

BWH | Hotels
Press Kit





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ABOUT BWH® 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 18 brands across every chain scale segment, from luxury to economy, 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.



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

For more information, including recent press release, [click here](#)
Media Contact: MediaRequest@bwh.com

DISCOVER A WORLD OF DIFFERENCE™ WITH WORLDHOTELS™

WorldHotels™ is comprised of four unique collections, each with its own personality and style to appeal to the needs of today's discerning traveler.

WORLDHOTELS™ LUXURY

WorldHotels™ Luxury understands that true luxury is a personal experience, whether it's in the historical grandeur of a property or the captivating essence of the local culture. Imagine entering a world of renowned, iconic hotels where exceptional hospitality is not just promised but delivered as a way of life.

Picture yourself in our celebrated hotels, where every detail is carefully curated to connect the discerning traveler with the heritage and significance of its' location. From exploring the historic streets of a vibrant city to unwinding in a serene coastal retreat, our properties provide the perfect setting for your journey.

Renowned for impeccable service and exquisite accommodations, our hotels redefine the essence of luxury.

WORLDHOTELS™ Elite

WorldHotels™ Elite invites you to indulge in a realm of refined style and timeless charm. Escape the ordinary and enter a world where every moment transforms into an unforgettable memory.

Our carefully selected properties offer a unique blend of modern hospitality and classical elegance, providing a sense of occasion and sophistication. With meticulous attention to detail and preservation of heritage, our hotels seamlessly blend contemporary amenities with timeless beauty.

Experience the glamour and allure of an outstanding stay, where each visit promises an elevated standard of service and style.

WORLDHOTELS™ CRAFTED

Discover a world of artistry with WorldHotels™ Crafted, where each stay is a personal journey of creativity and exploration. Our portfolio is not just a collection of hotels, but a series of immersive experiences designed to awaken your senses and ignite your imagination.

Step into spaces where architectures whisper tales of history, and contemporary art installations invite you to ponder and marvel. Here, checking in is an invitation to immerse yourself in a living, breathing masterpiece that challenges conventions and offers a fresh perspective.

Embrace unexpected inspiration and uncover curiosity and wonder. Join us at WorldHotels™ Crafted, where heartfelt hospitality and bold design create a vibrant tapestry of memories, encouraging you to make each visit uniquely yours.

WORLDHOTELS™ Distinctive

Welcome to WorldHotels™ Distinctive, where genuine human hospitality awaits. Imagine your arrival, greeted by a warm smile and a cozy atmosphere that instantly puts you at ease. This is an invitation to experience the profound beauty of authentic connections and welcoming embraces.

Our decor, rich with local charm invites you to relax and feel at home. Each room is designed to be inviting and equipped with everything you need for a comfortable stay.

Our locations embody the vibrancy and culture of their destinations, ensuring a convenient and enriching experience. Every interaction, from the friendly staff to the thoughtful touches throughout your stay, is infused with honesty and warmth, making each visit memorable.

WorldHotels™ Distinctive is dedicated to creating a sense of belonging, where guests can truly connect with the essence of their surroundings.

For more information, including recent press release, [click here](#)
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BWH® HOTELS OFFERS 18 DISTINCTIVE BRANDS TO SUIT
THE NEEDS OF DEVELOPERS AND GUESTS IN EVERY MARKET



Best Western is a timeless collection of midscale 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® delivers the comfort and convenience for all travelers with the highest degree of hospitality and unmatched value. As a leader in upper midscale hotels, this brand has 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 WesternSM 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.



Executive Residency by Best Western® is a midscale brand offering spacious, well-appointed suites designed for long-term stays. Combining the comforts of home with professional amenities, these properties are ideal for business travelers and extended vacations.

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.



GLō 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



These upscale, independent hotels focus on exceptional service and distinct character, offering guests premium experiences and local flair.



BW Signature Collection® by Best Western offers upper-midscale hotels that stand out for their unique attributes and amenities. They're perfect for guests seeking distinctive experiences and excellent service at an affordable price point.

