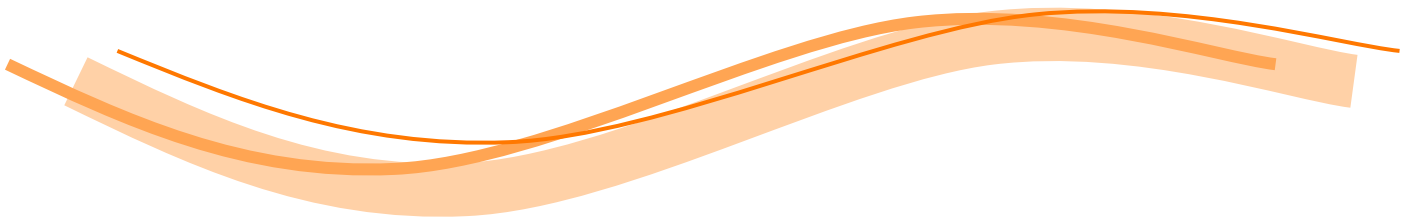




# **BEST WESTERN INTERNATIONAL**





<b>BEST WESTERN INTERNATIONAL</b>	<p>Best Western is the largest hotel family in the world, with over 4,100 hotels in more than 100 countries. And it's still growing! Best Western now has over 200 properties in Canada. In 2016, Best Western International, Inc. celebrates 70 years of providing quality customer care and dedicated service to Best Western guests across the globe.</p> <p>Check out <a href="http://www.BestWestern.com">www.BestWestern.com</a> where it is easy to choose the right hotel and book from one of three categories:</p> <p><b>BEST WESTERN</b> provides guests with great value and service. Convenient amenities and warm, comfortable surroundings ensure an effortless stay and reliable hotel experience.</p> <p><b>BEST WESTERN PLUS</b> offers that little something extra with an affordable price tag. While each property will be different, each features well-appointed rooms and amenities thoughtfully designed to suit any travel occasion.</p> <p><b>BEST WESTERN PREMIER</b> aims to leave a lasting impression, with its distinct style and personalized guest services. Plush amenities and features provide each guest with a refined level of comfort with every stay.</p> <p>One thing I love them for: all Best Western hotels in the United States, Canada and the Caribbean offer <b>free high-speed Internet access</b> to guests - this was implemented in 2004.</p>
<b>Best Western</b>	<p>Every Best Western meets the high-standard requirements of AAA/CAA - meeting a minimum Two-Diamond or Three-Diamond rating.</p> <p>What to expect when you stay at Best Western:</p> <ul style="list-style-type: none"> <li>- Breakfast available to help you get a good start on your day</li> <li>- Free high-speed Internet helps you stay connected to work, friends and family</li> <li>- Free local calls</li> <li>- Free long distance access</li> <li>- Copy &amp; fax services to take care of business even while you're out of the office</li> <li>- In-room coffee &amp; tea maker</li> <li>- Convenient lobby-computer to print airline boarding passes, maps &amp; more</li> </ul>
<b>Best Western Plus</b>	<p>Best Western PLUS hotels meet the high-standard requirements of AAA/CAA with a minimum 3-Diamond rating.</p> <p>What to expect when you stay at Best Western PLUS:</p> <ul style="list-style-type: none"> <li>- Upgraded bath amenities—in case you forget anything, we have you covered</li> </ul>

