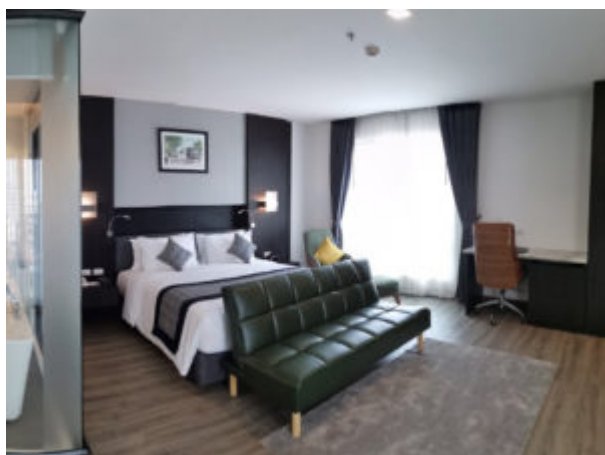
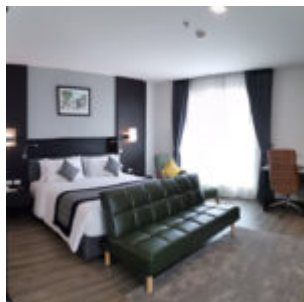


SureStay Hotel Group® Arrives in Laos with New Hotel in the Heart of Vientiane



Best Western® Hotels & Resorts continues to introduce its innovative SureStay Hotel Group to exciting new destinations across Asia, with the signing of the brand's inaugural property in Laos.

Opening its doors on November 19, 2019, SureStay Hotel by Best Western Vientiane will be located in the center of the Lao capital, a short stroll from the banks of the Mekong River and the city's lively Walking Street. Vientiane's Wattay International Airport is just a 15 minute drive away.

The launch of this hotel will introduce international service standards to the premium economy hotel sector in Vientiane. Designed with a blend of classical Lao art deco and French colonial styles, SureStay Hotel by Best Western Vientiane will comprise 68 rooms and suites, all featuring sleep-inducing beds, refreshing bathrooms and complimentary Wi-Fi.

Each day starts with breakfast at the onsite restaurant, while the Sure Spa and top floor fitness center offer a variety of ways to unwind during the day. The biz corner in the lobby are perfect for guests who need to stay connected - including corporate travelers. Then, as the sun sets, the Topsy Elephant Rooftop Bar promises cool drinks and stunning views over the mighty Mekong.

"We could not wish for a better way to introduce SureStay Hotel Group to Laos. With its prime downtown location in the country's capital city, surrounded by key tourist sites, SureStay Hotel by Best Western Vientiane puts guests in the heart of the action. This desirable location is complemented by elegant décor and amenities for business and leisure travelers. We look forward to introducing a new era of accommodation to Vientiane," said Olivier Berrivin, Managing Director of International Operations - Asia.

Vientiane is a captivating destination that blends the grace and charm of Indochina with European influences. Visitors can discover a series of enticing attractions, including Patuxai Arch, which

resembles the Arc de Triomphe, the spectacular golden stupa of Pha That Luang, and Wat Si Saket, which houses more than 2,000 Buddhist statues. Alternatively, Walking Street and the riverside Night Market are great places to stroll, shop for souvenirs or simply soak up the enchanting ambience, which feels much more relaxed than many other Asian capitals.

Laos is becoming increasingly popular among international travelers; according to the latest figures from the Ministry of Information, Culture & Tourism, 2.2 million people visited the country in the first six months of this year, up 5% year-on-year.

SureStay Hotel by Best Western Vientiane will become the fourth operational SureStay® hotel in Asia, following SureStay Plus Hotel by Best Western Sukhumvit 2 in Bangkok, Thailand; SureStay Plus Hotel by Best Western Shin-Osaka in Japan; and SureStay Plus Hotel by Best Western AC LUXE Angeles City in the Philippines. SureStay Plus Hotel by Best Western Cebu City is also scheduled to open its doors in March 2020.

Launched in October 2016, SureStay Hotel Group is already celebrating more than 260 properties globally, making it one of the fastest growing brands in the hotel industry today. No matter which SureStay hotel travelers choose, they will enjoy consistent levels of quality, comfort, cleanliness and service guarantee, all at an affordable price.

Best Western will now seek further opportunities to introduce this forward-thinking brand to even more locations across Asia and worldwide.

For more information and reservations, please visit www.bestwesternasia.com