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# BWH<sup>SM</sup> Hotels

## ABOUT BWH<sup>SM</sup> HOTELS

BWH Hotels is a leading, global hospitality enterprise comprised of three hotel companies, including WorldHotels™, Best Western® Hotels & Resorts and SureStay Hotels®. The global network boasts approximately 4,300 hotels in over 100 countries and territories worldwide\*. With 19 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market.

### VISION

Inspiring Travel Through Unique Experiences

### MISSION

Deliver trusted guest experiences, drive hotel success, and foster a caring inclusive culture that respects the environment.



For more information visit [bwhhotels.com](http://bwhhotels.com)

\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

For recent press releases [click here](#)  
Media Contact: [MediaRequest@bwh.com](mailto:MediaRequest@bwh.com)

BWH<sup>SM</sup> HOTELS OFFERS 19 DISTINCTIVE BRANDS  
TO SUIT THE NEEDS OF DEVELOPERS AND GUESTS IN EVERY MARKET



Best Western is a timeless collection of mid-scale hotels, distinguished by their hospitality and reliability. With complimentary breakfast available at most locations, start your day with a smile, your adventure with intention, and your memories with Best Western.



Best Western Plus<sup>®</sup> delivers the comfort and convenience for all travelers with the highest degree of hospitality and unmatched value. As a leader in upper mid-scale hotels, we have everything needed for work and play, giving you the time to focus on the here and now.



A superior collection of sophisticated hotels, distinguished by their ingenuity, expertly selected to offer guests a relaxing and productive experience at global destinations.



@HOME by Best Western is a sleek and modern midscale extended-stay hotel brand. Each experience delivers comfort, convenience and consistency for guests to enjoy life during an extended travel.



An innovative extended stay brand that provides exceptional accommodations for guests seeking the perfect combination of hotel and home. An Executive Residency property can be combined with Best Western Plus<sup>®</sup> to provide transient guests a dual-branded option with enhanced services and amenities.

OUR GLOBAL ENTERPRISE HAS EXPANDED TO APPROXIMATELY 4,300 HOTELS  
IN OVER 100 COUNTRIES AND TERRITORIES WORLDWIDE\*



Vib is a masterpiece of affordably engineered design that places efficiency, wellness and cost-sensitive comfort in an exclusively-urban experience.



GLO is a singularly iconic midscale boutique-hotel experience that delivers a powerfully crafted package of guest rewards, hip, state-of-the art features, easy connectivity, and fresh, contemporary style - all at sustainable midscale affordability.



Aiden is a transformative collection of artisan hotels, distinguished by their unique characters, expertly selected to inspire guests at every moment. From social lobbies with cocktail bars to mesmerizing wall art, Aiden displays local flair and authentic details, ultimately creating an atmosphere meant to delight, surprise, and craft conversation



A new, upscale boutique brand from BWH Hotels, Sadie® by Best Western offers guests an exciting and inviting experience. Locally inspired and unique amenities and services keep guests engaged with one another. BWH Hotels' boldest brand is being introduced in all the hot spots, such as Miami's South Beach, Los Angeles, Manhattan, New Orleans, and more.



A carefully selected collection of upper upscale hotel options, perfect for destination markets and independent hoteliers looking to retain their local identity while harnessing the global distribution power and loyalty of the BWH Hotels brand.



BWH Hotels' third soft brand, BW Signature Collection® by Best Western offers a soft brand option for hotel owners in the upper midscale space, providing flexibility and freedom from brand requirements while offering access to BWH Hotels powerful business resources, award-winning loyalty program and robust reservation system.

For recent press releases [click here](#)  
Media Contact: [MediaRequest@bwh.com](mailto:MediaRequest@bwh.com)

\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

## SURESTAY HOTELS®, OUR VALUE-CENTERED GROUP OF HOTELS



SureStay® by Best Western offers an exceptional value in the upper economy market with amenities that ensure a restful and productive stay.



SureStay Plus® by Best Western is a midscale option offering comfortable amenities with additional on-site features to make a guest feel at home.



SureStay Studio® by Best Western is an extended stay offering in the upper economy market, providing a welcoming home for a longer stay.



SureStay Collection® by Best Western provides independent hoteliers the opportunity to retain their local identity and individuality while harnessing a global powerhouse.

## WORLDHOTELS™, A WORLD REIMAGINED

### WORLDHOTELS™ LUXURY

Iconic in nature, these hotels are recognized local landmarks in their coveted destinations for their exceptional service, superior accommodations, and refined amenities. The Luxury Traveler seeking hotels of a famous or renowned reputation can indulge in the pinnacle of the WorldHotels. Within the collection, luxury is embedded into the importance of the hotel's history, the fascination of its culture, the exceptional standards of service and its excellent destinations.

### WORLDHOTELS™ Elite

WorldHotels Elite offers a carefully selected portfolio of stylish properties with local flair and first-class service. Elite Travelers seek out memorable experiences of impeccable standards in some of the world's finest locations. The properties provide an elevated experience to the guest; from elevated design, gastronomy and amenities, to the distinguished service and the location in which they are positioned. For those with raised expectations and a taste for grand design and higher standards.

