

FALL 2025



GLō® Best Western Debuts in the Bronx, Expanding its Presence in New York City

The newly constructed, tech-forward hotel is the 13th location in North America for the BWH® Hotels boutique brand

BWH Hotels, the global hospitality enterprise comprised of [WorldHotels™](#), Best Western® Hotels & Resorts and SureStay® Hotels, is proud to announce the opening of the [GLō Best Western Bronx](#), a 72-room, newly constructed hotel located in the heart of the Bronx in New York City. The property joins the rapidly growing portfolio of GLō hotels across the United States.

Designed with modern business and leisure travelers in mind, the GLō Best Western Bronx offers stylish contemporary rooms, tech-enabled amenities, multifunctional common areas for working and gathering, and easy access to local landmarks such as the Bronx Zoo, Yankee Stadium, and the New York Botanical Garden.

Catering to both on-the-go travelers and those needing to “plug in for work,” the GLō Best Western Bronx offers a complimentary full breakfast, exercise facilities with the latest fitness equipment, a business center, and easy access to major transit lines.



Your Clients Earn Double Points on every qualified stay

BWH Hotels invites members of its award-winning loyalty program, Best Western Rewards (BWR®), to continue traveling and earn **Double Points** this fall! Our fall promotion is valid on stays between September 2, 2025 and November 30, 2025 at any Best Western branded hotel globally. Members must register for the offer before completing their first eligible stay, either [here](#) or at a hotel directly.

Please allow up to two weeks after the qualified stay for the promotion points to post to your Rewards account. With rewards points, you'll earn free nights faster.



Now Open!*

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*June, July and Aug 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