

WORLDHOTELS™
CRAFTED COLLECTION



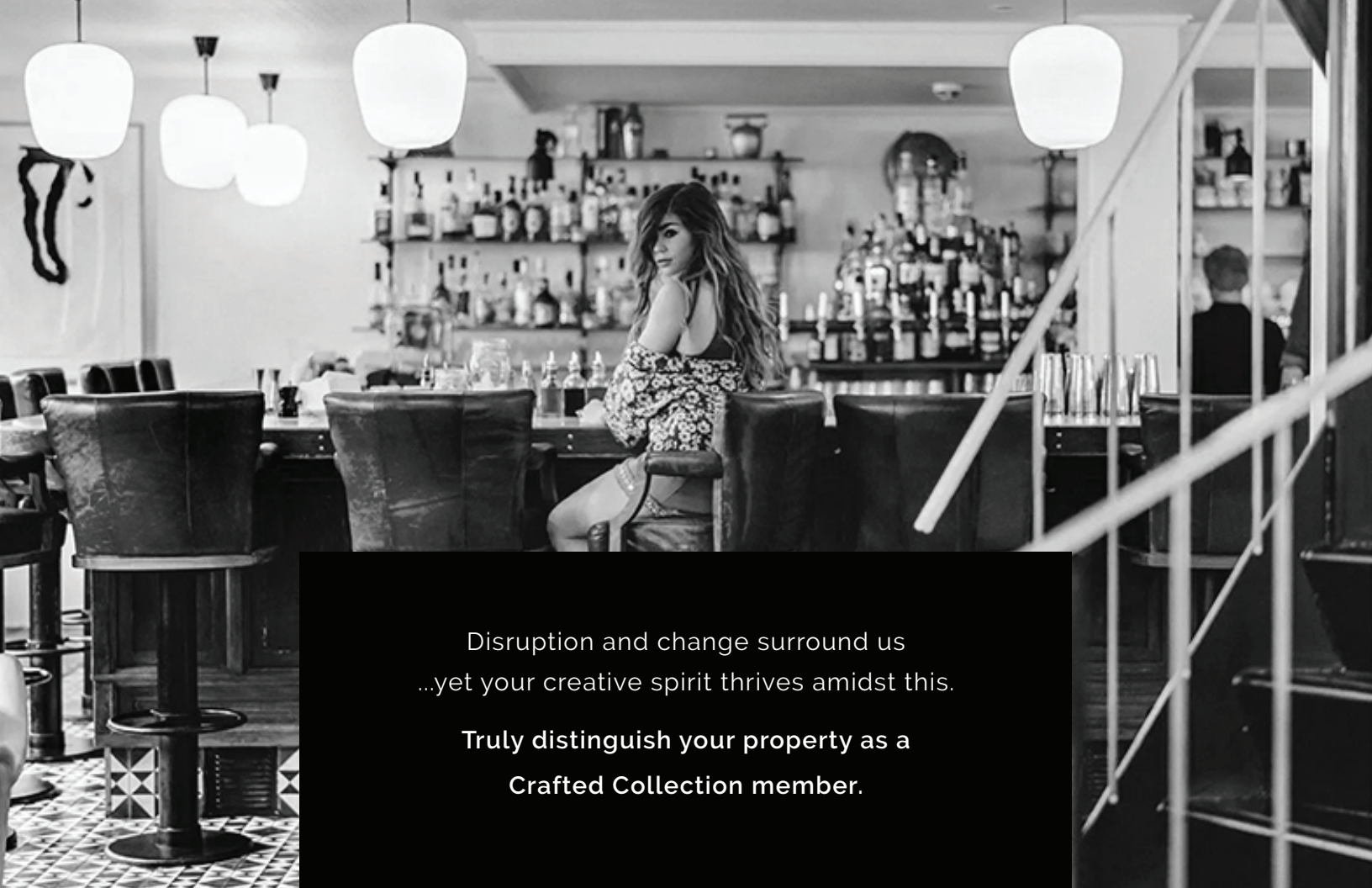
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An Inspired Narrative

Many powerful and disruptive trends have taken root in the hotel industry over recent years. Born out of significant socio-economic, technological, and even geopolitical change, these trends continue to drive guest expectation and behavior, as well as hospitality business models.