For more information, including recent press release, [click here](#)
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SURESTAY® HOTELS, OUR VALUE BRANDS PROVIDING AFFORDABLE HOTEL OPTIONS
THAT COMBINE CONVENIENCE, CONSISTENT QUALITY AND SERVICE



SureStay® by Best Western delivers upper-economy accommodations with a focus on quality and affordability. Ideal for budget-conscious travelers, this brand ensures a comfortable stay with essential amenities.



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 upper economy offering designed for extended stays with features like kitchenettes and spacious work areas. It provides practical and comfortable lodging for guests who need a home away from home.



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

COMPANY HISTORY

1946	Best Western® Motels is founded by M.K. Guertin.
1962	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.
1963	Best Western is the largest motel chain in the industry with 699 member properties and 35,201 rooms.
1966	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.
1974	Best Western eliminates the word “motel” from its name.
1975	Best Western begins to expand overseas, entering Australia and New Zealand.
1976	Best Western Mexico launches, bringing more than 100 properties in Mexico and Central America into the fold.
1977	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”.
1978	Best Western expands into Europe.
1979	Best Western accommodates 15 million guests and generates \$1 billion in room sales.
1980	Best Western membership rises to 2,654 hoteliers worldwide.
1988	The Gold Crown Club® International Program for frequent traveler’s launches.
1992	Best Western expands into South America with its first property in Brazil.
1993	Adoption of a new logo and officially retire the Gold Crown logo. Best Western establishes its presence in Asia.
1995	Best Western introduces its first listings on the Internet. Best Western opens its first property in Israel, establishing its presence in the Middle East.
2001	Best Western Asia head office opens in Bangkok, Thailand, covering most of the continent and the Middle East.
2002	Best Western China launches, beginning a decade of intense development in that country.
2003	Best Western introduces the Best Western Premier® descriptor in Europe and Asia.
2004	Best Western® Hotels & Resorts (BWHR) 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®.

COMPANY HISTORY

2005	BWHR 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	BWHR passes ballot approving three descriptors – Best Western, Best Western Plus and Best Western Premier.
2011	BWHR 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	BWHR 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	BWHR 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	BWHR announces new master brand logo. Later, the new Best Western, Best Western Plus and Best Western Premier brand logos are introduced.
2015	BWHR announces GLō®, a broad-midscale boutique concept designed for secondary, suburban and highway markets.
2016	BWHR celebrates its 70th anniversary and introduces SureStay® Hotel Group.
2017	BWHR adds company's eleventh brand, BW Signature Collection® by Best Western.
2018	BWHR 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	BWHR 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 18 brands in every segment from upscale, luxury and lifestyle to midscale and economy.



WorldHotels™ is a global brand of independent luxury and lifestyle hotels, founded by hoteliers with a shared commitment to exceptional hospitality. With more than 160 hotels and resorts in key destinations worldwide, the brand delivers enriching experiences that connect people, cultures, and places.

Organized into four distinct collections, WorldHotels offers curated options for today's modern traveler—ranging from iconic landmarks to unexpected discoveries. Each property reflects the character of its location while meeting high international standards of quality and service.

As the brand continues to grow, WorldHotels is expanding its offerings to include categories such as experiential outdoor stays and branded residences—extending the ways guests connect with the WorldHotels experience around the world.





WORLDHOTELS™

WORLDHOTELS™ LUXURY

Celebrated. Renowned. Iconic.

A World of **Excellence**: Celebrated establishments, inherently iconic, renowned in their coveted locale.



HOTEL LOREN | AUSTIN, TEXAS | WORLDHOTELS™ LUXURY

WORLDHOTELS™ Elite

Elevated. Stylish. Unforgettable.

A World of **Class**: Exquisite in style, classically charming (properties) known for their elevated service and unforgettable experiences.



LN GARDEN HOTEL NANSHA | GUANGZHOU, CHINA | WORLDHOTELS™ ELITE

WORLDHOTELS™ CRAFTED

Immersive. Bold. Unexpected.

A World of **Artistry**: (Properties) boldly capturing the spirit of their destination, united by their immersive designs, promising the unexpected.



ZION WILDFLOWER RESORT | VIRGIN, UTAH | WORLDHOTELS™ CRAFTED

WORLDHOTELS™ Distinctive

Authentic. Welcoming. Connecting.

A World of **Connection**: Promising a welcoming embrace and authentic experiences, accessible properties, distinguished by the fusion of place and people.



