



Best Western Brand Standard Definition

Section 300 - BW brand standard definition

Table of Content



Arrival & Departure Experience

CREDIT CARD

Reference 301.01

Credit Cards Accepted

1. Each hotel must accept all of the following cards as forms of payment: American Express, Visa, and MasterCard.

Point loss: 240

1. If any of the above criteria are not met, there is a 240-point loss.

Must accept Visa, Master card, and American Express.



DIRECTIONAL SIGN

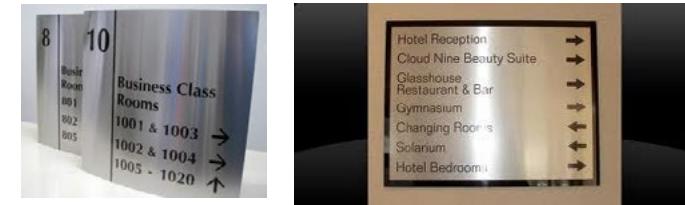
Reference 301.02

Directional Signage Adequate

1. Guests must be able to find their rooms, exits, and various other facilities with reasonable ease by conveniently located directional signage, whether walking or driving.
2. Signage must be located at main entrances, junctions, emergency exits, elevators and stairways, levels, parking areas, intersecting or dividing corridors, and locations where a guest cannot directly see their destination. As guests exit the elevator or stairway, they must be able to find their room without asking directions.
3. Signs may be in the local language.
4. Signs must be at least in English and/or universal symbols. Words which are close enough to be understood in English or which are not essential to understanding the directions do not need to be translated to English. i.e. Reception/rezeption.
5. Guests driving by exterior corridor rooms must be able to see first floor door numbers or there must be directional signage.
6. In a property small enough that guests can easily find facilities, extensive directional signage is not necessary.

Point loss: 60

1. If any of the above criteria are not met, there is a 60-point loss.



1. Signage must be enable guests to find their room, exit, and other facilities
2. Signage must be located at main entrances, junctions, emergency exits, elevators, stairways, floors, parking areas, corridors and any location where guests cannot directly see the destination
3. Sign must be at least in English and/or universal symbols (may be in local language)

ELEVATOR

Reference 301.03

Elevator/Lift Provided If More Than Two Levels

1. A lift or elevator must be provided when guests have to use more than one flight of stairs to the guest rooms (i.e., the building containing the guest rooms is three stories or higher).
2. A property that has multiple access points to various floors will comply if floors can be accessed from various parking locations without climbing more than one floor. For example, if there are two different parking areas and the guest, by parking in any one area, can access the highest level without climbing more than one full flight of stairs, then the property complies.

Point loss: 20, 40, 80

1. If 10% or fewer of the rooms are affected and 24-hour luggage assistance is offered for the affected rooms, there is a 20-point loss.
2. If 24 hour daily luggage assistance is offered for the affected rooms, and the property listing on bestwestern.com states that "no elevator" is provided, there is a 40-point loss.
3. If any other criteria are not met, there is an 80-point loss.

Elevator must provided when guests have to use more than one flight of stairs to access the guest room



Express Check Out

Reference 301.04

Express Check Out

1. Each hotel must offer one of the following forms of Express Check Out to all of its guests:
 - a. Emailing a copy of the zero balance guest invoice to the guest designated email address.
 - b. Delivering a zero balance guest invoice to the guest room prior to the guest's intended departure date. The invoice must be placed under the guest room door or some other secure means to ensure that the guest invoice is not readily available to others.
 - c. Offering guest the option to pay in full during check in and be given a zero balance receipt.
 - d. A guest initiated electronic check out option via the guest room television, smart phone, tablet or computer application.
 - e. If none of the above options is possible, the hotel may offer express check out by offering guests the option to pick up a preprinted copy of their zero balance receipted at reception.
2. During the check -in process, the front desk agent must verbally advise each guest that Express Check Out is available.

Point Loss: 240

1. If any criteria are not met there is a 240 points loss



OR

During the check-in process, the front desk agent must verbally advise each guest that Express Check Out is available. Express Check Out must offer in one of method as show on the standard

E-mailing a copy of zero balance guest invoice to guest e-mail address

Delivering a zero balance guest invoice to guest room. The invoice must be placed under the guest room door

Offer guest the option to pick up a preprinted copy of their zero balance receipted at reception or guest pay in full during check in and be given zero balance.