### WORLDHOTELS™ Distinctive

WorldHotels Distinctive offers a collection of individually established hotels in the most vibrant of neighborhoods, offering a distinct and attainable stay for the discerning traveler. Each property offers a unique story and perspective, and places an emphasis on friendly staff and a welcoming atmosphere, helping to create an emotional and attainable connection with their guest. Inviting and achievable experiences are brought to the Distinctive Traveler in the world's most sought-after locations.

### WORLDHOTELS™ CRAFTED

These hand-selected hotels attract travelers who crave creativity, immersive experiences, innovation, and excellent service, all inspired by the contemporary and fine arts. These "arts" come in the form of design, gastronomy, architecture, fashion, music, literature, or any cultural movement that the hotel authentically and consistently adheres to. Guests range from younger generational guests who avoid chain hotels to mature travelers who seek the 'unordinary'.

## HISTORY AT-A-GLANCE

<b>1946</b>	Best Western® Motels is founded by M.K. Guertin.
<b>1962</b>	Best Western has the only hospitality reservations service covering the entire United States. Best Western begins using the crown logo with a rope border to identify member properties.
<b>1963</b>	Best Western is the largest motel chain in the industry with 699 member properties and 35,201 rooms.
<b>1966</b>	The organization moves its headquarters from Long Beach, CA, to Phoenix, AZ. A major expansion of Best Western services is announced. Changes include establishing a new reservations center offering toll-free service for business commuters, travel agents and vacationers through arrangements with American Express; increasing membership standards; opening sales offices in Washington D.C., Montreal, Phoenix and Seattle; establishing tie-ins with airlines and representatives from other transportation industry organizations and investigating stronger infiltration of tour and business meeting markets.
<b>1974</b>	Best Western eliminates the word “motel” from its name.
<b>1975</b>	Best Western begins to expand overseas, entering Australia and New Zealand.
<b>1976</b>	Best Western Mexico launches, bringing more than 100 properties in Mexico and Central America into the fold.
<b>1977</b>	The phrase “World’s Largest Lodging Chain” becomes a part of Best Western’s corporate identification and advertising theme. The tagline later changes to “The World’s Largest Hotel Chain”.
<b>1978</b>	Best Western expands into Europe.
<b>1979</b>	Best Western accommodates 15 million guests and generates \$1 billion in room sales.
<b>1980</b>	Best Western membership rises to 2,654 hoteliers worldwide.
<b>1988</b>	The Gold Crown Club® International Program for frequent traveler’s launches.
<b>1992</b>	Best Western expands into South America with its first property in Brazil.
<b>1993</b>	Adoption of a new logo and officially retire the Gold Crown logo. Best Westerns establishes its presence in Asia.
<b>1995</b>	Best Western introduces its first listings on the Internet. Best Western opens its first property in Israel, establishing its presence in the Middle East.
<b>2001</b>	Best Western Asia head office opens in Bangkok, Thailand, covering most of the continent and the Middle East.
<b>2002</b>	Best Western China launches, beginning a decade of intense development in that country.
<b>2003</b>	Best Western introduces the Best Western Premier® descriptor in Europe and Asia.
<b>2004</b>	Best Western Hotel & Resorts® launches the hotel industry’s largest High-Speed Internet Access (HSIA) initiative with the fastest implementation. Best Western becomes the first-ever Official Hotel of NASCAR®.

## HISTORY AT-A-GLANCE

- 2005** Best Western Hotel & Resorts begins averaging \$1 million in bookings per day through bestwestern.com.
- 
- 2007** The hotel chain is named a Preferred Lodging Partner of AAA/CAA, and begins a multi-year partnership with Harley-Davidson®.
- 
- 2008** The Gold Crown Club® International Program celebrates its 20th anniversary and is renamed Best Western Rewards®.
- 
- 2010** Best Western Hotel & Resorts passes ballot approving three descriptors – Best Western, Best Western Plus and Best Western Premier.
- 
- 2011** Best Western Hotel & Resorts celebrates its 65th birthday introducing Best Western®, Best Western Plus® and Best Western Premier® descriptors to the North American market. The World’s Biggest Hotel Family® tagline is introduced in the United States and Canada.
- 
- 2012** Best Western Hotel & Resorts introduces advanced cleaning technologies at its North American properties, becoming the first hotel brand to empower housekeeping staff to set a new standard for guest care through the use of UV wands, black lights and clean remotes.
- 
- 2014** Best Western Hotel & Resorts announces Vīb®, an urban boutique concept focused on style, technology and engagement, and BW Premier Collection® by Best Western, a soft brand of carefully selected, high-quality hotels in global primary markets.
- 
- 2015** Best Western Hotel & Resorts announces new master brand logo. Later, the new Best Western hotel brand, Best Western Plus and Best Western Premier logos are introduced.
- 
- 2015** Best Western Hotel & Resorts announces GLō®, a broad-midscale boutique concept designed for secondary, suburban and highway markets.
- 
- 2016** Best Western Hotel & Resorts celebrates its 70th anniversary and introduces SureStay® Hotel Group.
- 
- 2017** Best Western Hotel & Resorts adds company’s eleventh brand, BW Signature Collection® by Best Western.
- 
- 2018** Best Western Hotel & Resorts introduced the year-long Today’s Best Western campaign, giving travelers a look “Behind the Brands,” diving into each of its hotel offerings. The brand also celebrated BWR’s 30th anniversary, launched two new brands - Sadie® and Aiden®, and opened the first ever Vīb® and GLō® hotels in the U.S.
- 
- 2019** Best Western Hotel & Resorts announces the formation of BWH Hotel Group and the acquisition of renowned global hotel brand WorldHotels™ representing a collection of approximately 300 unique and special hotels and resorts in premier destinations around the world. The acquisition enhances Best Western’s portfolio of offerings to include the upper upscale and luxury segments. BWH Hotel Group also welcomed the SureStay Studio® by Best Western brand.
- 
- 2021** The new WorldHotels Crafted is added to the WorldHotels portfolio. BWH Hotel Group also celebrates its 75th anniversary.
- 
- 2022** Best Western® Hotels & Resorts opens its first ever corporate-owned hotel, the Vīb Hotel by Best Western Phoenix-Tempe. Best Western also advances its work in sustainability by partnering with the Sustainable Hospitality Alliance, a group of hospitality industry leaders and major hotel companies joining together to combat the global challenges affecting our planet and its people.
- 
- 2023** A new parent company name is introduced: BWH Hotels. This change offers alignment under one parent company and speaks to the BWH Hotels enterprise as a diverse and contemporary hospitality company with 19 brands in every segment from upscale, luxury and lifestyle to midscale and economy.
-