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	<ul style="list-style-type: none"> <li>- Breakfast available to help you get the right start on your day</li> <li>- Convenient in-room mini-fridge ideal for keeping drinks and snacks on-hand</li> <li>- Fitness room to help you stay fit even while you're on the road</li> <li>- On-site laundry and/or same-day dry cleaning services</li> <li>- Free high-speed Internet to help you stay connected to work, friends and family</li> <li>- Free local calls</li> <li>- Free long distance access</li> <li>- Spacious work desk in all guest rooms to keep you productive</li> <li>- In-room coffee &amp; tea maker</li> <li>- Business centre (copy, fax services and computer access to print airline boarding passes, maps &amp; more)</li> </ul>
<b>Best Western Premier</b>	<p>Best Western PREMIER hotels meet the high-standard requirements of AAA/CAA with a minimum 3-Diamond rating.</p> <p>What to expect when you stay at Best Western PREMIER:</p> <ul style="list-style-type: none"> <li>- Stylish décor</li> <li>- Personalized guest services</li> <li>- Highest quality furnishings and amenities for a truly comfortable stay</li> <li>- Breakfast available to help you get the perfect start on your day</li> <li>- On-site dining</li> <li>- Premium linens &amp; towels to wrap yourself in comfort</li> <li>- Deluxe bath amenities to cover all your personal care needs while traveling</li> <li>- LCD or plasma TV with HD channels for the ultimate in-room entertainment</li> <li>- In-room safe to protect your valuables</li> <li>- Upscale hotel surroundings</li> <li>- In-room mini-fridge—ideal to keep drinks and snacks conveniently on-hand</li> <li>- Premium clock radio with MP3 connection</li> <li>- Well-equipped fitness center so you can stay fit even while on the road</li> <li>- Convenient on-site shop for snacks and toiletries for any little extras you may need</li> <li>- Free high-speed Internet helps you stay connected to work, friends and family</li> <li>- Free local calls</li> <li>- Free long distance access</li> <li>- Meeting rooms so you can get business done right on site</li> <li>- Dedicated business centre (copy, fax services, computer access, printer and more)</li> </ul>
<b>Best Western Vib</b>	<p>Since initiating the announcement of Vib, the boutique concept by Best Western Hotels &amp; Resorts in October 2014, the brand has eight Vib projects under development and is actively negotiating deals in key cities</p>

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across the U.S. Designed for today's connected traveller, the boutique Vīb concept features contemporary styling with a focus on convenience, technology and social engagement while keeping the experience affordable.

The following Vīb hotels are expected to open by the end of 2016:

- Chicago
- Los Angeles
- Miami (two properties)
- Staten Island
- Little Rock
- Springfield
- Seoul, South Korea

Additional Vīb properties in the pipeline include:

- Atlanta
- Dallas
- Houston
- San Diego
- Phoenix / Scottsdale
- New York City
- Pittsburgh
- New Orleans

A union of inspirations and a reflection of the modern world, each Vīb hotel will boast destination-authentic touch points, from the artwork and signature murals found on each guest floor to the locally made items and retail pop-ups in the sundry shop. Each hotel will speak to its destination allowing the developer to work with Best Western's design team to modify the model to accommodate the needs of the urban site, the market and identify with its surroundings.

At the cornerstone of each Vīb hotel will be a spacious lobby buzzing with activity where guests can connect, relax and recharge. Within the public space will be a tech-centric specialty market for guests to experience authentic local flavor. Built by smart design, the public space will allow for staff to play multiple, yet functional, roles. For instance, the front desk agent could easily check in a guest as well as accommodate their request at the bar or café.

Brand-defining design elements will bring the essence of Vīb to life in the hotel lobby including sleek concrete floors; interactive technology solutions such as a scrolling message board along the lobby ceiling, USB access and power ports throughout; and LED lighting that will

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	<p>change throughout the day, creating different moods. Clean lines, layered facets and sophisticated colors speak to a worldly, vibrant brand of traveler.</p> <p>Vib guestrooms will be configured for today's savvy, on-the-go consumer with signature Vib amenities such as a platform bed with storage below and desk connected, Smart TV, and ceiling-mounted LED lighting. At 191 square feet each, the high-efficiency designed guestrooms allow for maximized public spaces throughout the hotel.</p>
<b>GLōSM</b>	<p>In addition to Vib, Best Western also recently announced its seventh brand – GLōSM – a broad-midscale new construction brand that offers a hip, boutique-style experience for savvy travellers who expect the best in value, design and comfort.</p> <p>Ideal for secondary, suburban markets, GLō properties will be four-story, 70-room new construction hotels positioned to hold a powerful new place in the broad-midscale market.</p>
<b>Best Western Rewards</b>	<p><b>A more Rewarding Stay</b> Hotel Stays are only the beginning! Best Western Rewards members can earn points from a great selection of preferred partners, which can then be used for FREE room nights, retail gift cards, and so much more!</p> <p>The Best Western Rewards loyalty program is one of the industry's few truly international travel clubs. Members can earn points by staying at Best Western hotels throughout North, Central and South America, Europe, Asia, Australia and South Africa.</p> <p>You can also earn points through many partner offers. Through a variety of credit card partners, you can earn more on your own little shopping spree. From car rentals to ordering flowers, there's lots of other ways to keep increasing your points. Maximize your earning potential by receiving airline miles from your Best Western stay. Plus – there are frequent rewarding promotions from Best Western to allow you to accumulate even more points.</p> <p>Once you have collected points they can be used towards an extensive offering of product and service awards - including Global Free Room Nights at Best Western Hotels, dining, shopping and entertainment gift certificates, as well as airline miles.</p> <p>Best Western Rewards members earn 10 points per US dollar (or equivalent in other currencies) spent on qualified room rates or 250 miles per stay on airline partners. Other features include 3 elite tier levels with generous bonus point offerings:</p>