Lobby/Reception and Seating Area

Reference 301.05

Lobby/Reception Area and Seating Provided

1. A Lobby/Reception area must be provided where guests can register indoors and out of the weather.
2. A minimum of two seats convenient to the Reception desk must be provided.

Point loss: 80

1. If any of the above criteria are not met, there is an 80-point loss.

1. A lobby/reception area must be provided indoors
2. **A minimum of two seats** must be available close to the reception desk



Luggage Assistance & Storage

Reference 301.06

Luggage Assistance and Storage Available

1. Luggage assistance must be available to guests at least 14 hours daily.
2. Porters are not required.
3. Present guests must be able to store luggage as desired during their stay.
4. Past guests must be able to store luggage for up to 6 hours after checkout, free of charge.
5. Guest luggage must be stored in an area with access limited to hotel staff only.
6. The Assessor/RSM will test for compliance.

Point loss: 60

1. If any of the above criteria are not met, there is a 60-point loss.

1. Luggage assistance must be provided at least 14 hours per day
2. Guests must be able to store their luggage as desired during their stay
3. Guests must be able to store their luggage for up to six hours after check-out
4. Access to luggage storage areas must be limited to hotel staff only



PARKING LOT LIGHTING

Reference 301.07

Parking Lot Lighting

1. Parking lots that are on-site and under the control of the hotel must be lighted sufficiently to eliminate dark areas.
2. Parking lots are defined as under the control of the property if they are:
 - a. Represented to be an amenity or facility of the property to the public
 - b. Operated by the hotel.

Point loss: 60

1. If any of the above criteria are not met, there is a 60-point loss.



On-site parking lots that are under the control of the hotel must be sufficiently lit at night, eliminating any dark areas

PERSONNEL STAFF

Reference 301.08

Personnel & Staff

1. All guest contact personnel including Management must be well-groomed and neatly attired to give a professional and attentive appearance.
2. All staff must be dressed appropriately for their normal duties.
3. Shorts, T-shirts, sweatshirts, and other sports-type attire are not acceptable for Reception or other guest contact personnel, unless part of an obvious and intended style or theme.
4. When requested, English speaking staff must be available within 15 minutes of the request.
 - a. Assistance in English may be provided over the telephone.
 - b. It is not required that English speaking staff be at the front desk at all times.
5. All guest contact personnel including Management are required to wear a properly displayed name tag.
6. The name tag must include the individual's given (first) name and/or the individual's surname (last name). It is recommended but not required to include the individual's first and last name.
7. The name tag must present a quality appearance:
 - a. Cloth name tags with embroidered names affixed to a substantial backing or sewn directly to the clothing are acceptable.
 - b. Name tags made of paper or made of cloth and affixed to clothing with non-permanent adhesive are not.
8. Property staff in training may optionally wear a name tag identifying them as a "trainee". The identifier "Trainee" may be in English or in the local language.

Point loss: 0, 60, 120

1. If English is not very good or it takes slightly longer than 15 minutes to get assistance in English, there is a 0-point loss.
2. If only one employee does not meet the above criteria or if English is not available per #4 above, there is a 60-point loss.
3. If more than one employee does not meet the above criteria, there is a 120-point loss.



All guest contact personnel, including management, must be well groomed and neatly attired to convey a professional image

When requested, English speaking staff must be available within 15 minutes of the request.



1. All guest contact personnel, including management, must wear a proper name tag
2. Name tags must be display the staff member's first name and/or last name
3. Name tags must have a quality appearance, as shown above (name tags made of paper or cloth, or fixed to clothing with non-permanent adhesive, are not permitted)



REGISTRATION (RECEPTION) AND TELEPHONE SYSTEM

Reference 301.09

Registration and Telephone Available 24 Hours

1. Walk-in guests and guests with reservations must be able to conveniently register 24 hours daily.
2. It is not required to staff the Reception desk 24 hours daily.
3. If reception is not open 24 hours daily, a member of staff must be available by phone, bell or any other convenient means within 10 minutes of guest arrival, to register the guest, 24 hours daily
4. Each bedroom must be provided with a telephone in a convenient location that operates 24 hours daily, permitting incoming and outgoing calls.
5. An outside caller must be able to reach a guest by telephoning the guest in his/her room or by calling the property without having knowledge of the guest's room number.
6. The property must provide means for transferring calls to the guest rooms 24 hours daily.