WORLDHOTELS CASATI 18 | MILAN, ITALY | WORLDHOTELS™ DISTINCTIVE



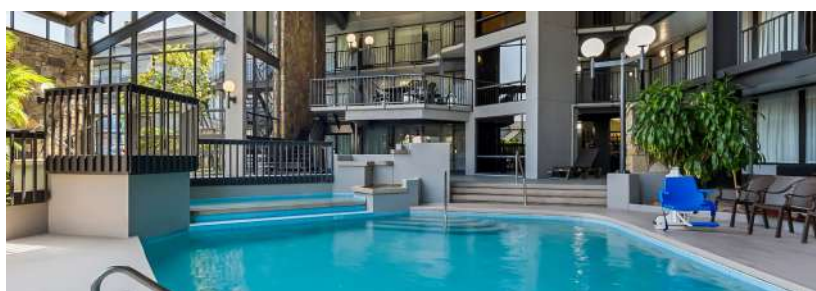
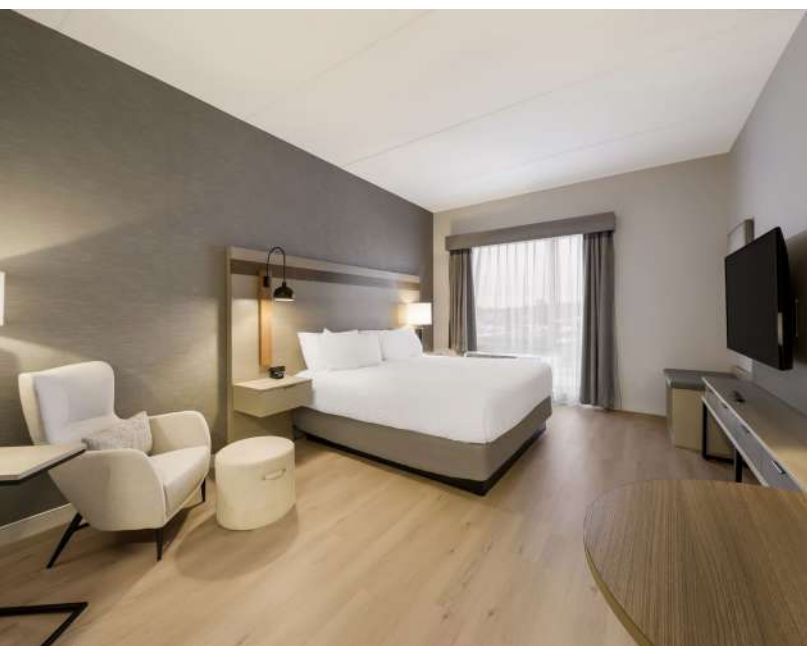
Wherever Life Takes You, Best Western Is There.®





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 Best Western 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 guestrooms 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.