**Wherever Life Takes You, Best Western Is There.®**



**Features & Amenities:**

- Complimentary\* breakfast to start the day
- Free, high-speed internet service
- Free local calls and long-distance access
- Business center with copy/fax services
- In-room coffee and tea maker
- Guest computer and printer in the lobby
- Fitness center



Travelers who choose **Best Western®** will find contemporary style, comfortable accommodations and convenience, Free Wi-Fi, and complimentary breakfast at most locations. With our award-winning BestWestern Rewards® Program, both leisure and business travelers can count on what matters most - a warm welcome, a rewarding stay and a truly exceptional value.

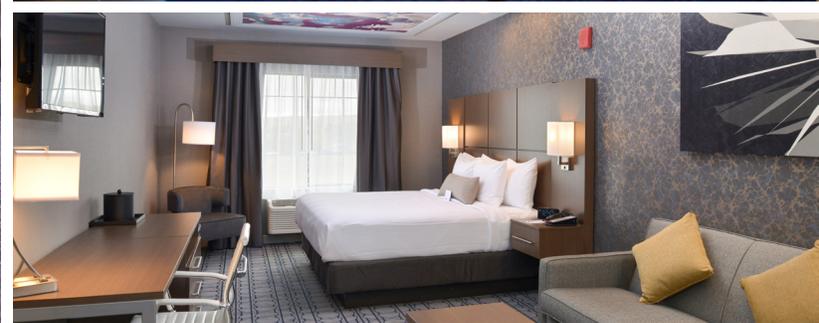
\* Complimentary breakfast available at most locations



Wherever Life Takes You, Best Western Is There.®

## Features & Amenities:

- Modern & unique exterior and welcoming lobby
- Upgraded interiors and stylish bath amenities
- Complimentary breakfast in an enhanced dining area
- Convenient in-room mini-refrigerator
- Spacious in-room work desk
- Complimentary high-speed internet
- In-room coffee and tea maker
- Fitness center
- Business center
- On-site guest laundry and/or same-day dry cleaning services



**Expect More Out Of Travel With Unmatched Value.** For business and leisure travelers looking for modern style and convenience, Best Western Plus® goes beyond the expected offering everything from well-appointed guest rooms to upgraded amenities. With our refreshed identity, today's Best Western Plus® hotels are more upscale and inviting than ever before. It's an iconic new expression of our passion to deliver the highest degree of hospitality and unmatched value to a traveler-around the world and around the block.



**Welcome To The Premier Life.®**



### Features & Amenities:

- Stylish hotel design with detailed finishes
- On-site dining and cocktail bar
- High-end guestrooms and suites
- Modern amenities & features
- Premium linens and towels
- In-room refrigerator and microwave
- Boardrooms and meeting spaces
- Well-equipped business center
- Energizing fitness center



**A Notably Refined Travel Experience.** Best Western Premier is an exclusive offering designed for worldwide travelers seeking superior accommodations exceptional service and first-rate amenities, including access to our award-winning rewards program, Best Western Rewards®. Refined and elegant, guests can expect a memorably rewarding stay defined by the highest degree of hospitality, quality and attention to detail.

@HOME  
Best Western™



**Redefining Extended-Stay.**



**Features & Amenities:**

- Social Patio & Fire Pit
- Fitness Club
- Onsite Market
- Complimentary Breakfast
- Guest Laundry
- Guest Lockers
- Pet-Friendly



**Simple. Refined. Modern.** @HOME by Best Western<sup>SM</sup> is a sleek and modern midscale extended-stay hotel brand. Each experience delivers comfort, convenience and consistency for guests to enjoy life during an extended travel.

**Residency** Executive  
by BEST WESTERN

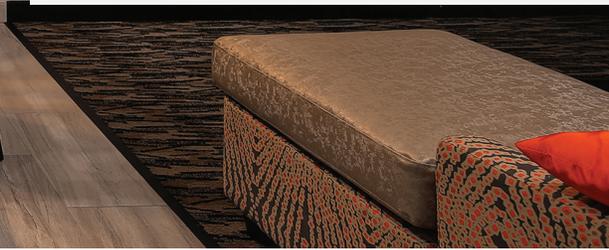


Feel Right at Home.