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	<p>GOLD: AFTER 10 QUALIFYING NIGHTS OR 10,000 POINTS 10% Point Bonus per stay</p> <p>PLATINUM: AFTER 15 QUALIFYING NIGHTS OR 15,000 POINTS 15% Point Bonus per stay</p> <p>DIAMOND: AFTER 30 QUALIFYING NIGHTS OR 30,000 POINTS 30% Point Bonus per stay</p> <p>There are also many other opportunities to earn points through special promotions, purchases and point balance transfers with the Best Western MasterCard and customized membership programs. For questions about Best Western's elite matching, contact <a href="mailto:BWRelite@bestwestern.com">BWRelite@bestwestern.com</a> . For more information about Best Western Rewards or to enroll in the program, visit <a href="http://www.bestwesternrewards.com">www.bestwesternrewards.com</a> or call (800) 237-8483.</p>
<b>Best Western Travel Card</b>	<p>The Best Western Travel Card allows you to fit over 100 countries and territories worldwide into your wallet. Travel Cards are accepted at over 4,000 properties worldwide. The Best Western Travel Card is the gift that fits everyone! As a treat for yourself, as a birthday or anniversary present, or to say 'thank you' for a job well done, the Best Western Travel Card is the perfect choice.</p> <p>It works just like cash at Best Western hotels worldwide. Send a personalized message to your loved one with the Travel Card when you select a plastic version. Or, if your gift just has to get there, choose Best Western's 'virtual' gift card option for fast, easy delivery. Purchase it online at <a href="http://www.travelcard.bestwestern.com">www.travelcard.bestwestern.com</a> .</p>
<b>Best Western Partners</b>	<p><b>CAA</b> CAA Preferred Best Western Rewards Enjoy all the benefits of Best Western Rewards Take advantage of CAA travel discount offers Best Western Rewards points never expire Membership is free Earn 10 points for every dollar spent on qualified hotel room rates or choose CAA Dollars Earn 10% bonus points with each qualified hotel stay Receive a discount of 10% or more on room rates at Best Western hotels with the CAA hotel discount program. Achieve elite level and earn even more points and more perks.</p> <p><b>Harley-Davidson</b> Best Western has been known as the heart and soul of American hospitality, which is why it was felt it was a perfect match to design a</p>

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program specifically for Harley-Davidson enthusiasts.

#### Program Benefits

Earn 10 points for every U.S. dollar spent on qualified hotel room rates  
Receive a discount of 10% or more on room rates at Best Western hotels with our Harley-Davidson hotel discount program.

As a Best Western Ride Rewards member, you are automatically upgraded to Gold status so you'll earn points faster. As a Gold member, receive 10% bonus points on each qualified stay

As a H.O.G. member, you are automatically upgraded to Platinum status.

#### RIDER FRIENDLY HOTELS

There are over 1200 Rider Friendly Best Western hotels worldwide  
Washing station and wipe-down towel available at all Rider Friendly locations

Bottled water for riders upon arrival

#### TOOLS FOR RIDERS

Enjoy Best Western's motorcycle travel articles by enthusiast Jason Fogelson on the blog [youmustbetrippin.com](http://youmustbetrippin.com)

Plan your next ride with Harley-Davidson's Ride Planner tool featuring Best Western hotels

Contact: Best Western Ride Rewards customer service at 1.888.BW2.BIKE

#### Cesar Milan

Cesar Millan's new magazine, Cesar's Way, will provide unique content and share pet travel tips, along with ideal destinations to travel with pets, on the travel blog, [www.YouMustBeTrippin.com](http://www.YouMustBeTrippin.com).

