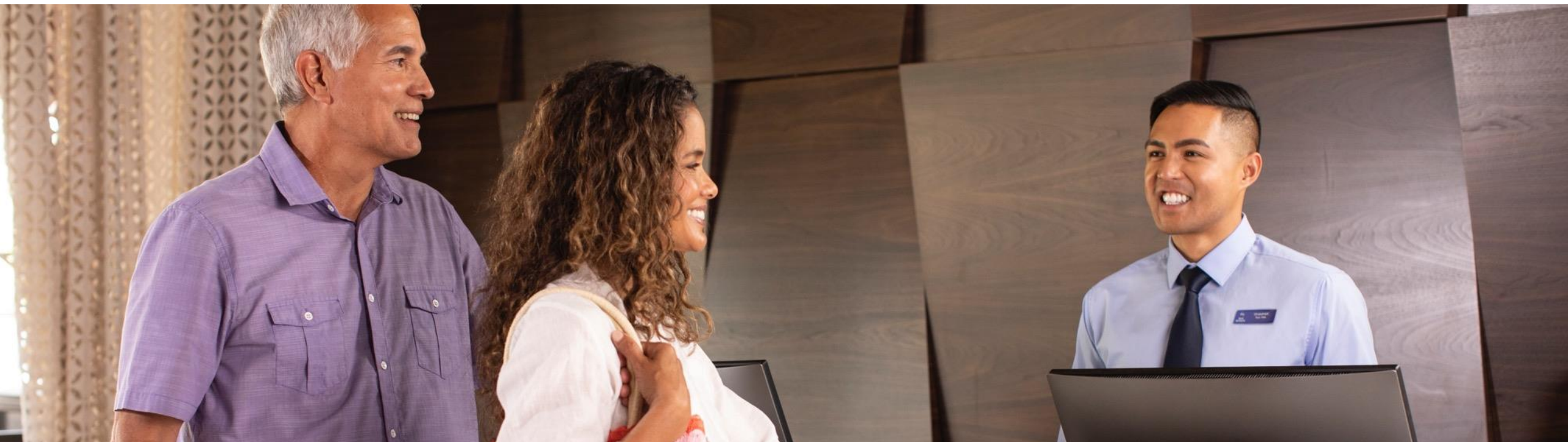


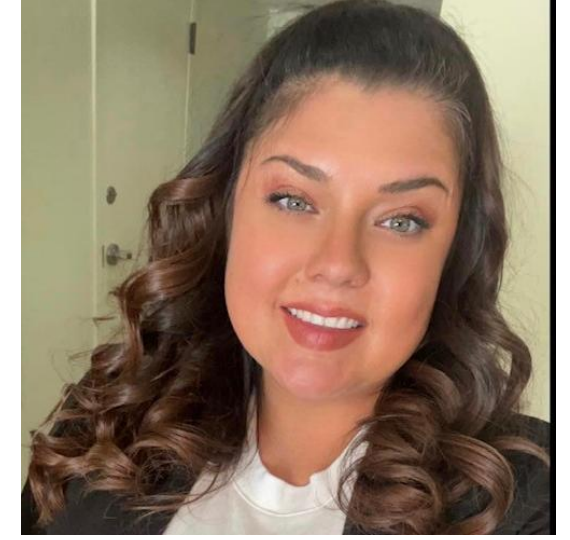
MISSION

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





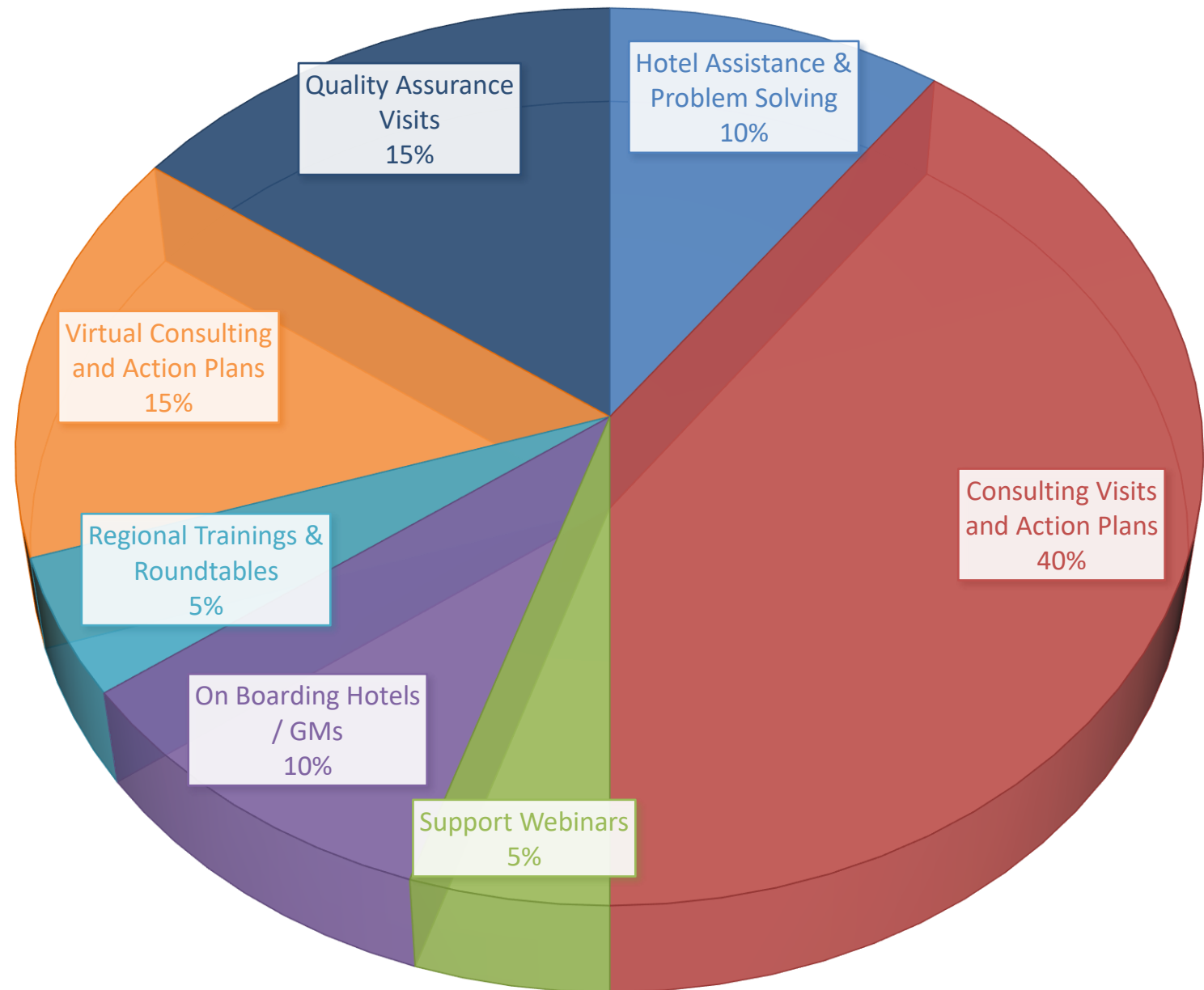
TOOLS FOR SUCCESS



YOUR CONDUIT TO THE “MOTHERSHIP”



HOW DOES REGIONAL SERVICES SUPPORT YOU?



TOP FIVE SUSTAINABLE PRACTICES



1. Install bulk amenity dispensers
2. Equip your hotel with LED lighting
3. Install low flow shower heads and low flow toilets
4. Install indigenous/low water usage landscaping
5. Reduce single-use plastics

81% of guests are in search of more sustainable stays, and plan to choose a sustainable accommodation option in the coming year.

RESERVATION TRANSFER SERVICE

- 3% commission per reservation booked by CRO
- Higher ADR – 25% higher than local bookings.
- Higher conversion rates – more than 1 out of 4 calls BOOK!
- Reduced labor costs - capture missed calls.
- Expert CRO agents – calls answered 20 seconds or less.
- Enroll and drive hotel profit.



FUTURE LEADERS GROUP



Join Today!

The background features a light blue gradient with a collage of various communication-related icons. These include a green speech bubble with a white envelope icon, a yellow speech bubble with the text 'SMS', a pink envelope with a document inside, a blue envelope icon, a yellow smartphone icon, and a blue circle containing a white smartphone icon with a speech bubble. The central text 'GUEST MESSAGING' is enclosed in a dark blue rectangular border.

GUEST MESSAGING

The business world's transition from email to text-messaging.