### Features & Amenities:

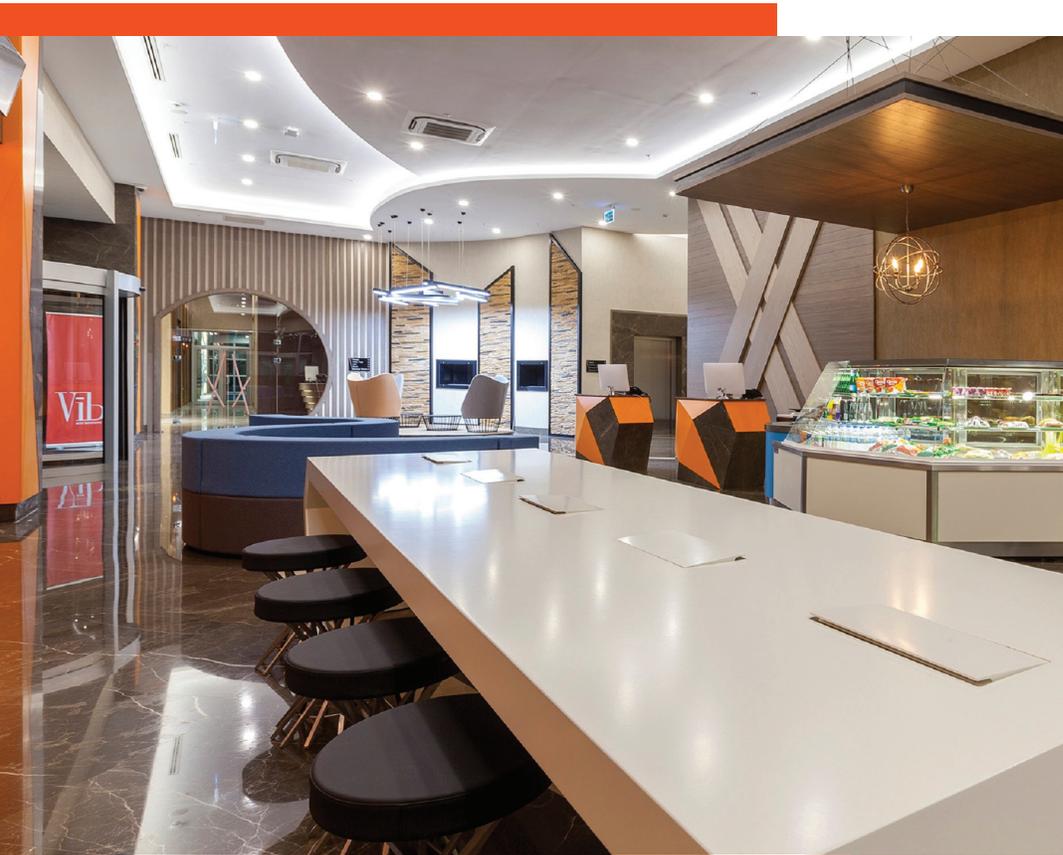
- A minimum of 40 percent extended-stay studios and suites that include dedicated spaces for sleeping, dining, work and relaxation as well as kitchenettes with a cooktop, sink, microwave and refrigerator
- Fast, free Wi-Fi
- Shared lobby with an expansive arrival and front desk area, food service space, and communal elements
- Green spaces that invite guests to wander outside to unwind and play
- Enhanced breakfast offerings
- Indoor or outdoor pool
- At least two meeting rooms of 200 sq. ft. each



Opportunities. Jobs. Travels. Even personal obligations. Sometimes life comes calling and demands more than a quick visit. When you have to be away from home for a while, Executive Residency by Best Western®, with its stylish comforts and affordable home-away-from-home extras, is designed to make your long-term stay a pleasure. Experience the kind of hospitality that says welcome home, even when you're not.



 a vibrant experience for today's connected traveler

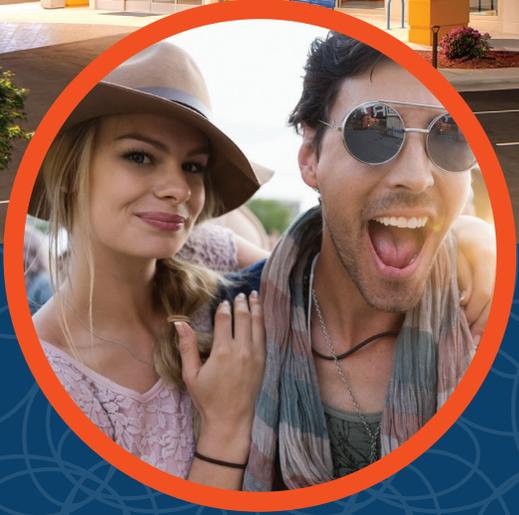


**Features & Amenities:**

- Retail outlets serving premium upscale food and coffee
- Lobby or rooftop bar, a cozy fireside hearth, gaming pods, fitness center, and a 'Zen Zone' to cater to millennial travelers
- Kiosk check-in, virtual concierge
- Complimentary Wi-Fi
- Unique signature king room design - platform bed with storage below and an incorporated desk
- Smart TV with Samsung Lynk™ Sync and eConcierge technology
- Electronic lock - Bluetooth or RFID technology



**Modern and well-traveled.** The Vib guest has means and access to lots of options. We delight, amaze and exceed expectations. The human-touch side of Vib is about finding the right opportunity to make each experience a compelling travel-wellness success.



