



by BEST WESTERN

COOL. EDGY. CHIC.



An iconic brand with more than 70 years of exceptional hospitality, Best Western® Hotels & Resorts has undergone a transformative brand refresh, giving life to contemporary design, modern amenities and superior accommodations.



Explore a snapshot of today's Best Western with Amy Hulbert, Vice President of Boutique and Upscale Brands.





Welcome to Today's Best Western

When Best Western Hotels & Resorts launched its iconic refresh in 2015, it unveiled a new contemporary look, complete with new logos to enhance Best Western's image as a modern, forward-thinking hospitality brand. Best Western branded hotels revealed stylish designs with upgraded lobbies, spacious guest rooms and plentiful amenities to meet the expectations of today's travelers. The brand also revamped its award-winning loyalty program – Best Western Rewards® (BWR®) – giving members access to exclusive benefits and exciting opportunities to earn and redeem points for instant rewards.



Since 2015, Best Western Hotels & Resorts has launched 10 new global brands – each with its own logo and distinctive identity. Today's Best Western remains a leader in hospitality, with **more than 4,200 locations in over 100 countries worldwide.**

SEOUL, KOREA



Meet Aiden



a trendy collection of laid-back boutique hotels that blends cool, casual charm with an eclectic neighborly feel. No two hotels are alike with each designed to reflect the unique personality of each community they serve. Discover local flair and imaginative design with Aiden as your welcoming and stylish host.

SEOUL, KOREA



Behind the brand: **AidenSM**



Modern. Edgy. Intriguing.

SEOUL, KOREA



SEOUL, KOREA



Enjoy a stay with well-designed comfort and friendly, engaging service that readily await your arrival as you embark on your next adventure. Easy, efficient accommodations marry a hip, modern edge set in the scenic backdrop of each hotel's neighborhood.

SEOUL, KOREA



Comfortable. Casual. **Cool.**

Aiden offers the necessities for today's traveler, offering modern sensibilities that keep you wired in and socially connected for a one-of-a-kind experience.

- Social lobby with cocktail bar
- Coffee bar
- Breakfast
- Fitness center
- Free Wi-Fi, wireless secured printing in the public area
- On-site guest laundry or same-day dry cleaning services
- Smart TV in the guestroom, in-room coffee and tea maker, quality linens and towels

*Amenities and services may vary at individual hotels worldwide. Please check individual hotel listings for a complete list of amenities and services.

wired in

SEOUL, KOREA



SEOUL, KOREA





Connect to the Spirit of Adventure



GO. GET. REWARDED.®



Best Western Rewards® Members Get Even More!

It's **FREE** to enroll. With more hotels in more locations, you have many reward choices and opportunities.



**NO BLACKOUT
DATES ON FREE
ROOM NIGHTS**



**POINTS NEVER
EXPIRE**



**LOWEST FREE
NIGHT REDEMPTION
THRESHOLD**



**MATCH ELITE
STATUS INSTANTLY**



**INSTANT REWARDS*
& INCENTIVES**

gogetrewarded.com

COMPARE MEMBERSHIP LEVELS & BENEFITS

GOLD ELITE



After 10
qualifying nights
• **7 Stays**
• **10,000 points**

10%

BONUS POINTS PER STAY

PLATINUM ELITE



After 15
qualifying nights
• **10 Stays**
• **15,000 points**

15%

BONUS POINTS PER STAY

DIAMOND ELITE



After 30
qualifying nights
• **20 Stays**
• **30,000 points**

30%

BONUS POINTS PER STAY

DIAMOND SELECT



After 50
qualifying nights
• **40 Stays**
• **50,000 points**

50%

BONUS POINTS PER STAY

*Some amenities not available at all locations. **Numbers are approximate and can fluctuate.
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