95%

texts read within
5 minutes

46%

click through rate
for Akia

2.6%

click through rate
for emails

Status Quo

Akia is already outperforming
email by 18x

How messaging benefits your team

Reduce Work

- Reduce the number of guest phone calls by 12-14%
- Route specific requests to the appropriate team faster
- Review reports to find root causes and do preventative maintenance
- Decrease onboarding/training and standardize staff tone of voice

Improve Productivity

- Have more time to respond to guest requests (3-5 minutes)
- Increase your productivity by using pre-populated messages
- Convey more information by providing links to digital assets
- Communicate internally with staff through private/group messaging

Increase Satisfaction

- Uncover customer issues before they escalate
- Use message translation to aid with language barriers
- More easily personalize the experience

A blue-tinted image of a smartphone screen showing a 'Social' app icon with a group of people. The phone is resting on a keyboard. A white semi-transparent box is overlaid on the bottom half of the image.

BW CONNECT

email: Wes.McKeage@bwh.com

Include your name, job title, & 5-digit property number

A BWR STAR IS...

- a front desk employee
- enthusiastic & passionate
- eager & willing to learn
- willing to share knowledge & train others
- someone that participates in monthly meetings
- willing to shares ideas, best practices, etc.

Every Best Western needs
a BWR STAR!





TIPS FOR SUCCESS

TRAIN PEOPLE WELL ENOUGH
SO THEY CAN LEAVE.

TREAT THEM WELL ENOUGH
SO THEY DON'T WANT TO.



WHERE ARE THESE RESOURCES?

- From the home page of the member portal, select the “Hotel Staffing” icon to access:
 - Job description template
 - Templates for job posting flyers
 - Instructions for free job posting
 - *Interviewing tips for hotels*
 - ...and more!

Hotel Staffing



RECRUITING & RETENTION

2024 MEETINGS

Regional Meetings

CENTRAL: April 11-12, 2024, Hilton Anatole, Dallas, TX

WEST: Mach 19th-20th 2024, Virgin Hotel, Las Vegas, NV

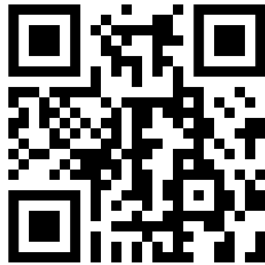
EAST: May 15-16, Omni, Providence, RI

Convention

October 21-23, Charlotte, NC (6-7 hotels)

TAKE ADVANTAGE OF MEMBER RESOURCES

Revenue for
Hire



Property Sales
Manager



 **akia**
Guest Messaging



BWR Star



Powered by Source1



Guest Messaging



Digital Tipping

Reservation
Transfer Service



BWH | MediaMax



OPPORTUNITIES

Carbon Monoxide
Human Trafficking
BW Star

#07016, #15120, #34181 Not registered.

| A | B | C | D | E | F | G | H | I | J | K |
|---|--------------------------------------|---|---------------|-------------------|--------------|---------------------------|--------------------|-------------|---------|---|
| | Account Name | | Location ID # | Billing Street | Billing City | Billing State (text only) | Current Pay Period | Payment Amo | Payment | |
| | BEST WESTERN PLUS PANAMA CITY #10421 | | 10421 | 2338 Mercedes Ave | Panama City | FL | 22Q3 | \$127.92 | 1714467 | |
| | BEST WESTERN PLUS PANAMA CITY #10421 | | 10421 | 2338 Mercedes Ave | Panama City | FL | 23Q1 | \$136.43 | 1714467 | |
| | BEST WESTERN PLUS PANAMA CITY #10421 | | 10421 | 2338 Mercedes Ave | Panama City | FL | 22Q4 | \$235.55 | 1714467 | |
| | BEST WESTERN PLUS PANAMA CITY #10421 | | 10421 | 2338 Mercedes Ave | Panama City | FL | 22Q1 | \$61.87 | 1714467 | |
| | BEST WESTERN PLUS PANAMA CITY #10421 | | 10421 | 2338 Mercedes Ave | Panama City | FL | 22Q2 | \$100.80 | 1714467 | |
| | BEST WESTERN PLUS PANAMA CITY #10421 | | 10421 | 2338 Mercedes Ave | Panama City | FL | 22Q4 | \$96.52 | 1714467 | |

Regional Services Priorities for 2024

- Sales
- Revenue Growth
- E.P.C.
- Elite Recognition

OBJECTIVES

SIMPLIFY THE PROCESS

REDUCE FEES

CURRENT STATE – LOW SCORING HOTELS



879 to 839

QA window dates are adjusted to 5-7 months

Low scoring fee of \$2,400 is assessed

Subsequent visits are focused on QA plus additional coaching and consulting to assist the hotel with corrective action