As a global leader, WorldHotels® has spent months engaging with interior designers, hotel developers, architects, lifestyle experts, design and trend thought leaders and independent hoteliers from all over the world. From our diligent research, artistry and passion, we are delighted to announce the CRAFTED COLLECTION.

An inclusive collection that captures the spirit of the destination that it serves.



Disruption and change surround us
...yet your creative spirit thrives amidst this.

**Truly distinguish your property as a
Crafted Collection member.**

Immersive Moments





A Distinguished Dialogue

Crafted Collection hotels not only transform their physical environments, but also the communities within which they thrive; they curate, reflect and amplify all that is unique about their own location. No two locations are alike. Each and every one is coveted.

The Crafted Collection will appeal to guests and hoteliers who each crave creativity, immersive experiences and ingenuity, and seamless, humble and expert service. Each experience will be a delightful illustration of how we see and engage with the world around us, activating all the senses, and creating emotional connections.

A Transformative Experience

Brand Pillars

- ▶ Each hotel has a unique personality, designed boldly within its DNA
- ▶ No two hotels are alike — each is an adventure of the senses
- ▶ Around every corner, guests find a memorable experience that is unpredictable and filled with curiosity
- ▶ The dwelling has individuality with great spaces for inspiration
- ▶ Personalized service comes organically through human moments
- ▶ Social accelerators inspire your guests to boost their moment without hesitation
- ▶ Great spaces for inspiration
- ▶ Guest experience is driven by emotion. Each Crafted Collection hotel exudes:
 - Immersive • Unpredictable
 - Tingling • Exhale



Driven Innovation



Perfect Balance



Hotel-Focused Business Model

WorldHotels® offers a flexible pricing solution, which accounts for the compelling, individual characteristics of every property. WorldHotels provides unparalleled value, relative to chain brands and soft brand affiliations, and provides a strategic road map of success. WorldHotels ensures that every hotel is in the position to maximize ROI, utilize the linx global distribution system and negotiate OTA margins for profitability, while preserving your brand and ethos.

Power Through Partnerships

WorldHotels provides exclusive access, price reductions and advocacy to individual properties and emerging brands. Whether it be through global procurement agreements, sales curriculums or impeccable loyalty membership programs, there is power in these partnerships.

Opportunity and Innovation

WorldHotels properties maintain access to an incomparable sales and marketing team, which continues to broaden throughout the competitive hotel landscape, and garner local and international exposure to support their sales initiatives. Concierge sales program consisting of regional sales manager and experts focused on fashion, entertainment and luxury.

Essential Ingredients

- ▶ Crafted Collection hotels will always feature something unique from one or more of the fine arts: architecture, sculpture, painting, literature and music; as well as one or more of the contemporary arts, such as fashion, gastronomy, and interior design.
- ▶ The story is a part of its DNA, influencing everything from the blueprint through the hotel staff.
- ▶ Quality is paramount. WorldHotels® will conduct proprietary assessments of the hotels, ensuring their story and guest experience live up to the standards of the Crafted Collection.
- ▶ Guests receive a local, authentic gift shared upon arrival.
- ▶ Upscale to Luxury. Our brand is inclusive not exclusive.
- ▶ Make it your own. Minimal branding requirement.
- ▶ Commitment to the WorldRewards loyalty program: 41M members.



Crafted Collection Criteria

Both criteria sets will have most weighting on questions related to:

- ▶ MEMORY STAINS
- ▶ SOCIAL ACCELERATORS
- ▶ HUMAN MOMENTS

Focus More On

Immersive | Exhale
Tingling | Unpredictable

Surprises
Narratives
Staff Behavior
THE CRAFTED
COLLECTION'S WHY
Interior Design
Brand Identity
Uniqueness

Focus Less On

Processes
Standards
Professional Expertise
Generalization
Rules



BWH Hotel GroupSM is a leading, global hospitality network comprised of three hotel companies, including WorldHotels[®] Collection, Best Western[®] Hotels & Resorts and SureStay Hotel Group[®].

BWH Hotel Group serves as the umbrella organization to each hotel company, bringing a full-suite of options to travelers and developers, while also protecting the unique identity of 18 individual brands. This creates a global network of approximately 4,700 hotels across every chain scale segment, in over 100 countries and territories worldwide.