



A Truly Exceptional Value.

Travelers who choose Best Western® will find contemporary style, comfortable accommodations and FREE Wi-Fi. 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.



Wherever Life Takes You, Best Western Is There.®



Best Western® Locations in Asia:

Australia, Bangladesh, China, India,
Indonesia, Japan, Laos, Malaysia,
Myanmar, New Zealand, South Korea,
Thailand, The Philippines

Brand Specifications

Brand Features

	Mandatory	Optional
Lobby / Reception Area	●	
Café / Breakfast Area	●	
Restaurant		●
Bar		●
Luggage Room	●	
Business Corner	●	
Meeting Facilities		Upon Demand
Fitness Center		●
Swimming Pool		●
Laundry Service		●
Car Park	Subject to Local Regulations and Demand	
Guest Elevators	●	
Service Elevators	●	

Key Points

- Market Positioning: Economy
- Target Location: Urban, suburban, airport and leisure destination
- Model: Franchise / management
- Flexible and cost-efficient amenities
- Low investment cost with superior return

Brand Minimum Requirements

- Number of Keys: 50 (Franchise) / 150 (Management)
- Room Size: 20 m² - 24 m²