Point loss: 240

1. If any of these criteria are not met, there is a 240-point loss.

1. The reception desk should be staffed 24 hours a day
2. If reception is not staffed 24 hours a day, a member of staff must be available by phone, bell or any other convenient means, within 10 minutes of guest arrival, so that guests can be registered 24 hours a day



Telephone in guest room



International call

Guests must be able to make calls directly from their room without contacting the operator or reception

Local call

TRASH AND SERVICE AREA SCREENED

Reference 301.10

Trash and Service Areas Screened

1. All trash and service areas commonly visible to the public are to be screened off from public view. (Service areas include all equipment, work areas, delivery areas, or any other sites that are unsightly or utilitarian.)
2. Areas are considered commonly visible to the public if they are visible to guests during their normal use of the property or from routes normally used by guests going from one part of the property to another.
3. Screening:
 - a. A solid material is not required for adequate screening.
 - b. Screening that permits airflow is acceptable, provided it visually obscures the trash or service area.
 - c. The trash area does not have to be screened from the top.
 - d. Chain link fences with quality slats of wood or heavy vinyl etc., or landscaping that obscures is in compliance.
4. Gates:
 - a. Gates or doors may be necessary to screen the trash or service area.
 - b. Gates are to be closed, except during times of actual use.
 - c. The area does not need a gate if the opening is away public view.
5. Small decorative trash containers intended for use by the public do not have to be screened.
6. "Recycle bins" are not required to be screened.

Point loss: 60

1. If any of the above criteria are not met, there is a 60-point loss.



All trash and service areas must be properly screened (including storage areas that may visible to guests)



Bathroom Experience

BATH MAT

Reference 302.01

Bath Mat Provided

1. A towel material bath mat must be provided in each bath/shower area.

Point loss: 6

1. If the above criteria are not met, there is a 6-point loss per room.

A towel material bath mat must be provided in each bath/shower area (no specific size required)



BATHROOM FACILITIES

Reference 302.02

Bathroom Facilities

1. Shared bath/toilet facilities or having to leave the guest room to use bath/toilet facilities in another location is/are not acceptable
2. Each guest room must have its own private tub/shower and toilet.
3. Hot and cold water must be provided to each guest bathroom and kitchen with cooking facilities 24 hours daily.
4. Water heating facilities are to be sufficient to keep up with the demands of a full house.
5. A wall-mounted mirror convenient to the wash basin must be provided in each guest bathroom.
6. A wash basin must be provided in each guest bathroom or a conveniently located vanity area.

Point loss: 240

1. If any of the above criteria are not provided, there is a 240 point loss.

Hot and cold water must be provided in all bath tubs, wash basins and kitchenettes



Hot and cold water must provide in

- All bathroom washbain faucet
- All shower faucet
- All bathtub faucet
- All kitchen sink

*If guest room have 2 or 3 bathroom all faucet must have hot and cold water

1. Each guest room must have its own private bath tub/shower and toilet
2. A wall mounted mirror must be provided in all bathrooms
3. A wash basin must be provided in all bathrooms



BATHROOM STOPPER

Reference 302.03

Bathroom Stoppers

1. A plug/stopper must be provided for each bathtub and each wash basin.
2. In rooms specifically for handicapped guests, a screen may be used in place of a stopper.

Point loss: 6

1. If one or more plug/stopper(s) is missing, there is a 6-point loss per room.

A plug/stopper must be provided for each bathtub and each wash basin.



