



INSPIRING TRAVEL THROUGH UNIQUE EXPERIENCES

BWH | Hotels

The international challenges of the hotel industry

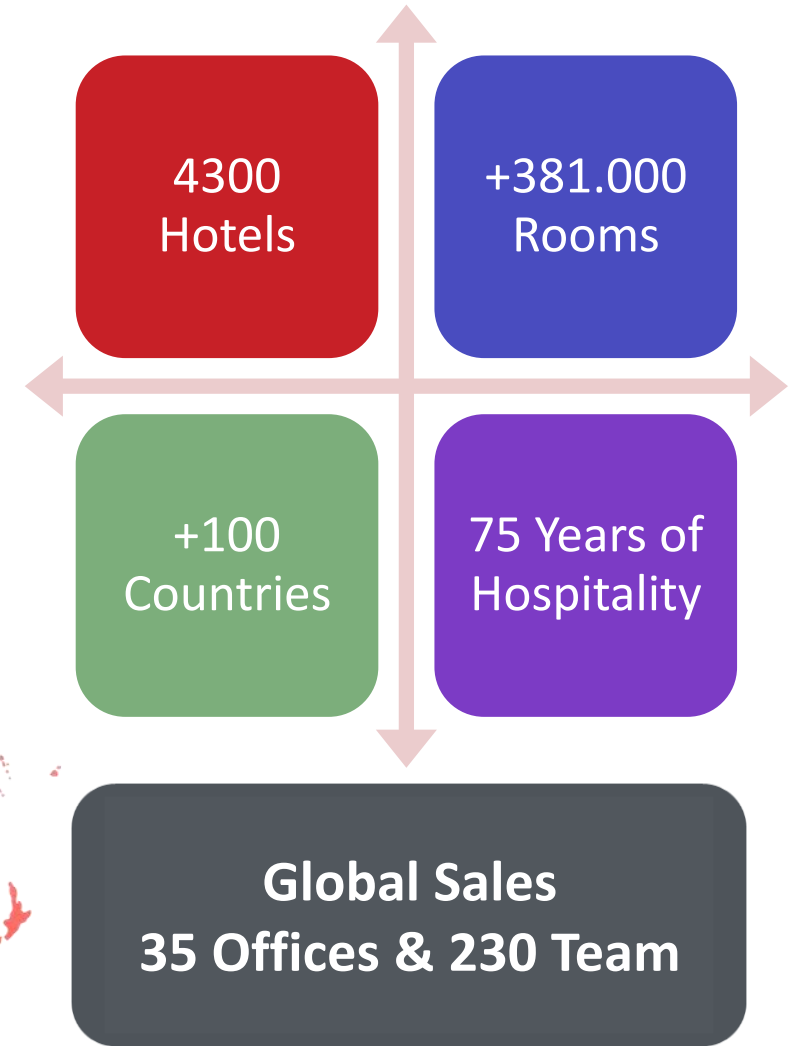
BWH Hotels EMEA Sales

Marta Maronas

OUR MISSION

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

One Brand One Global Powerhouse



Endless Options, One Global Brand

BWH | Hotels



Economy (410)

3 stars



Midscale (3088)

3 and 4 stars



Luxury / Premium (328)

5 stars



Our Value Proposition for BT and MICE

BWH Group Desk available 24 hours. Comprehensive support from enquiry to contract completion

Unique experiences for every type of event with approx 4,300 locations across the globe from economy to luxury.

Response within 24 hours

Experienced, multi-lingual team

Competitive prices

Post-event survey offering

Chain Wide Agreements / Dynamic rates

Rate integrity

Real-time negotiations ongoing program management

Dedicated account manager

The International Challenges of the Hotel Industry



Implement Technological Change

Adopting Change Management Technologies/Tools & Leveraging Data Are Key

- Integration of artificial intelligence
- Smart Rooms
- Immersive Technology: Augmented Reality / Virtual Reality
- Blockchain in the hospitality industry
- Connectivity - 5G/6G (Mobile Technology)
- Embracing Digital Marketing
- Digitalization of customer service
- Adaptation of workspaces in the rooms

Successful integration of new technologies requires effective planning, robust IT infrastructure, cybersecurity risks management and due diligence to ensure these initiatives deliver expected benefits & ROI.