"Taking pets on a family vacation can be an enjoyable experience if travelers prepare properly, train their pets in advance and are armed with the right tips," said Cesar's Way Executive Editor, Barbara Haigh.

"Best Western guests and Cesar's fans will find the posts helpful and hopefully they will encourage travel to include all members of the family."

Best Western is the exclusive mid-market hotel partner for the first issue of Cesar's Way, which means extra savings for Best Western's pet-loving customers. By visiting [www.bestwestern.com/pets](http://www.bestwestern.com/pets), animal enthusiasts get access to special Best Western offers to help them save on their next trip. In addition, pet travellers can sign up for Best Western's loyalty program, Best Western Rewards, for even more savings.

"As the global leader in family hospitality, we recognize that pets are very much a part of our guests' families," said Dorothy Dowling, senior vice president of sales and marketing for Best Western. "Cesar Millan's loyal fans and readers of Cesar's Way will find that Best Western pet friendly hotels are the ideal destination when traveling with four-legged friends."

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	<p>With more than 1,000 pet-friendly properties in North America and 1,900 globally, Best Western has expanded its pet travel offerings to help travelers make educated decisions when on the road with their pets. The hotel chain's lowest-rate guarantee Web site, <a href="http://www.bestwestern.com">www.bestwestern.com</a>, includes an easy-to-use booking engine to help find animal loving properties, tips for vacationing with pets, a pet photo contest in conjunction with AAA, and other features. Pet owners can access the pet travel page directly at <a href="http://www.bestwestern.com/tripplanner/travelwithpets.asp">http://www.bestwestern.com/tripplanner/travelwithpets.asp</a>.</p> <p>Best Western also recently launched a new Web application that allows animal lovers to merge their photos with that of their pets. The "Best Western Friends Forever Inseparator" creates a hilarious merged image that can be shared with family, friends and co-workers. Pet lovers can create their photo by logging on to <a href="http://www.bwff.com">www.bwff.com</a></p>
<b>"People Who Care"</b>	<p>Best Western are "The People Who Care", leading the way in green initiatives for hotels. Made up of independently owned and operated hotels, Best Western thrives on diversity. As a result, Best Western hotels do everything from having in-room recycle bins and linen re-use programs to geothermal and solar-powered hotels that actually sell power back to the grid.</p> <p>Every hotel in North America is required to have a green program in place. This could be anything from using recycled paper and installing low-flow shower heads to full participation with national or international eco-labeling programs. More than 40 percent of Best Western's Canadian properties have earned Green Keys from the Green Key Eco-Rating Program.</p> <p>Through the Best Western "For A Better World" program, their hotel owners, staff and customers donate time, money and talent to causes that benefit children and families. Click here to see many stories and personal accounts.</p>
<b>History</b>	<p><b>Best Western was founded in 1946 by M.K. Guertin</b>, a California-based hotelier with 23 years of experience in the lodging industry. Best Western International began as an informal referral system among member hotels. By 1963, Best Western was the largest chain in the industry, with 699 member hotels and 35,201 rooms. In 1964, when Canadian hotel owners joined the system, Best Western took the first step toward global expansion. Best Western entered Mexico, Australia and New Zealand in 1976, further establishing its international presence.</p> <p>At the end of the 2012 fiscal year, Best Western had 2,160 hotels in North America. Best Western has 19 international affiliate offices and property-direct relationships with another six regions. Recently, Best Western welcomed the new countries and territories of Malaysia and Suriname. Best Western International provides reservation and brand</p>