**YOUR STAY JUST GOT BRIGHTER.**

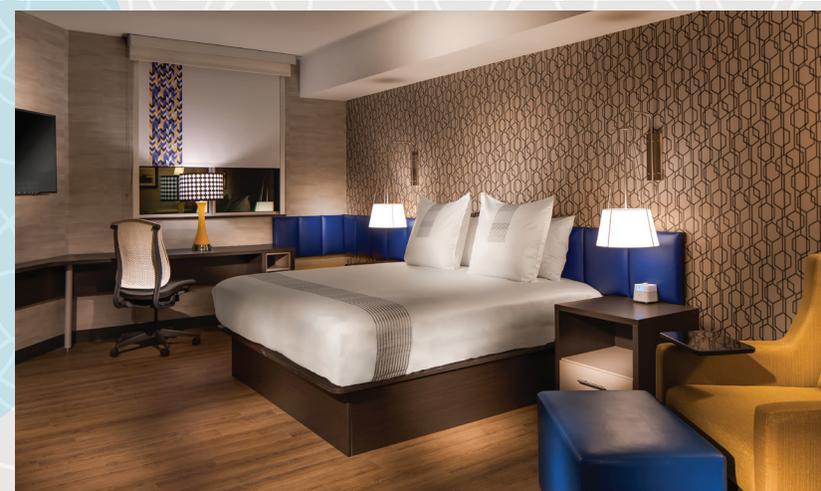


### Features & Amenities:

- Integrated lobby breakfast area that transforms into a work-and-relax area after breakfast
- LED lit banding, lite-bright walls and a back-lit front desk
- State-of-the-art fitness center
- Contemporary interior design
- Unique, modern guestrooms and bathrooms
- Dual function furnishings and streamlined guestroom design maximizes space for comfort and utility