In-room
Technology

Touchless
Technology

Robot
Concierge

Artificial
Intelligence

Sustainability: More than a Trend, a Necessity

Meeting Sustainability Goals



- Integrate sustainability into all aspects of the hotel business. **Take a holistic view of emissions.**
- Global sustainability goals becoming standard: Energy efficiency, renewable energy sources, water usage, waste management...
- Unify Sustainability strategies: Self-regulate by **adopting global sustainability standards**
- Deal with it now or face limited opportunities in the future.”
- Multiple internal and external **barriers** prevent sustainability adoption, Ei: Financial constraints, lack of benefit awareness, regulations...
- **Green certifications** like Green Key are becoming key marketing tools
- **Implementation** requires significant financial and logistical efforts, balance these investments and operational needs remains a challenge for the industry.

BWH Hotels Earth, People, Community

Our Commitment to Sustainable Hospitality

At BWHSM Hotels, we believe we have a shared responsibility to be conscientious stewards within our global community.

Through our Earth, People, and Community (“EPC”) effort, our goal is to strengthen one community at a time by partnering with our hoteliers and providing the necessary tools to enact meaningful change.

Together we can truly make a lasting impact on our world and ensure a bright future for generations to come.

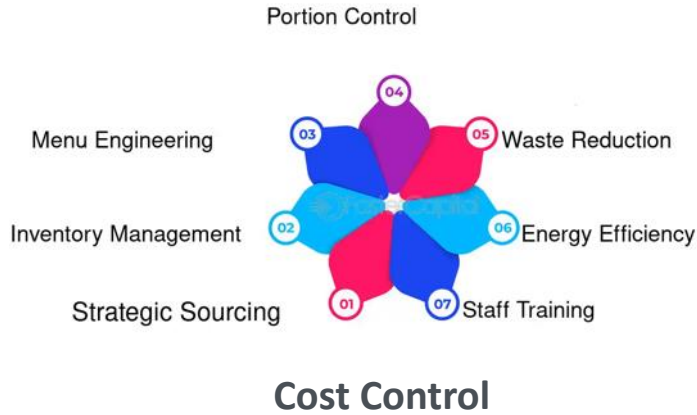


The values that have shaped our EPC effort are the heart of our organization, representing who we are as hospitality leaders, hoteliers, and associates.