All wash basins and bath tubs must have a stopper that works properly

C CLOTHES HOOK

Reference 302.04

Clothes Hook or Dressing Stand Provided

1. A conveniently located clothes hook or dressing stand must be provided within the guest bathroom.
2. At least one clothes hook must be mounted at least 150 cm (60") from the floor or surface below the hook.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

At least one clothes hook must be mounted at least 150 cm (60") from the floor or surface below the hook in each bath room



Mounted to the bathroom wall or bathroom door at least **150cm** hight from the floor

F FACIAL TISSUE

Reference 302.05

Facial Tissue Provided

1. Facial tissue in an appropriate receptacle or package (no loose tissues) must be provided within the guest bathroom or the bedroom.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Facial tissue must be provided (either in guest room or bathroom) in an appropriate receptacle or package. Loose tissues are not acceptable



Facial tissue box must be provided either in the guest room or bathroom

H HAIR DRYER

Reference 302.06

Hairdryer in Room

1. A hairdryer must be provided in each guest room.
2. If directly mounted, the hairdryer may be mounted convenient to a mirror.
3. If individual un-mounted (loose) hairdryers are provided, a power point must be located convenient to a mirror.

Point loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.



A hair dryer must be provided in each guest room (either attached to the wall or portable)

LIGHTING ADEQUATE AND CONVENIENT POWER OUTLETS

Reference 302.07

Lighting Adequate and Convenient Power

1. With the curtains drawn and the lights on, the guest must be able to see well enough to:

- a. shave,
- b. apply make-up,
- c. use the tub/shower facilities, and
- d. use the toilet facilities

2. Heat lamps are also considered lighting in bathrooms as long as they provide sufficient lighting as described above.

3. A power point or electrical outlet suitable for hairdryers, hair curlers and shavers must be conveniently located by a mirror.

- a. Low amperage outlets (such as those labeled "razors only") do not fulfill this requirement.
- b. The power point must be in the guest bathroom or the bedroom.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.



Bathroom lighting must be adequate with the curtains drawn, and guest must be able to see well enough to shave, apply make-up, use bath tub/shower, and use the toilet facilities



A normal power socket must be provided near the bathroom mirror or bedroom mirror

ROOM SIZE ADEQUATE

Reference 302.08

Room Size Adequate

1. Guest bathrooms must be of adequate size to permit usual and necessary bath furnishings and fixtures without crowding.

2. Each bathroom must provide shelf space for guests to store their toiletries. Shelf space must be at least 10 cm X 30 cm (4" X 12") or 300 cm sq (48"sq) provided that no side is smaller than 10cm.

- a. Under-counter shelves, drawers, cabinets, countertops or similar would fulfill this requirement.
- b. The top of a toilet tank lid or closed toilet seat lid does not fulfill this requirement.

Point loss: 8

1. If the above criteria are not met, there is an 8-point loss per room.

1. Guest bathrooms must be of an adequate size to allow for standard fixtures and fittings without crowding
2. Each bathroom must provide space for guests to store their toiletries. Shelves must be at least 10cm x 30cm or 300 sqcm
 - (undercounter shelves or drawers would be acceptable)
 - (the top of a toilet tank or closed toilet seat lid does not fulfil this requirement)



SHAMPOO/SOAP

Reference 302.09

Shampoo/Soap Provided

1. Shampoo must be provided in each guest bathroom.
2. Packets/sachets are not permitted.
3. A bar of soap or a conveniently located soap dispenser/container, clearly labeled, must be provided at the:
 - a. basin/vanity area AND the
 - b. Shower/tub area
4. If a bar of soap is being used to fulfill #3 above, at least one bar of soap must be at least 20 grams (3/4 oz.).
5. A bar of soap and shampoo or a combination bath gel/shampoo, clearly labeled, must be provided in the shower/tub area,
6. If shampoo as well as bath gel is provided in a clearly labeled dispenser, this fulfills the shampoo requirement.
7. If a soap dispenser is easily reached from the shower/tub and the wash basin, only one dispenser is required.
8. Extra soap and/or shampoo must be available upon request.
9. For purposes of this rule, the clearly labeled dispenser (including individual bottles) must identify if the content is hand soap, shampoo or hair and body shampoo, etc. A listing of the ingredients is not required.

Point loss: 6, 24

1. If soap or shampoo is provided in a dispenser that is not clearly labeled, here is a 6-point loss per room.
2. If any other criteria are not met, there is a 24-point loss per room.