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	identity services for all of its 4,200 hotels worldwide. Best Western has multilingual, consolidated reservation and operation centres in Phoenix, Arizona and Milan, Italy.
<b>New at Best Western</b>	<p><b>"IT'S PERSONAL" EXECUTIVE BLOG</b></p> <p>With more than 40 years of experience in the travel sector and the longest tenure of any major hotel brand CEO, Best Western International President and CEO David Kong has a unique view from atop the hotel landscape. Kong will share his perspective – along with the personal stories that have defined his leadership journey – in a new executive blog entitled "It's Personal."</p> <p>"I have always believed there is something uniquely personal about hospitality, and for this new platform I wanted a title that speaks to both my own experiences and the industry itself," explained Kong. "With the launch of It's Personal, I look forward to sharing my thoughts on the issues I am passionate about and my hope is I can help spark conversations about topics that impact the travel sector generally."</p> <p>Kong's inaugural post on the "Airbnb and the Sharing Economy" is now live on <a href="http://www.BestWesternItsPersonal.com">www.BestWesternItsPersonal.com</a> , with an additional two to three new posts appearing each month. In addition to posts from Kong, It's Personal will also feature contributions and insights from Dorothy Dowling (senior vice president of marketing and sales), Ron Pohl (senior vice president of brand management and member services) and other senior Best Western executives.</p>
<b>Online</b>	<p>Best Western handles reservations through its website at <a href="http://www.bestwestern.com">www.bestwestern.com</a> . Special site features include hotel comparisons, ability to add reservations to your calendar, virtual tours of each property in the U.S., Canada, and the Caribbean, hotel fact sheets for easy printing, travel planning section complete with customizable maps, and much more.</p> <p>Best Western also has its own travel blog named <a href="http://www.YouMustBeTrippin.com">www.YouMustBeTrippin.com</a> . Visitors are able to view and share content on destinations, things to do, travel tips, business travel and more.</p>
<b>Best Western Travel Tips</b>	<p>Best Western want you to have an enjoyable trip so they have put together some top tips for easy travel:  <a href="http://www.bestwestern.com/travel-planning/tips/">http://www.bestwestern.com/travel-planning/tips/</a></p> <p>Topics covered include:</p> <ul style="list-style-type: none"> <li>- Travel With Kids</li> <li>- Travel With Pets</li> <li>- Travel Safety &amp; Security</li> <li>- Family Travel Tips</li> <li>- Budget Travel Tips</li> <li>- Health Tips</li> </ul>
<b>Mobile Technology</b>	Booking on the go is easy. Find and book reservations at any Best

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	<p>Western hotel worldwide, manage your account and more on your mobile device! Download the BEST WESTERN TO GO App for Android, iPhone or Blackberry here:  <a href="http://www.bestwestern.com/travel-planning/mobile-apps/">http://www.bestwestern.com/travel-planning/mobile-apps/</a></p> <p>With the Best Western to Go app for your mobile device you can:</p> <ul style="list-style-type: none"> <li>- Search and make reservations for any Best Western hotel</li> <li>- Manage and store your travel plans using your Triplt account</li> <li>- Find nearby restaurants, attractions, transportation and more</li> <li>- Access your Best Western Rewards account</li> <li>- Check existing reservations</li> <li>- Save your favorite locations before, during and after your trip</li> <li>- Share your favorite places via email</li> </ul>
<b>Social Media</b>	<p>Newsletter: Sign up now to receive special e-mail news and offers from Best Western. Simply complete the form at this link to get started:  <a href="http://esurvey.cendyn.com/eSurvey_Cendyn/einsightweb.aspx?key=vXaHfpdCGxmf2zt3a%2flmqvlfq%2b7AEJei&amp;email=youremail@domain.com">http://esurvey.cendyn.com/eSurvey_Cendyn/einsightweb.aspx?key=vXaHfpdCGxmf2zt3a%2flmqvlfq%2b7AEJei&amp;email=youremail@domain.com</a></p>
<b>Offers</b>	<p>Best Western has a year round program of special deals and contests for you to enjoy. Here are two current promotions valid as of July 24, 2015 – but keep checking back to <a href="http://www.bestwestern.com">www.bestwestern.com</a> and the Facebook page for the up to date offers.</p> <p>Book on <a href="http://www.BestWestern.com">www.BestWestern.com</a> and save this summer! Everyone qualifies when they make a hotel reservation on <a href="http://www.bestwestern.com">www.bestwestern.com</a> and choose the <b>INTERNET ONLY RATE</b> when selecting their room rate. Receive up to 20% off of the hotel's Best Available Rate</p> <p><b>Exclusive CAA hotel rewards program</b> for CAA members: CAA members save 10% or more on room rates at Best Western hotels in the U.S., Canada and Best Western hotels worldwide with the CAA hotel discount program.</p>
<b>Zoomers</b>	<p>Seniors receive a minimum 10% senior discount on hotel room rates. Many Best Western hotels also offer guests little extras to make your stay more pleasant - like early check-in, late check-out, a complimentary hotel room upgrade or continental breakfast.</p>
<b>Contacts</b>	<p>Website: <a href="http://www.bestwestern.com">www.bestwestern.com</a>          Telephone: 1-800-780-7234          Facebook: <a href="https://www.facebook.com/BestWestern">www.facebook.com/BestWestern</a>          Twitter: <a href="https://twitter.com/thebestwestern">https://twitter.com/thebestwestern</a>          You Tube: <a href="http://www.youtube.com/user/bestwesterntv">http://www.youtube.com/user/bestwesterntv</a></p>