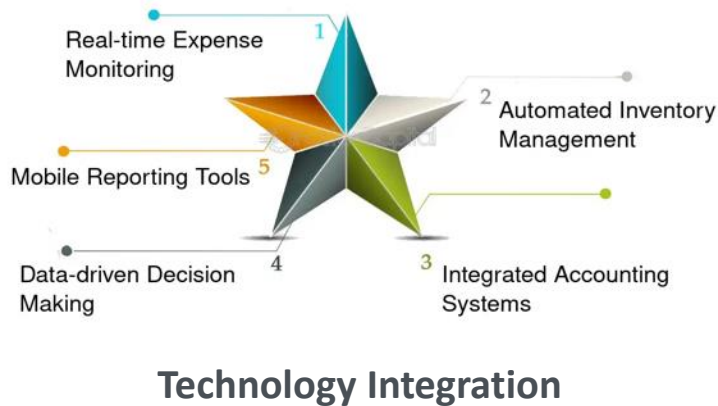
Effective Hotel Operations

Optimization



Goals

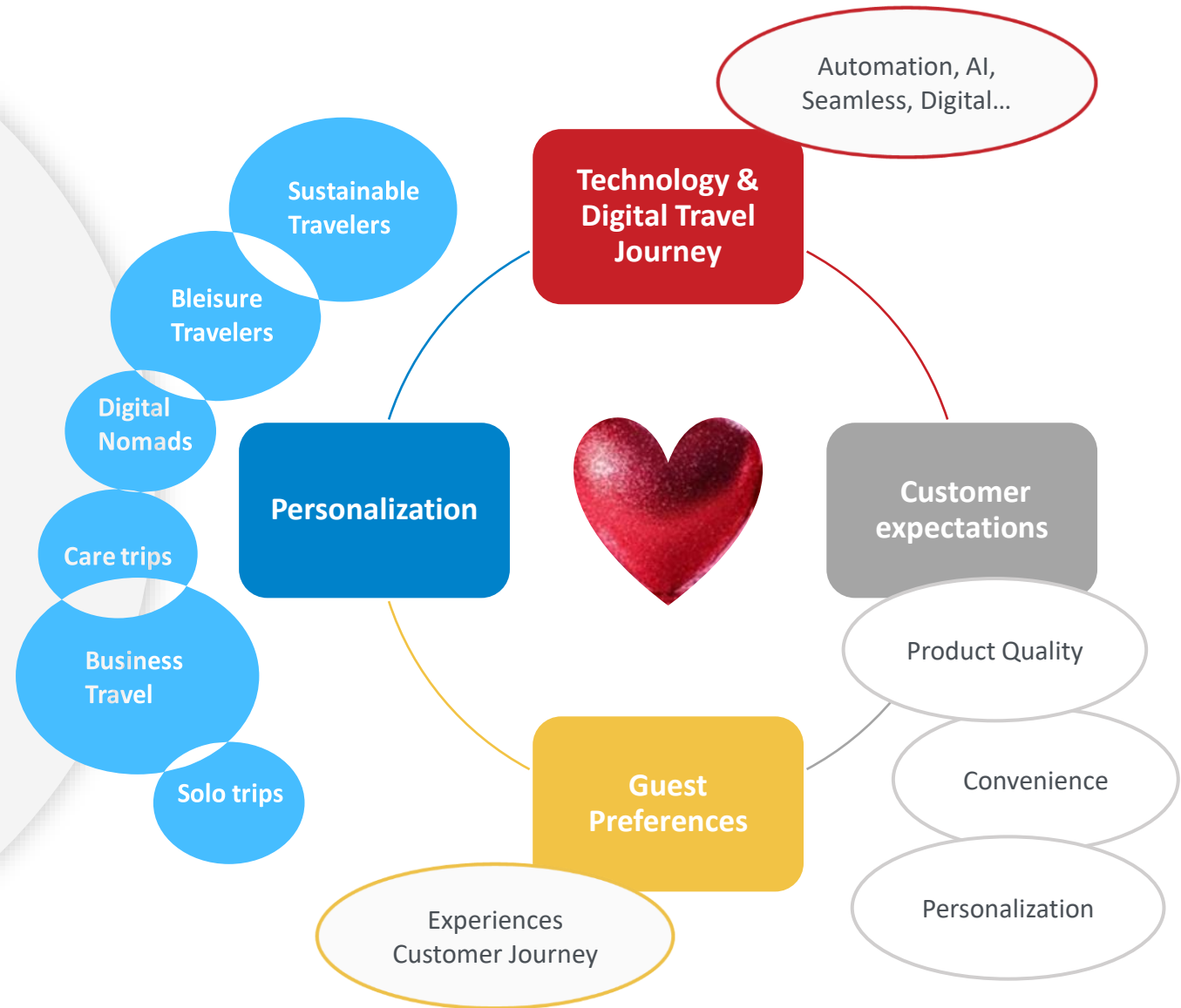
- Managing effectively rising operating costs
- Successful Labor Management - Upskill or reskill current teams
- Look for Innovative revenue strategies & energy-efficient technologies
- Investment and careful execution



Evolving Consumer Expectations

The complexity of meeting the overarching goal of customer-centricity

- **Increased digital travel journey** increased the scope for personalization, the complexity of meeting diverse guest preferences and the increase in consumer expectations
- **New diverse travel segments:** digital nomads, bleisure travelers, sustainable travelers, etc. create the need to expand capabilities/services to cater to the different traveler needs.
- Adopt the *right and most appropriate technical tools* to enhance the guest experience & striking the right balance between digitalization and the human touch.
- **Increase in local and proximity tourism** “experiences” have since been democratized by dozens of platforms that connect travelers with locals
- The occupancy rate of hotels is increasingly linked to the reviews and ratings on web portals



Corporate Rewards Programs



Best Western Rewards®

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Because We Care About Rewarding You

- ✓ Worldwide Free Night Redemption
- ✓ Points Never Expire
- ✓ Status Match... No Catch®
- ✓ BWR® Exclusive Member Rates
- ✓ Rich Rewards & Incentives

JOIN FOR FREE



BECAUSE WE CARE ABOUT
REWARDING YOU



Business Advantage Rewards

Rewards Recognition

- **Diamond Elite**
upgrade for company owner
 - ✓ 30% bonus in reward points
 - ✓ No min night requirement if they are enrolled in BWBA
- **Gold Elite**
upgrade for company travelers
 - ✓ 10% bonus in reward points
 - ✓ No min night requirement as long as they are enrolled in BWBA

Special BWBA Promotions & Partnerships

2 – 3 per year

Company Rewards

Business owners will receive an additional 10% on top of their company's travelers BWR points credited to their account as a kick back credit (base points only, funded by BWHR corporate)

Best Western Business Advantage

Flexible. Safe. Rewarded.

