service, international lodging affiliation offering a global reservations system, marketing, advertising, purchasing, training and quality standards.
- BW has been a cornerstone in U.S. markets for 60+ years and in Europe for 33 years.
- All BWI hotels are independently owned and operated
- BWI

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MARKET STRATEGY

- Product Descriptor Strategy
 - Best Western
 - Best Western Plus
 - Best Western Premier

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Global Standards

- Free HSIA
- Free in room coffee/tea maker
- In room iron and ironing board
- Hair dryer
- Free local, 800# and long distance access as well as incoming faxes
- Continental or Hot Breakfast
- 50% of rooms

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TRAVEL AGENT EDUCATION



Introducing
New Best Western
Product Descriptors!



Best Western International, Inc.

Now offers *three exciting products* in North America

BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER®

Best Western would like to encourage you to learn more about each of our descriptor products. Prior to January 31, 2011, simply participate in our Travel Agent Education Program, pass the quiz provided upon completion of the program and you will automatically earn one free-night voucher to be used at any of Best Western's North American properties between January 10 – May 23, 2011.

For each booking you make with Best Western between December 1, 2010 and March 31, 2011, you will be entered in Best Western's Three Descriptor Strategy Sweepstakes for a chance to win the following prizes:

- > **GRAND PRIZE:**
A trip for two anywhere in the Continental United States including airfare**, hotel accommodations for 4 nights and 5 days, ground transportation and \$500 in spending money*.
- > **SECOND PRIZE:**
2 Winners will receive \$1000*
- > **THIRD PRIZE:**
3 Winners will receive a 16GB Apple iPad with WiFi plus 3G.
- > **FOURTH PRIZE:**
Each week during the Sweepstakes period, 4 winners will be drawn and will receive a \$50 gift card.

Here's how it works:

- Prior to January 31, 2011, visit bestwestern.com/travelagentawards/all, participate in Travel Agent Education Program and successfully pass the quiz.
- Once you have completed the education program you may enter the Sweepstakes as often as you would like via the GDS -
- Simply book a Best Western hotel via the GDS and enter the following information in the SI Field:
 - PDS Your First Initial, Your Middle Initial and Your Full Last Name i.e. SI-PDSJDSMITH
 - Enter as often as you like and remember the more you book the greater your chances of winning!

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. OPEN TO TRAVEL AGENTS RESIDING IN NORTH AMERICA INCLUDING PUERTO RICO, THE U.S. VIRGIN ISLANDS AND CANADA, 21 YEARS OF AGE OR OLDER AS OF DECEMBER 1, 2010 WHO HAVE A VALID AIRCRAFT/OTIS/CLIA ACCOUNT OR NUMBER. FOR COMPLETE AND OFFICIAL SWEEPSTAKES RULES, VISIT BESTWESTERN.COM/TRAVELAGENTAWARDS/ALL. SWEEPSTAKES ENDS MARCH 31, 2011.

*Grand prize and cash prizes are in USD and will be awarded in the form of a debit card, cash or gift checks, the exact form to be determined by Best Western International, Inc. and will be subject to issuer's rules of use. **All airfare subject to the Airline's rules of use. Airline tickets provided will be coach class. Airline carrier will be selected at Best Western's discretion. All hotel accommodations must be completed at a participating Best Western property in North America. Hotel accommodations will be provided at a Best Western® branded hotel. Blackout dates may apply in addition to rules of use of individual hotel. Each Best Western® branded hotel is independently owned and operated. See Sweepstakes Official rules at bestwestern.com/travelagentawards/all.

restrictions on document cover.



BEST WESTERN

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- Typically AAA/CAA – two or three diamond rating
- Clean, comfortable surroundings
- Great value for leisure and business travelers
- Each Best Western Hotel is Unique
- Free high speed Internet access
- Breakfast available at all hotels
- Free local phone calls under 30 minutes
- Free long distance access
- Copy and fax service provided
- A free of charge publicly accessible computer with Internet access available

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BEST WESTERN PLUS

- AAA/CAA – three diamond rating or equivalent
- Updated furnishing and guest rooms
- Upgraded bath amenities package
- Onsite laundry or same-day dry cleaning services available
- Select sundry items available
- Fitness room available at many locations
- All the services offered at BEST WESTERN hotels (free high speed Internet access, breakfast available etc.)

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BEST WESTERN PREMIER

- Hotels are rated AAA/CAA three diamond or higher
- Stylish décor and personalized guest service by property (i.e. concierge, turn down service, pre-arrival room preferences, personalized key packet & check in)
- Furnishings, amenities and facilities are the highest quality found in upscale hotels
- On-site dining available (limitations may apply)
- Premium linens and terry
- Deluxe bath amenities
- LCD or Plasma TV w/HD channels (typically 42 inch)
- In room safe
- Premium clock radio with MP3 connection
- Oversized fitness room with upgraded equipment
- Sundry Shop

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Product Descriptor Recap

- Best Western descriptors make it easier for you and your clients to select the Best Western that best fits their travel needs
- Best Western remains one brand with three choices and can be booked under the GDS Chain Code “BW”
- Best Western descriptors generally follow the AAA/CAA diamond rating system
- All Best Western Hotels deliver the same high standard of cleanliness and customer service

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CUSTOMER LOYALTY PROGRAM

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