

Best Western® Hotels & Resorts Triumphs Again at TTG Travel Awards and Secures Place in Prestigious Travel Hall of Fame



Best Western Hotels & Resorts is celebrating a double success at the 30th Annual TTG Travel Awards 2019, after it entered the prestigious Travel Hall of Fame-Best Mid-Range Hotel Brand.

These impressive honors were presented to the company in a glittering award ceremony and gala dinner held in Bangkok on Thursday, September 26, 2019. The winners were voted for by the readers of TTG Asia, the region's leading travel trade magazine, and its six sister publications.

Best Western Hotels & Resorts has been named Asia's "Best Mid-Range Hotel Brand" every year since 2007, reflecting the group's position as the unsurpassed leader in its field. As a result, Best Western Hotels & Resorts has now been inducted into TTG Asia's Travel Hall of Fame - Best Mid-Range Hotel Brand, a permanent home recognizing the region's most exceptional travel, tourism and hospitality organizations.

"At Best Western we are committed to development efforts in Asia, where we are focused on expanding our scale in premier destinations across this key region," said Ron Pohl, Senior Vice President and Chief Operations Officer for Best Western Hotels & Resorts. "With accommodation options available across every chain-scale segment, we are proud to see our midscale offerings recognized yet again by TTG Asia for our success in this area. As we look to the future of Best Western in Asia, we remain committed to providing superior service and delivering unparalleled travel experiences."

"We are delighted and deeply honored to have been awarded a place in the Travel Hall of Fame - Best Mid-Range Hotel Brand," added Olivier Berrivin, Managing Director of International Operations - Asia for Best Western Hotels & Resorts. "To have achieved such consistent and long-running success is a great testament to the hard work and dedication of our entire team, and the close working relationship we have with our esteemed partners in the travel trade. We are extremely

grateful for their enduring support and confidence.”

Best Western Hotels & Resorts has achieved many milestones in the last 12 months, including the launch of Asia’s inaugural Vib Best Western® branded hotel in Bangkok, which introduced a new era of midscale accommodation to the region, and the opening of Best Western Premier Sonasea Phu Quoc, which marked the company’s return to Vietnam. The company has introduced its innovative SureStay Hotel Group® to Japan and the Philippines, and signed its inaugural hotels in the popular cultural cities of Chiang Mai and Kyoto, the latter of which becomes Japan’s first BW Signature Collection® hotel.

Best Western Hotels & Resorts has also strengthened its presence in several key Asian markets, such as Phuket, Bangkok and Osaka, and bolstered its core brands, including Best Western®, Best Western Plus® and Best Western Premier®.

The year’s biggest development however, was the acquisition of the WorldHotels Group in February 2019, which completes Best Western Hotels & Resorts’ brand portfolio with upper upscale and luxury hotel brands. This will also lead to a new office and larger team in Singapore, allowing the group to provide stronger support all its partners and clients across Asia. Discover more about our brands at www.bestwesternasiadevelopers.com