At least 30ml of shampoo must be provided in each guest bathroom



At least 30ml



At least 20 grams

Shampoo and soap bar must be set up at the bathroom wash basin



Shampoo and soap (bar or in dispenser) must be provided at the shower area or bathtub



SHOWER AND TUB FACILITIES

Reference 302.10

Shower and Tub Facilities

1. Rooms with a shower or shower/tub combination must provide at least one showerhead which is mounted so that the highest point is at least 180 cm (72 inches) from the tub base or shower base.

2. The shower head must have:

- a. a premium appearance, and/or
- b. adjustable water stream functionality, and/or
- c. "rain shower" type.

3. If the shower is equipped with a flexible handheld shower attachment, the guest must be able to secure it at least 180 cm (72 inches) from the tub base or shower base for hands free use.

4. There must be a method to restrict water flow from leaving the defined shower area, such as a shower curtain, partition or other means.

- a. Rooms designed specifically for handicapped guests are exempt from this requirement.

5. If the bath clearly is not intended to be used as a shower, it is exempt from the showerhead requirement - i.e. a hand-held shower handle, mounted near tub level, with a short hose.

6. A soap receptacle or soap dish must be provided and conveniently located to the bathtub or shower stall.

7. The soap receptacle or soap dish may be attached or built in.

8. The edge of the bathtub complies as a soap receptacle, provided it is wide enough to store soap.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

If shower head is mounted to the wall:

- 1. It must be mounted so that the highest point is at least 180cm from the floor
- 2. It must look modern and have an adjustable water function

If a flexible hand-held shower is provided:

- 1. It must be able to be secured at least 180cm from base of the tub or shower for hands-free use
- 2. It must be look modern and have an adjustable water function

An overhead rain shower is acceptable for the shower head height requirement



Shower head must be able to be secured at least 180cm from base of the tub or shower, and must have an adjustable water function

Shower curtain or partition must be provided at the shower area or bathtub
* if bathtub is not intended for guest to take a shower, the curtain is not required



TOILET PAPER AND SPARE ROLL

Reference 302.11

Toilet Paper and Spare Roll Provided

1. One roll of toilet paper or a single sheet tissue dispenser (filled at least 3/4) must be provided in each guest bathroom.
2. If roll toilet paper is supplied, an additional spare roll must be provided in the guest bathroom.

Point loss: 6, 24

1. If the single sheet dispenser is less than 3/4 full or the spare roll is missing, there is a 6-point loss per room.
2. If toilet paper is not provided, there is a 24-point loss per room.



Two toilet rolls must be provided in each guest bathroom and must be contained in an appropriate holder or wrapped professionally

BATH, HAND AND FACE TOWELS/ TOWEL BAR/RACK

Reference 302.12

1. A towel bar or shelf of sufficient size to store towels in a convenient location must be provided within the guest room or bathroom.

- a. Rooms with only one bed smaller than 135 cm X 190 cm (53" X 74") must provide one hand towel and one bath towel or bath sheet.
- b. All other rooms must provide two hand towels and two bath towels or bath sheets.

2. All towels must meet the following standards:

- a. All bath towels must be at least 400 GSM (grams per square meter or 12 ounces per square yard).
- b. Bath towels must be no less than 8400 square centimeters (approximately 60 cm X 140 cm or 24" X 55").
- c. Hand towels may vary in size, but no smaller than 40 cm X 75 cm (16" X 30").

3. Face cloths, if not provided in the room, must be available on request and free of charge.

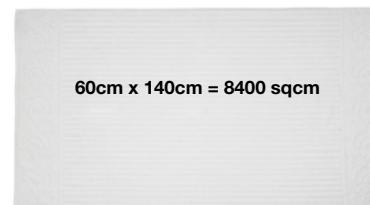
4. Extra towels must be available on request.

- a. Sufficient numbers of towels and face cloths are required so guests do not have to wait for towels or face cloths.

NOTE: shrinkage can account for an approximate 10% variance.

Point loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.