LIGHTING THE WAY

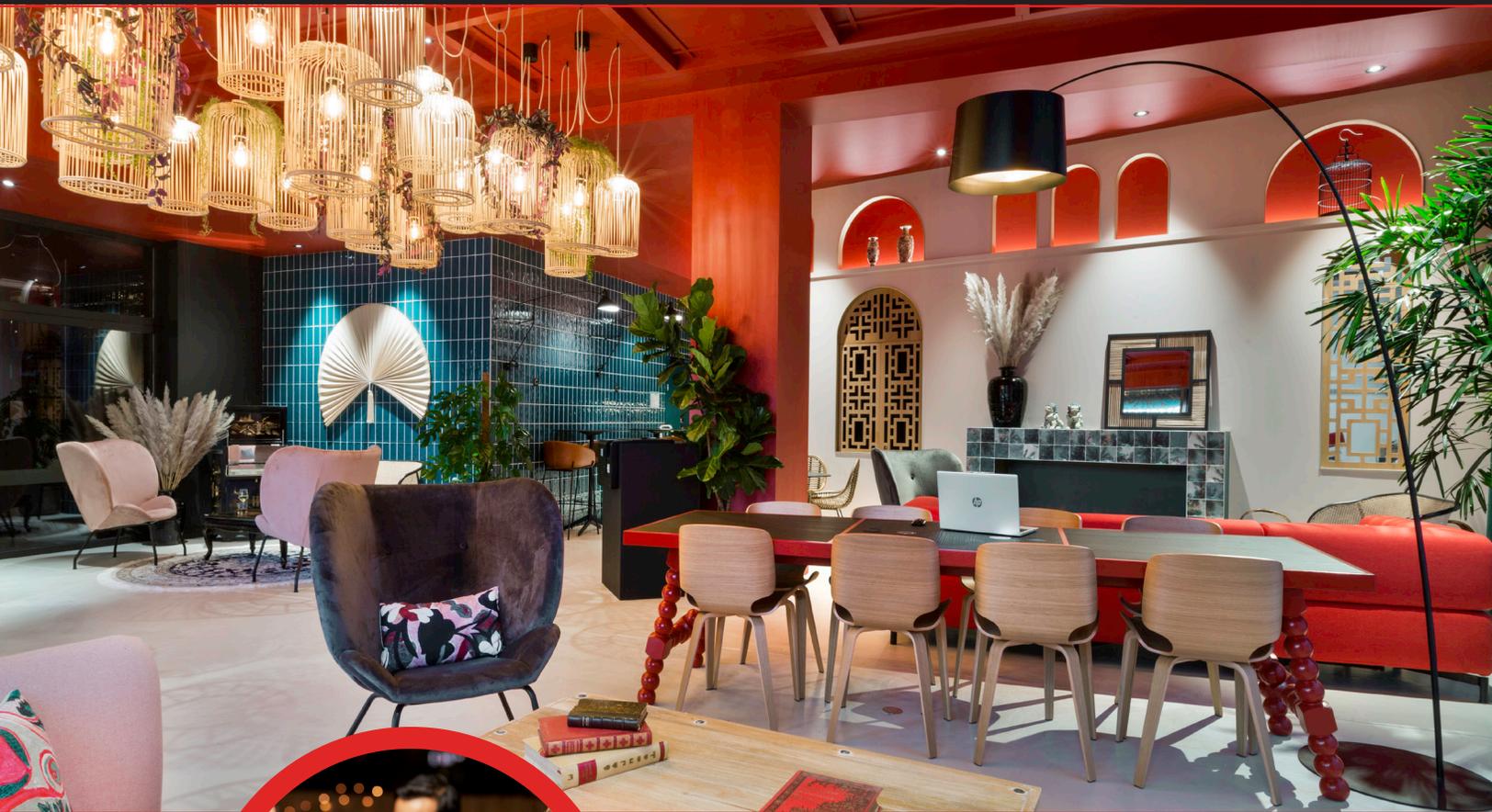


A hub for the business traveler and road warrior, a respite for families, and a modern experience for all. Welcome to **GLÖ**® where travel-wellness is delivered through consistent service, quality amenities, easy connectivity and the kinds of healthy choice options that make home away from home a rewarding experience.

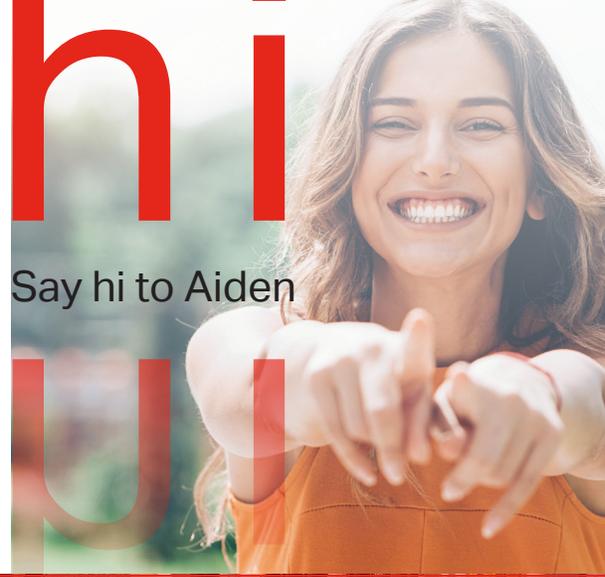


by BEST WESTERN

COOL. EDGY. CHIC.



MODERN. MEMORABLE. CHARISMATIC.



Say hi to Aiden



Welcome to boutique-coolness



**Features & Amenities:**

- Innovative designs across the hotel
- Abstract and modern guestrooms, complete with vibrant color pallets and lush fabrics
- Locally-inspired dishes and beverages
- Multi-functional public area with vibrant and modern signature seating
- Mobile check-in
- Complimentary fitness studio open 24-hours for convenient access
- 24-hour business center that offers guests visiting on business a private space to work, in addition to computers, high-speed Internet access, printers, and fax machines
- Meeting facilities equipped with projectors
- Free wireless internet access provided

**relax. unwind.** Aiden® by Best Western is a trendy new collection of modern, suburban boutique hotels with a cool, laid-back personality. No two hotels are alike. Down-to-earth with a quick wit and ready smile, Aiden embodies the spirit of the neighborhood – a welcoming host of local flair and new adventures.

**Always a lively, engaged and welcoming host.**



**BE playful.**



Inspiring guests with bold designs and meticulously curated detail, Sadie® Best Western defies the status quo for upscale accommodations. Keep pace with the pulse of the city and venture in to a lively space that is chic and sophisticated with an allure that carries a grungy edge. Seamlessly integrated amenities for the modern adventurer and playful surprises make for a memorable stay that can only be Sadie® Best Western.

**ALWAYS ALLURING. ALWAYS AN ADVENTURE.**



create selfie moments for guests

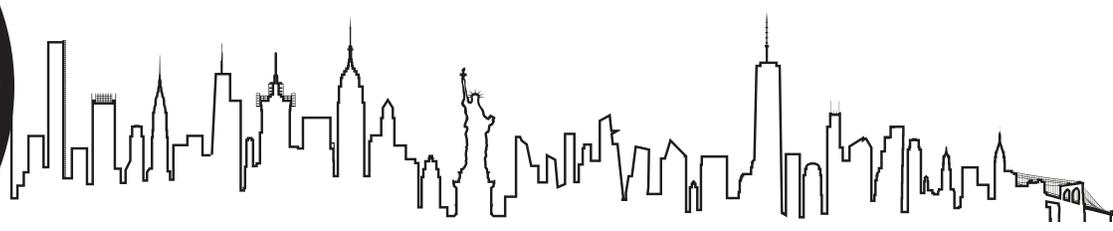


## FOR ADVENTURE SEEKERS WHO WANT INSPIRATION AND IMAGINATION WITH A SURPRISINGLY COOL, URBAN EDGE.



### Features & Amenities:

- Abstract and modern guestrooms, complete with vibrant color palette and lush fabrics
- Locally-inspired dishes and beverages
- Complimentary fitness studio open 24-hours for convenient access
- 24-hour business center that offers guests visiting on business a private space to work, in addition to computers, high-speed Internet access, printers, and fax machines
- Meeting facilities equipped with projectors
- Free wireless internet access provided