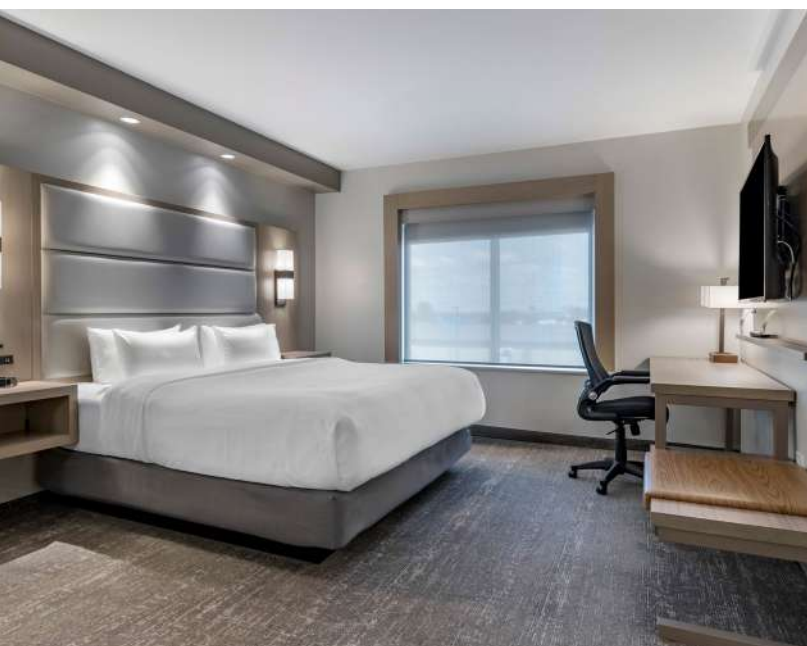
Welcome To The Premier Life.®





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



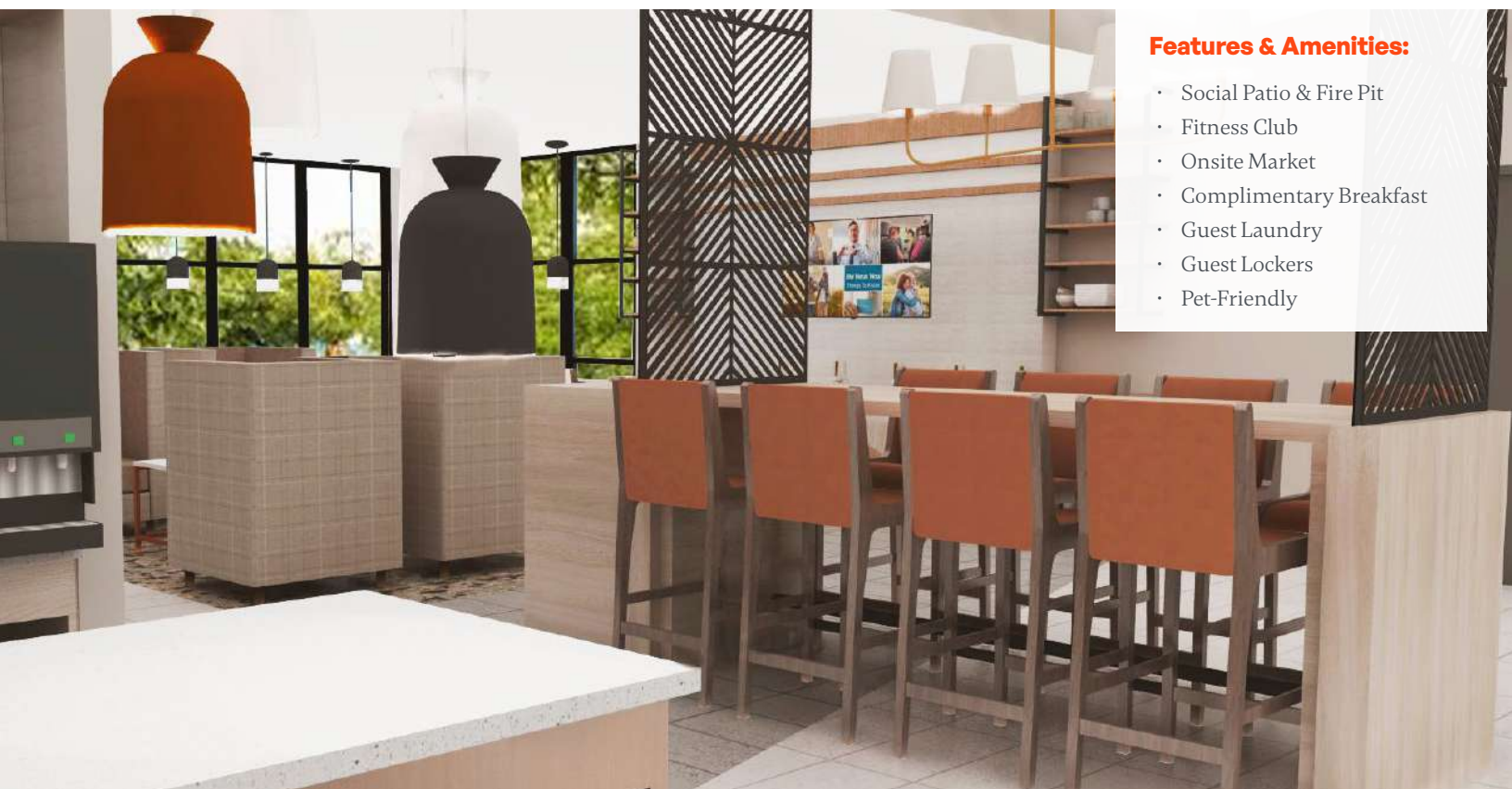
A Notably Refined Travel Experience. Best Western Premier is an exclusive offering designed for worldwide travelers seeking superior accommodations exceptional service and first-rate amenities, including access to our award-winning rewards program, Best Western Rewards®. Refined and elegant, guests can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

@HOME
Best Western™



 YOUR *HOME* AWAY FROM HOME





Features & Amenities:

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



Simple. Refined. Modern. @HOME by Best WesternSM 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.



