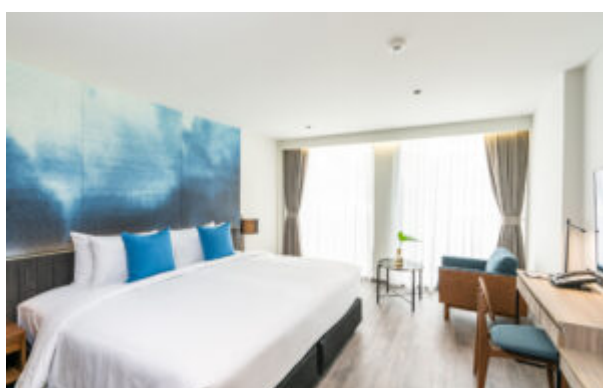
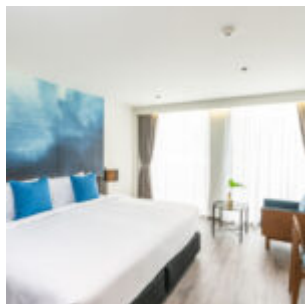


BEST WESTERN INTRODUCES A NEW ERA OF MODERN MIDSCALE HOSPITALITY IN PATTAYA



Best Western® Hotels & Resorts' expansion in Thailand has taken a significant stride forward with the opening of Best Western Plus Nexen. The property is the brand's first hotel in Pattaya, the vibrant seafront city on the country's rapidly emerging Eastern Seaboard.

Slated to open on October 1, 2020, Best Western Plus Nexen is a stylish new midscale hotel nestled in the Naklua district of Pattaya. Ideal for both corporate and leisure travelers, the hotel is located within a short distance to the beach and business centers, as well as impressive attractions such as major shopping malls, championship golf courses and world-class water parks.

The hotel's 164 contemporary rooms and suites are fully equipped with comfortable beds, spacious bathrooms with power showers, flat-screen smart TVs, mini-bars, working desks with universal power sockets and USB ports. The outdoor swimming pool, children's pool and fitness center allow guests to unwind, while business services are available in the lobby.

XSO Kitchen, the bright and inviting onsite restaurant, serves delicious Thai and international cuisine for breakfast, lunch and dinner, while Exe Bar promises refreshing drinks and scrumptious snacks throughout the day, and cool libations after dark - perfect for catching up with friends, family and colleagues.

"We are delighted to introduce Best Western's trusted brand and service standards to Pattaya, one of the most essential cities in Thailand's Eastern Seaboard. Just a short drive from Bangkok and home to a wealth of activities, this seafront city is a great option for weekend breaks and extended vacations. With the industrial zones just a short drive away, this is also a great option for business travelers. We look forward to introducing this outstanding new hotel to all guests, and ushering in a new era of hospitality in this exciting area," said Olivier Berrivin, Managing Director of International

Operations - Asia.

The city of Pattaya is only two hours' drive from downtown Bangkok, 1.5 hours from Suvarnabhumi Airport, and about 40 minutes' drive from the expanding U-Tapao International Airport. The area will also soon be connected by a new high-speed rail link.

To cater for the rising demand for accommodation in this up-and-coming region, Best Western is planning to launch a series of new properties under three distinct brands. Following the opening of Best Western Plus Nexen, Bluphere, BW Premier Collection by Best Western and Best Western Premier Bayphere Pattaya are on track to make their debuts at the end of 2020.

Thailand is a key strategic market for Best Western Hotels & Resorts. The company currently operates 14 hotels and resorts in key destinations across the kingdom, including Bangkok, Phuket and Chiang Mai, as well as emerging locations such as Buriram, and Prachinburi, with many more to follow.

For more information about Best Western Hotels & Resorts in Asia, please visit www.BestWesternAsia.com.