

WINTER 2025



Best Western® Hotels & Resorts Included in the TIME World's Best Brands 2025 Ranking

Named the No. 2 Hospitality and Travel Brand for the second consecutive year, this recognition underscores enduring guest trust, brand consistency and commitment to exceptional hospitality

Best Western Hotels & Resorts is proud to be recognized as one of the World's Best Brands 2025, a prestigious global ranking presented in partnership with Statista, a leading provider of market and consumer data. This marks the second year in a row the brand has achieved this top-tier distinction. The full list is now available on [Time.com](https://www.time.com).

The World's Best Brands list is the result of an independent global survey, which gathered insights from over 90,000 consumers across the world. Respondents evaluated brands based on key criteria including awareness, social buzz, likability, usage and loyalty. Only the top-rated brands in each category earned a spot on the final list.



HAPPY HOLIDAYS from BWH Hotels!

Wishing you joy this season and a new year filled with health and prosperity. As we reflect on the past year, we are truly grateful for your partnership, collaboration and the trust you place in BWH Hotels. Your expertise, dedication and passion for creating exceptional travel experiences inspire us every day.

Thank you for your continued support and for the important role you play in connecting travelers with our hotels around the world. Together, we've achieved meaningful milestones this year, and we look forward to building on that momentum in 2026.

From all of us on the **BWH Hotels Travel Industry Relations Team**, we wish you a wonderful holiday season filled with joy, rest, and celebration.

Now Open!*

Search using Master Chain Code **EW**

NORTH AMERICA	INTERNATIONAL
<p>SureStay • Smithers, BC, Canada Deer Lake Horizon Hotel • Deer Lake, NF, Canada Harbourview Inn • Sydney, NS, Canada SureStay • Brockville, ON, Canada Skye Hotel • Etobicoke, ON, Canada Best Western Plus • Lindsay, ON, Canada Hotel Lac Brome • Foster, PQ, Canada The Clarendon Hotel • Phoenix, AZ Best Western Plus • Rialto, CA Executive Residency • Waterloo, IA SureStay • Salem, IN Best Western • Kenner, LA SureStay • Presque Isle, ME Glo • Olive Branch, MS SureStay • Charlotte, NC Best Western Premier • Plainview, NY SureStay • Roseburg, OR Best Western Chocolate Inn • Hummelstown, PA Best Western Champions Forest • Houston, TX Best Western • Decatur, TX Las Colinas Inn • Irving, TX @Home • St. George, UT Harbor Town Inn • Manitowoc, WI SureStay • Mount Pleasant, WI</p>	<p>The Longemont Shenyang • Shenyang, China Hotel OstOria • Marsac-sur-l'isle, France Best Western Premier • Sari-Solenzara, France Best Western Plus Central Park Hotel • La Rochelle, France Hotel L'Europe Colmar • Horbourg-wihr, France Residenzhotel Stuttgart Airport • Steinenbronn, Germany Kingscliff • Clacton on Sea, Great Britain Great Hallingbury Manor • Bishop's Stortford, Great Britain The Ashbourne Hotel • Immingham, Great Britain Thatchers • Leatherhead, Great Britain Brackenborough Hotel • Louth, Great Britain Sure Studio • Louth, Great Britain Kings Court Hotel • Stratford Upon Avon, Great Britain Sokio Piraeus • Athens, Greece Collini Hotel Mykonos • Mykonos, Greece Collini Rooms • Milano, Italy Grand Hotel della Posta • Sondrio, Italy Best Western Hotel Arya • Sirmone, Italy Best Western Hotel Colaiaco • Anagni, Italy Matilde Boutique Hotel • Milano, Italy Urban Lounga • Rotorua, New Zealand U Residence • Wellington, New Zealand Best Western Plus Grand Hotel • Multan, Pakistan Best Western Premier • Hunza, Pakistan Best Western Hotel Kramm • Kramfors, Sweden SureStay Plus • Chonburi, Thailand Siamese Hotel Pattaya • Bang Lamung District, Thailand Best Western Premier • Dalat, Vietnam</p>

*September, October, November 2025 Openings

Additional Resources

- ❖ Learn more about our **18 brands** on our dedicated *Travel Agent Advantage* site [here](#)
- ❖ Check out other BWH Hotels news [here](#)
- ❖ Not a Best Western Rewards Member? Enroll [here](#)



Status Match... No Catch[®]

Elite with another hotel loyalty program? We'll instantly match your status for free!

Our Elite Members Get:

- ✓ Bonus points for every stay
- ✓ Complimentary water at check-in
- ✓ Early check-in and late check-out