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 **GLō®** 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.





MODERN. MEMORABLE. CHARISMATIC.





**BOUTIQUE
UPSCALE
CHIC
OFFBEAT**

CRAFT YOUR NEXT STORY.



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.

Features & Amenities:

- Innovative designs across the hotel
- Abstract and modern guestrooms, complete with vibrant color palettes 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

Always a lively, engaged and welcoming host.

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

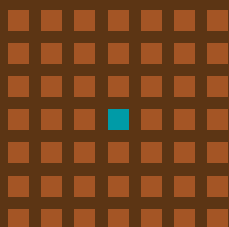
by BEST WESTERN



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 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 SureStay Hotels.

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



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

REST EASY. REST ASSURED.



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.**



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.**



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.



EXECUTIVE TEAM



Larry Cuculic, President and Chief Executive Officer

Larry Cuculic is President and CEO of BWH® Hotels, a leading global hospitality enterprise encompassing three hotel companies: WorldHotels™, Best Western® Hotels & Resorts, and SureStay® Hotels. He was appointed to the position by the company's Board of Directors in October 2021 and assumed office in December 2021.

Cuculic oversees the company's global portfolio of 18 dynamic brands, which boasts approximately 4,300 hotels across all chain scale segments. He continues to drive the organization's impressive financial success and industry-leading guest loyalty and hotel satisfaction. [Click here to see full bio](#)



Ron Pohl, President of International Operations and President of WorldHotels

Ron Pohl is President of International Operations for BWH 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](#)



Mark Straszynski, Senior Vice President and Chief Financial Officer

Mark Straszynski serves as Senior Vice President and Chief Financial Officer of BWH 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 the organization's long-term strategies. [Click here to see full bio](#)



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®, BW Premier Collection®, and BW Signature Collection® by Best Western. [Click here to see full bio](#)



Jay Pricher, Senior Vice President, General Counsel

As Senior Vice President, General Counsel for BWH 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, including regulatory documents and governance matters. [Click here to see full bio](#)

For more information, including recent press release, [click here](#)
Media Contact: MediaRequest@bwh.com



Joelle Park, Senior Vice President and Chief Marketing Officer

Joelle Park serves as Senior Vice President and Chief Marketing Officer for BWH Hotels. In her role, Park oversees global marketing, brand strategy and communications, including oversight of the company's award-winning loyalty programs, Best Western Rewards® and WorldHotels™ Rewards, as well as the company's OTA strategy. With more than two decades in marketing, Joelle brings a wealth of experience driving business results through strategic and innovative branding, inspiring cross-functional teams to achieve shared goals. [Click here to see full bio](#)



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

Michael Morton is Senior 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](#)



Bill Ryan, Senior Vice President and Chief Technology Officer

Bill Ryan serves as Senior Vice President and Chief Technology Officer for BWH Hotels. In this role, he leads the Technology Management team responsible for technology strategy, digital experience, architecture and data governance, project delivery, technical operations and cybersecurity. Technology is the enabler of our business, and as a member of the Executive Committee, Ryan plays a key role in aligning technology and business strategies to enhance the guest experience at every touchpoint. [Click here to see full bio](#)



Chad Fletcher, Senior Vice President, Worldwide Sales

Chad Fletcher serves as Senior Vice President of Worldwide Sales for BWH Hotels. In this role, he oversees the company's global sales organization, including business, group and leisure travel as well as hotel sales support. With over 20 years of experience in global sales and commercial strategy, Fletcher is known for building consultative, customer-focused organizations and cultivating cultures of performance, accountability and continuous development. [Click here to see full bio](#)



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](#)



bwh.com | MediaRequest@bwh.com