

SureStay Hotel Group® Continues Rapid Growth with Philippines Debut



Best Western® Hotels & Resorts announced today that the rapidly-growing SureStay Hotel Group has reached yet another milestone with the opening of the first SureStay® property in the Philippines: the SureStay Plus by Best Western AC LUXE Angeles City. SureStay Hotel Group launched in 2016 and is already celebrating over 220 properties globally, making it one of the fastest growing brands in the hotel industry today.

SureStay Hotel Group's accelerated growth can be attributed to a number of factors. The brand has become known as a trusted and respected lodging option among travelers - offering travelers consistent and quality levels of comfort, cleanliness, and a service guarantee, all at an affordable price. The brand has also garnered significant interest among developers in the upper-economy/lower-midscale market because of its competitive fee structure and access to Best Western's powerhouse brand.

"SureStay Hotel Group is one of fastest growing brands in the industry," said Ron Pohl, Senior Vice President and Chief Operations Officer, Best Western Hotels & Resorts. "While the brand has certainly captured the attention of today's travelers and developers, it's also proved its ability to deliver impressive results in a short period of time - meeting and exceeding developer expectations, delivering an unprecedented RevPAR index, and achieving remarkable scale. We are proud to have surpassed 220 hotels globally, and entering key markets such as the Philippines is yet another an impressive milestone for the brand."

Properties must maintain a minimum 3.5 TripAdvisor® rating, agree to a satisfaction guarantee and unannounced inspections. The brand's focus is to create consumer relevance and confidence through unprecedented quality and care. The SureStay Plus by Best Western AC LUXE Angeles City provides guests with 56 well-appointed guest rooms, an outdoor pool, a restaurant and business services. In line with SureStay Hotel Group's global brand standards, all guests will be offered complimentary daily breakfast and Wi-Fi, promising comfortable, convenient and fully-connected stays in the heart of the city.

Located on Surla Street, one of the main thoroughfares in downtown Angeles City, the hotel is surrounded by popular attractions including the SM City Clark mega-mall, PAGCOR casino and Fields Avenue "walking street." Clark International Airport is just a short drive away, offering direct connections to major cities including Hong Kong, Singapore, Shanghai, Dubai, Seoul and Taipei, and Manila can be reached in less than two hours by car.

Developed by Tambayan Hospitality Group Inc., SureStay Plus by Best Western AC LUXE Angeles City will be operated under a franchise agreement with SureStay Hotel Group and Best Western.

"Angeles City is becoming a new Asian tourism hotspot, with a wealth of visitor attractions and excellent accessibility," said Olivier Berrivin, Managing Director of International Operations - Asia, Best Western Hotels & Resorts. "We look forward to welcoming guests to SureStay Plus by Best Western AC LUXE Angeles City and introducing the first internationally-branded upper-economy hotel to this dynamic destination."

Tourism in the Philippines reached record levels in 2018, with an all-time-high of 7.1 million overseas visitors - up 7.7 percent year-on-year. Domestic tourism is also thriving, boosted by a buoyant economy and rising affluence. This is creating opportunities for major hotel brands to launch innovative new brand concepts all across the Philippines, including established and emerging destinations nationwide.

Best Western is already one of the country's leading operators; following the opening of SureStay Plus by Best Western AC LUXE Angeles City, the company now operates seven hotels in the Philippines under three distinct brands: Best Western, Best Western Plus® and SureStay Plus®. This new opening also marks the group's second hotel in Angeles City and its third in Pampanga province.