60cm x 140cm = 8400 sqcm



40cm x 75cm = 3400 sqcm



Two 8400 sqcm bath towels must be provided (minimum 400 grams)

Size must be at least 60cm x 140 or 8400 sqcm

Two hand towels (minimum 400 grams)

Size must be at least 40cm x 75cm or 3000 sqcm

Two face towel (minimum 400 grams) *can be on request

Any size is considered compliant



A towel bar, stack rack or shelf of sufficient size to store towels must be provided in each guest bathroom

TUMBLERS

Reference 302.13

Tumblers Provided

1. Two tumblers must be available in all rooms.
2. Tumblers must be sanitized in accordance with applicable government regulations.
3. When disposable tumblers are used, they must be pre-sanitized and prewrapped.
4. Extra tumblers must be available on request.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Two tumblers must be provided in each bathroom



Two tumblers

VENTILATION

Reference 302.14

Ventilation Adequate

1. A window that opens or mechanically enhanced ventilation fan is required in each guest bathroom.
2. The air must be drawn into the vent and out of the bathroom.
3. If the exhaust fans are on timers, the fans must be operated long enough times to adequately remove moisture.
4. A self-contained vent fan (re-circulating) is ONLY permitted when the existing structure does not have adequate space for ductwork.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Ventilation fan or window must be provided. If the exhaust fans are on timers, the fan must be operated long enough time to adequately remove moisture



WASTE BASKET IN BATHROOM

Reference 302.15

Wastebasket Provided

1. An appropriately sized wastebasket must be provided in each guest bathroom or vanity area.

Point loss: 6

1. If the above criteria are not met, there is a 6-point loss per room.



A waste basket must be provided in each bathroom

Bedroom Experience

BOTTLE OF WATER - IN GUEST ROOM

Reference 303.01

Bottled Water

1. Individually packaged and sealed bottled/canned spring or mineral water must be available on-site to the guest 24 hours daily.
2. Where tap water is not safe to drink, as determined by local authority or common local knowledge, the hotel must provide:
 - a. A notice in the room that the tap water is not safe to drink.
 - b. A minimum of one liter of bottled water free of charge in each guest room daily.

Point loss: 24

1. Where the tap water is not safe to drink, if 1 liter of free bottled water is not provided daily or if the notice is missing, there is a 24-point loss per room.
2. If only in-room bottled water is available 24 hours daily, there is a 24-point loss for each assessed room where the bottled water is missing.



One liter of water must be provided in the guest room daily

*It is acceptable to provide one one-liter bottle of water or two 500ml bottles



A notice of advising that "Tap water is not safe to drink" must be displayed in the guest room.

*Advice can be placed on a sign at the bathroom wash basin or listed in guest directory

CLOCK (TIME DISPLAY)

Reference 303.02

Clock (Time Display)

1. Each guest room must be provided with a clock (time display).
2. Time displayed on the TV, radio, telephone or other electronic device is acceptable.
3. The time display must be self illuminated and visible while the room is occupied by the guest.
4. If the room has an energy saving system, it is acceptable for the guest to need to insert the energy card for the time to be visible.
5. Time keeping must not be affected by an energy saving system, i.e. time keeping must be maintained even if the energy card is removed.
6. It is not acceptable if the guest has to turn any device or light on or off to view the clock.

Point loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.

Recommendation: The hotel should provide a battery backup clock radio.



Self illuminated clock must be provided in all guest rooms

Remark:

1. If guests have to press any button to see the time during the night then the clock is not acceptable
2. Glow in the dark clocks are not acceptable
3. Guests must be able to see time 24 hrs without pressing any button
4. The correct time must be displayed 24 hrs

CLOTHES HANGING AREA AND HANGER

Reference 303.03

Clothes Hanging Area and Hangers

1. Five high quality clothes hangers are required in rooms with only one bed smaller than 135cm x 190cm (53" x 74").
2. Eight high quality clothes hangers in all other rooms.
3. In all rooms, at least two of the required hangers must be designed for hanging skirts and pants/trousers.
4. The hangers must be of high quality and excludes:
 - a. Wire hangers
 - b. Plastic hangers. (High quality molded plastic hangers are OK)
5. A minimum of 40 cm (16") clothes hanging bar/pole must be provided in rooms with only one bed smaller than 135 cm X 190 cm (53" X 74").
6. A minimum of 55 cm (22") clothes hanging bar/pole must be provided in all other rooms.
7. A minimum vertical clearance of 120 cm (48") is required. If the vertical clearance is restricted by a permanent structure (i.e. safe, shelving, minibar, etc.):
 - a) a minimum of 30 cm of the total width must maintain the 120cm height AND
 - b) the remaining vertical clearance must be a minimum of 60cm.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Recommendation: Hangers with skirt clips are preferred.