**BW Premier**  
COLLECTION  
by BEST WESTERN



**World Class Accommodations for the World Class Traveler.**

## Embark on a journey of local flair and style.

### Features & Amenities:

- Upscale, boutique hotel design
- Convenient locations in primary and destination markets
- High-end guestrooms and suites
- Superior services and amazing amenities
- Unique, local hotel guest experiences
- Access to award-winning Best Western Rewards® loyalty program
- TripAdvisor® Certificate of Excellence recognition

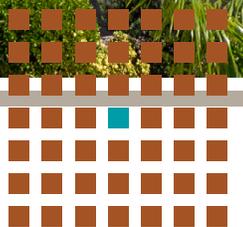


**A Journey of Local Flair and Style.** Welcome to our most-exclusive soft brand. BW Premier Collection® is carefully curated, elegant and unmistakably a cut above. Through finely crafted aesthetics that express each locale's unique personality, these exclusive boutique getaways help independent hoteliers retain their local individuality-all while harnessing the global powerhouse of an established master brand.

**BW**

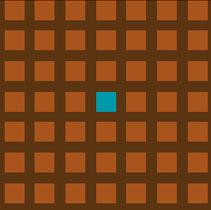
SIGNATURE  
COLLECTION

by BEST WESTERN



Embrace the eclectic.

A Collection of Hotels Each With Their Own Style & Personality



**Uncover unusual with your usual.** Develop a routine in a unique setting. Anticipate surprise. Freeze-frame original details while on-the-go. Capture moments of creativity while you find your inspiration inside and outside the hotel.



**The SureStay Hotels® Family. Rest Assured - A Great Stay Is Waiting.**



We understand every trip and traveler has unique needs and we believe that no guest should ever have to sacrifice value, reliability or comfort. With the SureStay Hotels®, we've created a new hotel experience that offers three great affordable hotel options that combine convenience, consistent quality and service - all designed to make every guest feel appreciated. Stay with confidence knowing each hotel has achieved and must maintain a TripAdvisor score of 3.5 or higher. Welcome to the SureStay Hotels.

**The SureStay Hotels®.** Our commitment to value and comfort is backed by decades of BWH<sup>SM</sup> Hotels successes, and offers an exciting new alternative for travelers looking for consistent quality and service all at a great value.



## SureStay by BEST WESTERN

Everything you need, nothing you don't want. For those who like to travel simply and casually.

**REST EASY. REST ASSURED.**



## SureStay PLUS by BEST WESTERN

Great Value & Modern Convenience. Whether for leisure or business, just right for those who want extra amenities, like hot breakfast and free Wi-Fi.

**A QUALITY STAY  
AT AN AFFORDABLE PRICE.**



## SureStay STUDIO by BEST WESTERN

Convenience, quality and value for a longer stay. For those who want to feel at home, no matter how long they are away.

**A WELCOMING HOME  
FOR A LONGER STAY.**



## SureStay COLLECTION by BEST WESTERN

Unmatched value, quality, and a little more. For those who like to travel casually, but appreciate the kinds of details that add to a better stay experience.

**VALUE. COMFORT. QUALITY.**





**WorldHotels™** is a soft collection of hotels and resorts within the BWH<sup>SM</sup> Hotels global enterprise. Founded by independent hoteliers dedicated to the art of hospitality, WorldHotels represents one of the finest portfolios of independent hotels and resorts around the globe, expertly curated to inspire unique, life enriching experiences that connect people and places. WorldHotels offers four unique hotel brands for the discerning traveler and travel planner: WorldHotels™ Luxury, WorldHotels™ Elite, WorldHotels™ Distinctive and WorldHotels™ Crafted.

**Our Vision.** To be the most trusted and intuitive partner with access to essential and extensive resources for a discerning global family of the finest curated independent hotels and resorts.

**Our Mission.** To be stronger together by empowering our community of hoteliers, travel partners and guests with expertise, passion and collective goals to inspire unique, life enriching experiences that connect people and places.

WORLDHOTELS™  
LUXURY

*Celebrated. Renowned. Iconic.*

Celebrated establishments, iconic in nature, a recognized local landmark in their coveted locale.



WHITE SWAN HOTEL | GUANGZHOU, CHINA | WORLDHOTELS™ LUXURY

WORLDHOTELS™  
Elite

*Elevated. Stylish. Memorable.*

Upper upscale properties recognized for their elevated delivery of service and amenities.



HOTEL MADERO BUENOS AIRES | BUENOS AIRES, ARGENTINA | WORLDHOTELS™ ELITE

WORLDHOTELS™  
Distinctive

*Unique. Welcoming. Attainable.*

Upscale hotels that deliver a welcoming and unique experience in the world's most desirable locations.



LINDEN ROW INN | RICHMOND, VIRGINIA | WORLDHOTELS™ DISTINCTIVE

WORLDHOTELS™  
CRAFTED

*Immersive. Thrilling. Unpredictable.*

An inclusive collection that, through design and creativity, captures the spirit of the destination and creates a lasting emotional connection.



WARWICK HOTEL RITTENHOUSE SQUARE | PHILADELPHIA, PA | WORLDHOTELS™ CRAFTED

## EXECUTIVE TEAM



### **Larry Cuculic, President and Chief Executive Officer**

Larry Cuculic is President and CEO of Best Western® Hotels & Resorts. He was appointed to the position by the company's Board of Directors in October 2021 and assumed office in December 2021.