▶ register now



Best Western
REWARDS



Planners Advantage makes your event more rewarding

BWH's loyalty program for meeting planners

Next Level meetings and events with exclusive rewards for you or your company when you book accommodations, meetings or an event at a participating hotel

- points per \$ spent
- Points match for planner and intermediary
- Donation options to charitable organizations
- Saving options to master bill
- Status upgrades



Latest Additions to BWH Hotels




The Florian, WorldHotels Crafted

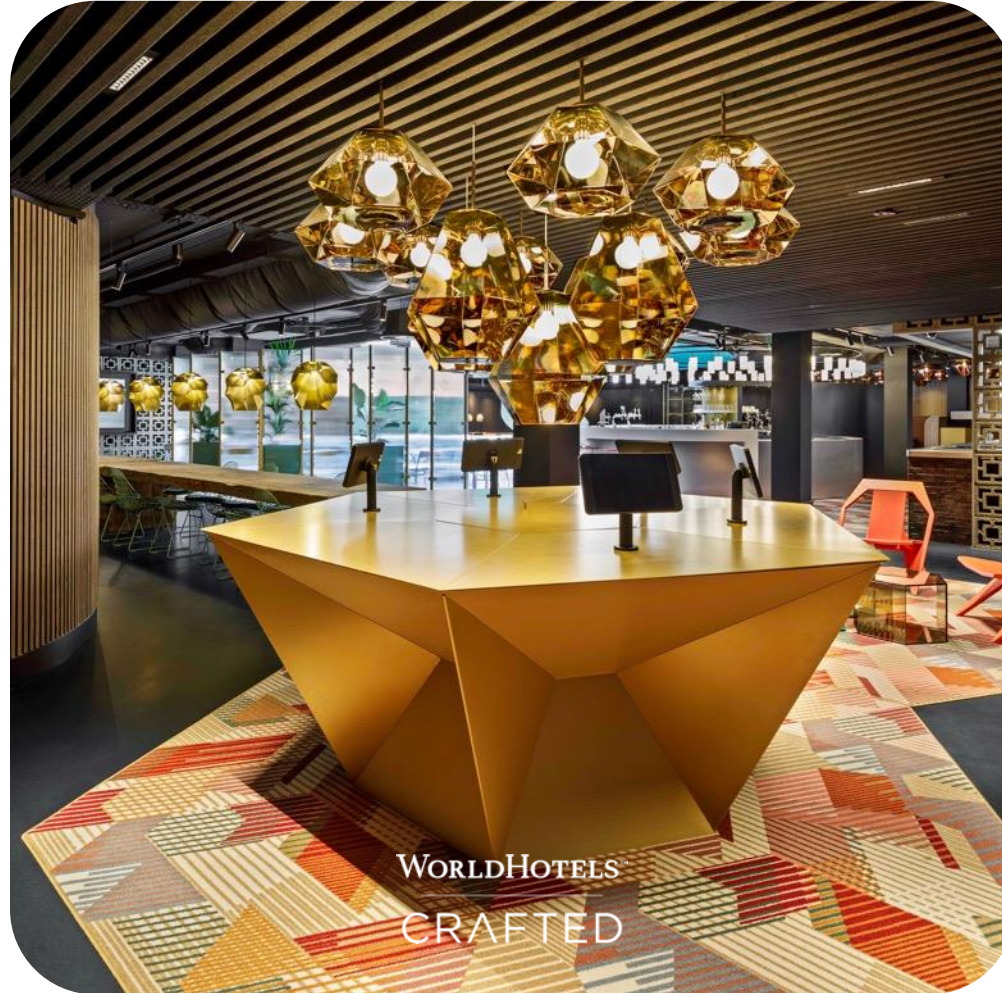
Hoofddorp, The Netherlands



WORLDHOTELS™

 Stylish lifestyle hotel located in Hoofddorp, just six minutes by bus from Amsterdam Airport Schiphol and under 30 minutes from Amsterdam's top attractions. Seamlessly blends Dutch design with eco-certified comfort.

- ✓ 150 Rooms
- ✓ 4-star Hotel




WORLDHOTELS
CRAFTED



Best Western Sur

Sur, Oman



 220 kms from Muscat, in the picturesque town of Sur, well-known for its old fishing village and traditional manufacturing of dhows, sits one of Oman's top hotels

- ✓ 105 Rooms
- ✓ 3-Star Hotel



Casa Andina Premium Miraflores, WorldHotels Distinctive

Lima, Peru



📍 Located in the heart of the Miraflores district in Lima, just a few blocks from the boardwalk and the main tourist and commercial areas. Its common areas reflect a contemporary and colonial style, which is also mirrored in the rooms.

- ✓ 148 rooms
- ✓ 5-star Hotel



Heri Heights Hotel Apartments SureStay Collection by BW

Nairobi, Kenya



📢 Located in the heart of Nairobi, just moments away from the city's business district, shopping centers, and entertainment venues. Spacious, modern apartments, you'll immediately notice the thoughtful design.

- ✓ 45 Rooms
- ✓ 3 - Star Hotel





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Thank You