



Soft Brands are Pivotal to BWH Hotels' Success

BWH Hotels is the second largest soft-brand hotel company in the world. A **soft brand** is an independent hotel that's affiliated with a chain but keeps its own identity. This flexibility allows hotels to be more **creative** with their services and amenities and to let their **personality** shine as each has its own **unique** look and feel.

BWH Hotels soft-brand collections:

WorldHotels

Upper Upscale – Luxury (4-5 stars)

A curated global offering of the finest independent hotels and resorts in the world.

Best Western Premier Collection

Upscale (4 stars)

Each hotel's identity is unmistakable tied to its destination, providing an authentic boutique experience.

Best Western Signature Collection

Upper Midscale (3-4 stars)

An exclusive collection of cool, daring hotels, distinguished by their originality and individual personas and home-away-from-home comfort.

SureStay Collection

Premium Economy (2 stars)

Quality, value, and a little more, this collection welcomes those who like to travel casually, but appreciate the kinds of details that add to a better stay.

Stay two nights, get a
\$50 Best Western gift card

REGISTER NOW

Limit 2 Gift Cards (\$100) T&Cs apply.



Stay Two Nights, Get a \$50 Best Western Gift Card

BWH Hotels invites members of its award-winning loyalty program, Best Western Rewards (BWR[®]), to continue traveling and earn Best Western Gift Cards on qualified stays this spring! From February 3, 2025 through May 11, 2025, BWR members **can earn a \$50 Best Western Gift Card after staying two nights** (consecutive or separate) at any Best Western-branded hotel in the U.S., Canada, and the Caribbean Islands. Each member can earn up to \$100 with this offer. Members must register for the offer before completing their first eligible stay, either [here](#) or at a hotel directly.

There is a limit of two (2) \$50 Best Western Gift Cards per Rewards Member during the promotion. Promotions Gift Cards expire on August 3, 2025. Please allow approximately two (2) weeks from completion of the second qualified night to receive the Gift Card. The Gift Card will be sent electronically to the Rewards Member's email address.



Now Open!

Search using Master Chain Code **EW**

NORTH AMERICA

- Hotel Feng ♦ **Parksville, BC, Canada**
- Hotel Nedia ♦ **Long Island City, NY**
- Best Western Bolingbrook ♦ **Bolingbrook, IL**
- SureStay Summerville ♦ **Summerville, SC**
- Best Western Plus Jackson ♦ **Clinton, MS**
- Best Western Byron Center ♦ **Byron Center, MI**

INTERNATIONAL

- SureStay New Inn ♦ **Richmond, Australia**
- Best Western Airport ♦ **Moerfelden-Walldorf, Germany**
- Hotel Azenberg ♦ **Stuttgart, Germany**
- Best Western Hotel President ♦ **Bonn, Germany**
- Best Western Ebbw Vale ♦ **Ebbw Vale, Great Britain**
- Sure Hotel Milano ♦ **Padova, Italy**
- Orakai Songdo Park Hotel ♦ **Incheon, Korea**
- Vista Express Guadalajara Expo ♦ **Zapopan, Mexico**
- Best Western City Center ♦ **Gujranwala, Pakistan**
- Best Western Premier Hidden Hills ♦ **Istanbul, Turkey**



Best Western Conference Airport Hotel
Moerfelden-Walldorf, Germany



Orakai Songdo Park Hotel
Incheon, Korea



Best Western Premier Hidden Hills
Istanbul, Turkey



Hotel Nedia, Signature Collection
Long Island City, NY

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