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<b>PERSONAL EXPERIENCE</b>	I have stayed in Best Western hotels all over the world and really like their individuality expressed within a consistent brand delivery of service and features. Best Western features in my Top Ten Hotel Groups: <a href="http://www.chrisrobinsontravelshow.ca/Planning/ChrisTop10Lists/HotelGroups.aspx">http://www.chrisrobinsontravelshow.ca/Planning/ChrisTop10Lists/HotelGroups.aspx</a>
<b>Best Western in Canada</b>	Explore world-class ski resorts, conduct business in downtown commercial centres or discover the many natural wonders and scenic landscapes while staying at one of 200 Canada hotels. From famed attractions to local favorites, discover all that Canada has to offer.
<b>Best Western's View of the Canadian Hotel Scene</b>	<p>This year, Canada has noted a 20 percent increase in inbound travellers from the U.S. to Canada, according to the national travel survey done by Destination Canada. In addition, the country is seeing an uptick in winter and shoulder season travel. David Goldstein, president and CEO of Destination Canada, noted that once visitors have been to Canada, they are four times more likely to come back and seven times more likely to recommend travel to the country to others. He also mentioned Destination Canada recently launched a new campaign targeting Americans called, "Keep Exploring," focusing on what today's traveller is seeking – experiences.</p> <p>Beyond experiences, panelists noted travellers seek cleanliness, appearance of a hotel and fast and reliable WiFi. Even more so, travellers are depending on other travellers' reviews when researching and booking travel. According to Brian Payea, head of industry relations for TripAdvisor, 230 new contributions are added every minute to TripAdvisor. He added, "Travellers want things fast and need information to be readily available."</p> <p>Beyond seeking and expecting other travellers' reviews, the panelists discussed the importance of loyalty programs to Canadian travellers. Dorothy Dowling, senior vice president and chief marketing officer for Best Western® Hotels and Resorts shared, "We speak to rewards members routinely to find out what matters the most to them and the biggest fear for Canadian travellers is expiration and devaluation of rewards points." She continued to explain hotel mergers and acquisitions fuel this concern. Dowling added, "Our goal is to always maintain a strong currency value [for rewards points] and always encourage travellers to stay with us and reward them for their patronage."</p> <p>For example, Best Western's award-winning loyalty program, Best Western Rewards offers its members points that do not expire, and with the strong U.S. dollar, more Americans are taking advantage of rewards</p>

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points for travel to and across Canada. Hotel Association of Canada President Tony Pollard shared that 44 percent of Canadian leisure travellers and 61 percent of business travellers use and rely on rewards programs.

Charlotte Bell, president and CEO of the Tourism Industry Association of Canada, shared another concern amongst Canadian travellers: high cost of air travel. "There is a 40 percent difference in Canadian and U.S. air travel," added Tony Pollard.

With the high cost of air travel, Canadians are seeking travel to the US. because of better airfare options. Even with the high cost of air travel, Goldstein noted that air travel is up 19 percent and auto travel up 15 percent. "Air travel is outpacing car traffic and tends to bring a longer-stay customer," he said.

Also on the rise are travellers extending business trips to experience destinations, also known as "bleisure" travel. According to a survey done by Best Western, more than half of the respondents are taking advantage of business travel with the highest percentage – 56 percent – being Millennials. According to the Hotel Association of Canada, bleisure travel is up seven percent from last year (47 percent overall). When the topic of the sharing economy was mentioned by moderator Bryson Forbes of Forbes Marketing Consultants Inc., panelists agreed that consumers are driving this economy.