839 to 800

QA window dates are adjusted to 90-110 days

Low scoring fee of \$2,400 is assessed

2 scores within 24 months triggers a Rapid Response Visit with another \$2,400 fee assessed upon completion



799 to 600

1st Fail

- Low scoring fee of \$2,400 is assessed
- Rapid Response Visit is scheduled within 7 days of recorded failure with \$2,400 fee assessed upon completion
- QA window dates adjusted to 90-110 days following the completion of the Rapid Response Visit
- Expedited QA fee of \$2,400 is assessed after completion of follow up QA

2nd Fail

- Property is placed in Hearing status for Board review (2 fails within 18 months or 3 within 24 months)



599 and below

Property is immediately restricted and placed into Hearing status for Board review

APPROVED
BY THE
BOARD



Key:
OE = Overall Experience
RRV = Rapid Response Visit

Guest Rooms and Public Areas Score

Next QA Assessment

1000 Points to 840 Points

w/Overall Experience qualifier

Once per Year

1000 Points to 840 Points

5 to 7 Months

839 Points to 800 Points

*RRV and potential low scoring fee

On or about 120 days

799 Points to 600 Points

*Failure Fee

On or about 90 days

600 points or less

*Failure Fee

Hearing Status

APPROVED BY THE BOARD

Brand Standards and Brand Identity

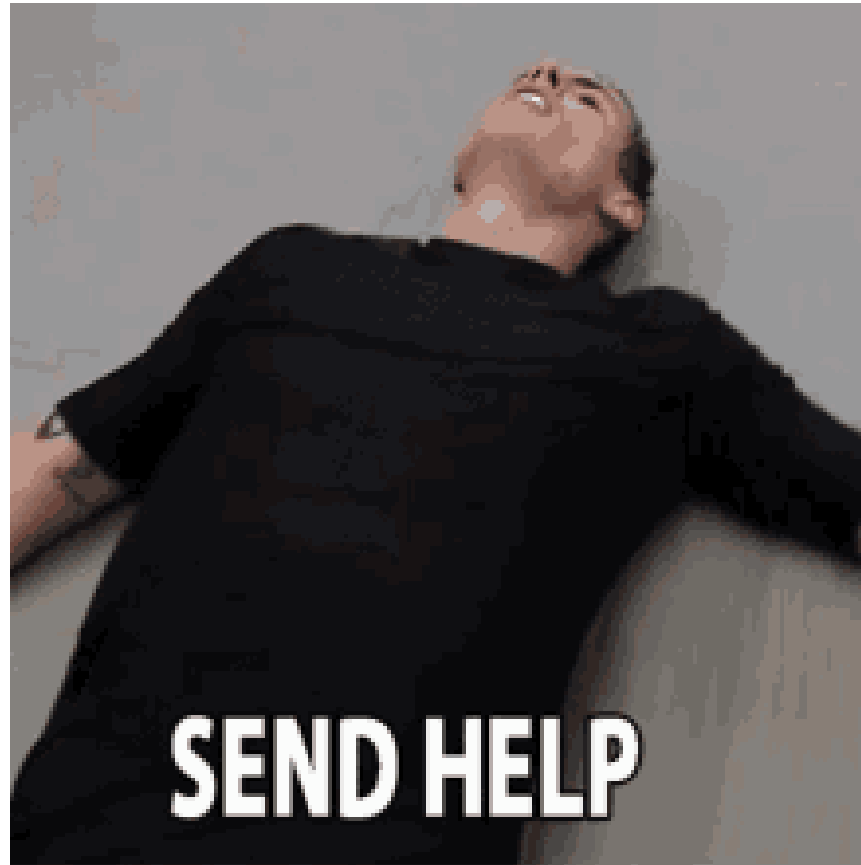
- **Deficiencies will be recorded as Non-Comply only (No point losses will be assessed)**

Non-Comply Cure Period

- **Correct by next assessment**
- **Second consecutive instance of Non-Comply = Probation until cured**

| | | | | | | | | | | |
|---|-----|-----|------|-----|-----|------|------|------|------|------|
| These combinations of Extent, Visibility and Severity | Low | Low | Low | Low | Med | Low | Med | Low | Med | High |
| | Low | Low | Low | Med | Med | Med | Med | High | High | High |
| | Low | Med | High | Med | Med | High | High | High | High | High |
| Result in this Call> | Low | | Med | | | | High | | | |

WHAT DO YOU NEED FROM REGIONAL SERVICES IN 2024?



THANK YOU