1. Pole bar - minimum 55cm wide
2. Vertical clearance - minimum 120cm
3. If the vertical clearance is restricted by a permanent structure (safe, shelving, mini bar etc) a minimum of area of 30cm width x 120cm length must be left in the clothes hanging area.

The remaining area must have a minimum vertical clearance of 60cm



All guest rooms must provide eight clothes hangers, including (see below):

Six normal wooden hangers

Two wooden hangers with clips



Coffee/Tea Maker - In Each Guest Room

Reference 303.04

Coffee/Tea Maker – In Each Guest Room

1. Each guest room is required to have coffee or tea maker (kettles).
2. The following required supplies must be provided in the guest room complimentary:

- a. Tea or coffee (instant or brewed)
- b. Decaffeinated tea or decaffeinated coffee (instant or brewed)
- c. Sugar
- d. Sweetener (sugar substitute)
- e. Milk or non-dairy creamer/whitener
- f. Stirrer
- g. Minimum of two cups

3. As an alternative to Coffee/Tea Maker in each guest room, the property complies if coffee is provided as outlined in Reference 301.03 – TO BE DELETED 31 Dec, 2015.

Point loss: 6, 24

1. If one of the required supplies is missing, there is a 6-point loss per room.
2. If an in-room coffee/tea maker is not provided or two or more required supplies are not provided, there is a 24-point loss per room.

Coffee/Tea Maker Set Up

Coffee/tea tray



Kettle



Two tea spoons



Two drinking glass



two coffee cup or mug



Coffee/Tea Supplies

Coffee sachets (1-2 pieces)



Sugar sachets (1-4 pieces)



Decaffeinated coffee or tea sachets (1-2 pieces)

Remark:

The hotel can use infusion tea (peppermint tea, pure camomile tea etc) instead of decaffeinated tea



Tea bags (1-2 pieces)



Artificial sweetener sachets (1-2 pieces)



1-4 pcs creamer



EMERGENCY INSTRUCTIONS (FIRE)

Reference 303.05

Emergency Instructions (Fire)

1. Instructions indicating what a guest should do in the case of a fire emergency must be provided at least in English in each guest room in a convenient location.
 2. For rooms opening into an interior corridor, a map showing the layout of each floor and the relation of the room to nearby exits must be posted on the back of the entrance door, or next to the entrance door.
 3. Fire emergency instructions may be included in a printed Directory of Services or any other convenient location within the guest room.
 4. An electronic/digital version (available only on the television screen) must NOT be the only source for fire emergency instructions.

Point loss: 240

1. If any of the above criteria are not met, there is a 240-point loss.

Recommendations

1. Contact your local fire authority and obtain its recommendations in preparing these instructions and their placement.
 2. If Reception is not staffed 24 hours daily, the "local fire department number" should be listed.
 3. Evacuation procedures and assembly location should be provided.

EMERGENCY INSTRUCTIONS (MEDICAL)

Reference 303.06

Emergency Instructions (Medical)

1. Instructions on how to obtain emergency medical assistance are to be provided at least in English in each guest room.
 2. The instructions may be included in dialing instructions, the Directory of Services, or conveniently located within the guest room.
 3. An emergency pull alarm with adequate signage complies.
 4. A simple listing for finding a doctor does NOT satisfy this requirement.

Point loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.

Recommendation:

If Reception is not staffed 24 hours daily, the "local number for medical emergencies" should be listed.

Each guest room must have a fire exit plan behind the door



The 'In case of fire' instructions must be listed either in the guest directory or on the fire exit plan behind the guest room door

Instructions on how to obtain emergency medical assistance must be provided (in English) in the guest room directory, or elsewhere in the guest room



Emergency instructions for
Medical must be list on guest
directory or list else where in
the guest room

GUEST PRIVACY ENSURED-GUEST ROOM

Reference 303.07

Guest Privacy Ensured- Guest rooms

1. Each property must institute procedures and regularly assess the guest rooms to ensure guest privacy.
2. Any unauthorized visual access to any part of any guest room is a violation of guest privacy.
3. Chase ways (areas between two rooms) must be assessed for signs of unauthorized visual access to rooms.
4. The window covering must be able to be drawn fully closed.
5. A window or skylight must not have a clear glass that permits a clear view into the room from the property or an adjacent building. Obscure glass is acceptable.