Cuculic leads the parent company, BWH Hotels, which is comprised of Best Western Hotels & Resorts, SureStay Hotels, and WorldHotels. He oversees the company's global portfolio of 19 dynamic brands, which boasts approximately 4,300 hotels across all chain scale segments. He continues to drive the organization's impressive financial success – with RevPAR reaching a historic high of \$74.54 in 2022 – and achieving industry-leading guest loyalty and hotel satisfaction. [Click here to see full bio](#)

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### **President of International Operations and President of WorldHotels**

Ron Pohl is President of International Operations for BWH<sup>SM</sup> Hotels and President of WorldHotels. In his role, he oversees the global operations team and works closely with BWH Hotels international partners to expand the company's portfolio in key destinations around the world. Additionally, Pohl is responsible for growing the WorldHotels brand globally while providing industry-leading support to its hoteliers and ensuring superior revenue delivery. [Click here to see full bio](#)

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### **Greg Adams, Senior Vice President and Chief Digital Officer**

Greg Adams serves as Senior Vice President and Chief Digital Officer for BWH Hotels. Adams oversees all aspects of Best Western International's Technology Management, eBusiness and eCommerce strategies and activities. [Click here to see full bio](#)

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### **Brad LeBlanc, Senior Vice President and Chief Development Officer**

Brad LeBlanc is Senior Vice President & Chief Development Officer for BWH Hotels. Joining the executive team in 2019, Brad leads sales and development efforts for North America expansion of the Best Western core brands, SureStay Hotels® by Best Western, Executive Residency by Best Western®, Vīb®, GLō®, Aiden® by Best Western, Sadie® Best Western, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western. [Click here to see full bio](#)

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**Mark Straszynski, Senior Vice President and Chief Financial Officer**

Mark Straszynski serves as Senior Vice President and Chief Financial Officer of BWH<sup>SM</sup> Hotels where he sets strategic financial direction for the brand, overseeing finance, accounting, treasury and risk management. Straszynski also sits on the brand's senior executive team, which shapes and executes Best Western's long-term strategies. [Click here to see full bio](#)

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**Michael Morton, Vice President, Brand Management and Member Services**

Michael Morton is vice president of brand management for BWH Hotels. Morton's responsibilities include key departments within the hotel company, including owner relations, revenue management, education and training, design, supply and global quality assurance.. [Click here to see full bio](#)

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**Wendy Ferrill, Vice President, Worldwide Sales**

Wendy Ferrill joined BWH Hotels in 2008 as Managing Director of Worldwide Sales. During her tenure, she has been instrumental in change management for the worldwide sales organization, which has led to significant revenue growth for the brand. In October 2012, Ferrill was named Vice President of Worldwide Sales where she is responsible for relationship management strategy and business development. In 2012, Ferrill was also named one of the "Top 25 Extraordinary Minds in Sales and Marketing" by Hospitality Sales and Marketing Association International. [Click here to see full bio](#)

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**Jay Hubbs, Vice President of Advertising, Marketing, Innovation and Analytics**

Jay Hubbs is Vice President of Advertising, Marketing, Innovation and Analytics for BWH Hotels. Hubbs joined the company in 2021 in this newly created role to lead the brand's digital advertising, media buying and co-op marketing efforts. [Click here to see full bio](#)

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**Jay Pricher, Vice President, Legal**

As Vice President, Legal, for BWH<sup>SM</sup> Hotels, Jay provides counsel, leadership and guidance on legal issues relating to BWH Hotels operations, intellectual property matters and business litigation. Additionally, he provides advice and assistance on corporate legal issues, to include Best Western's regulatory documents and governance matters. [Click here to see full bio](#)

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**Rachel Austin Vice President, Human Resources**

As Vice President of Human Resources Austin oversees all facets of Human Resources including employee relations, talent recruitment, benefits, workplace culture, diversity & inclusion, and employee learning and development. Under Austin's leadership, the company has achieved record-high employee engagement scores and has been recognized as a top employer at the local, national, and global level. [Click here to see full bio](#)

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**Harold Dibler, Vice President, Technology Management**

Harold Dibler is the Vice President of Technology Management for BWH Hotels, overseeing the critical technology areas of application development and delivery, enterprise architecture, and infrastructure and operations. He has over 30 years of application development and systems integration experience in education, manufacturing, financial and hospitality industries. [Click here to see full bio](#)

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**Amy Hulbert, Vice President, Boutique and Upscale Brands**

Amy Hulbert is Vice President of Boutique and Upscale Brands for BWH Hotel Group®. A 20-year veteran of the hospitality design industry, Hulbert joined the company in 2010 and now leads the brand team in helping promote the successful growth and performance of its upscale brands, as well as the construction and operation of BWH Hotel Group's corporate-owned assets. [Click here to see full bio](#)

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**Emily Cates, Vice President, Legal**

As Vice President of Legal for BWH Hotels, Emily Cates provides legal advice to nearly every department in the company on a wide variety of topics, including membership-related matters, contract matters, corporate governance topics and litigation. [Click here to see full bio](#)

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**Mark Hoefling is Vice President of Operations**

Hoefling is responsible for the company's efforts in guest satisfaction and customer feedback programs, data control and brand management, education and training, district management and member care, global hotel quality assurance, brand identity and regional services. Hoefling also oversees member relations and brand management for SureStay Hotels. [Click here to see full bio](#)

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