Dowling noted, "The sharing economy is here to stay and the industry needs to embrace it, but it's important all players abide by the same rules." Dowling further expanded on how commercial operators such as Airbnb need to maintain health and safety regulations and pay occupancy taxes. She added, "Not only is Airbnb eating up a significant portion of hotel demand, it is also impacting future hotel development."

When asked who will be the winner this next year in the industry, panelists predicted the midscale hotel segment will continue to perform well, especially in Canada. Furthermore, industry organizations that adapt quickly to change will bode well. With a new, targeted tourism campaign Canada also looks to regain a competitive edge in the marketplace.

Furthermore, maintaining relevancy for today's traveller will be key for the tourism industry moving forward. After launching a brand refresh last fall, Best Western shared that the company is investing \$2 billion by the end of the year in property improvements and renovations to North

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	<p>American hotels. At the Summit, the hotel brand unveiled its immersive 360-degree look into its hotel offerings through the use of the Best Western Virtual Reality Experience (BWVRE). With this new technology, the brand is leading the industry in reinventing how guests view hotels, further enhancing the decision making process.</p> <p>Dowling shared that by summer, every Best Western branded hotel in North America will have implemented the BWVRE. Through this virtual reality experience, guests will be able to view guest rooms, hotel lobbies and amenities as if they were there in person. Best Western is the first major company of its size and scale to launch this cutting-edge technology, setting a new industry standard for how virtual reality can be used to enhance the consumer journey.</p>
<b>Award Winners</b>	<p>Best Western Ranked Number One Midscale Hotel, 2014 Business Travel News Chain Survey.</p> <p>Best Western Plus Ranked Number One Upper Midscale Hotel, 2014 &amp; 2015 Business Travel News Chain Survey.</p> <p>Best Western Named AAA/CAA Partner of the Year since 2008. bestwestern.com Named Best Hotel Website by Compuware 2011-2015.</p> <p>Best Western Named Genius In Digital Know - How by L2 Hotels Digital Index.</p> <p>Best Western Rewards Voted Top Three Best Hotel Loyalty Program by U.S. News &amp; World Report and J.D. Power &amp; Associates.</p> <p>For the second year in a row Best Western Hotels &amp; Resorts's guest loyalty program, Best Western Rewards, brought home top honours at Loyalty360's annual Loyalty Expo in Orlando. Best Western Rewards earned the North American 360-Degree Platinum Award and an additional platinum award for Best Customer Insight in Loyalty Marketing. BWI also won gold awards in the categories of Best Creative Campaign and Best Use of Technology and Trends in Loyalty Marketing. Best Western Rewards received American Express Loyalty Award for Excellence in 2014.</p> <p>1,808 Best Western hotels globally received TripAdvisor Certificate of Excellence awards, a 13 percent increase over 2014. In North America, 1,161 of Best Western properties received a Certificate of Excellence. This includes 1,051 Best Western hotels in the U.S. and 110 hotels in Canada. Overall, the number of the brand's North American hotels</p>

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	receiving awards represents a 12 percent increase over last year's total and a 32 percent increase over 2013.
<b>Best Western Around The World</b>	<p>Explore Best Western hotels everywhere you want to go! With over 4,000 hotels in over 100 countries and territories worldwide, their family of hotels welcomes you wherever your travels take you. For instance, you can find Best Western Premium hotels in all these countries:</p> <p>Australia Austria Belgium Bulgaria Canada Chile China Croatia Czech Republic England Finland France Germany Ghana Hungary India Indonesia Ireland Italy Japan Kenya Malaysia Montenegro Netherlands Nigeria Poland Russia Slovenia South Korea Spain Sweden Switzerland Thailand Turkey United States</p>

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<b>Travel Planning</b>	The Best Western website has a very useful section on a wide range of travel destinations around the world which you can access for free at <a href="http://www.bestwestern.com/travel-planning/destinations/">http://www.bestwestern.com/travel-planning/destinations/</a> . It's quite fun to check out what they say on your home city too!
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