Point loss: 24

1. If any of the above criteria are not met, there is a 24 point loss per room.



1. Any unauthorized visual access to any part of the guest room is not allowed
2. The curtains or window coverings must be able to be fully closed
3. A window or skylight must not have clear glass that permits a clear view into the guest room from elsewhere in the property or an adjacent building

GUEST PRIVACY-PUBLIC AREA

Reference 303.08

Guest Privacy Ensured- Property

1. Each property must institute procedures and regularly assess the facilities to ensure guest privacy.
2. All property staff members must knock and identify themselves prior to entering any guest room.
3. Property representatives should only enter an occupied room with the guest's permission, excluding emergencies or matters of security.
4. Guest room numbers must not be announced in the lobby or over the telephone.
5. Any unauthorized visual access to a private guest changing areas is a violation of guest privacy.

Point loss: 120

1. If any of the above criteria are not met, there is a 120 point loss.

Staff must knock on the guest room door before entering



Any unauthorized visual access to the guest room is not allowed



Staff must not announce the guest room number at the lobby or on the telephone



H EATING/COOLING

Reference 303.09

Heating/Cooling Available Per Local Needs

1. Heating/cooling sufficient to maintain the room temperature between 18°C and 26°C (65°F and 79°F) must be provided 24 hours daily.
2. Guest rooms must have individual controls to provide for guest controlled heating and cooling.
3. In certain locations where heating or cooling is not typically provided by local competing hotels due to local climatic conditions, then heating or cooling shall not be required.

Point loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.

1. Heating and/or cooling systems must be sufficient to maintain the room temperature between 18 and 26 degrees Celsius, 24 hours a day
2. Individual controls for guest room heating/cooling must allow guests to turn on/off and adjust the temperature



OR



Two opaque laundry bags must be provided

* An 'opaque' laundry bag means that when you put your hand inside the bag, you cannot read your palm lines

* If the hotel provides a non-disposal laundry bag (cloth laundry bag) which will be charged when guests take it, the hotel must provide an additional plastic laundry bag in each room

L AUNDRY BAG

Reference 303.11

Laundry Bag Provided

1. A free laundry bag must be supplied in each guest room.
2. The laundry bag must be opaque and of reasonable size.
3. Trash bags are not acceptable.
4. If a high quality cloth laundry bag that is not intended for guests to take with them is provided, an additional laundry bag of any kind that guests may take must also be provided.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

LOCKING DEVICE (ELECTRONIC LOCK)

Reference 303.12

Locking Devices - Entrance Doors, Primary Lock

1. Any guestroom door with a locking device which may be unlocked from a public area is considered an entrance door. This includes doors to patios and balconies accessible to the public.
2. Each guestroom entrance door must have an electronic lock that is selflocking and additionally a secondary lock per 303.13.

- a. Self-locking means that the door locks automatically when it is shut and a key is required to re-open the door from the outside of the guest room.
- b. Mechanical or punch card locks (for example VingCard punch card locks) are not electronic lock and do not satisfy this requirement.
3. Any entrance door which is not equipped with an electronic lock must have a key or card activated lock that is self-locking.
4. Sliding glass doors, when used as an entrance are not required to have an electronic locking device or be self-locking but must have a key or card activated lock and additionally a secondary lock per 303.13.

Point loss: 60, 240

1. TO BE DELETED 31 December 2019: If electronic locks are not provided for all guest rooms, there is a 60-point loss.
2. If any other criteria are not met, there is a 240-point loss.
3. If electronic locks are not provided for all guest rooms in a "New Construction" property, there is a 240-point loss.
 - a. TO BE DELETED 31 December 2019: A waiver extension may be approved by BWI for unusual situations of design or historic reasons. However, the 60 point loss would be required to be deducted.
4. EFFECTIVE 01 January, 2020: In situations where changing the mechanically operated door locks for existing Best Western hotels is not feasible due to excessive cost or other reasons, a CEO Waiver/Extension may be granted for a maximum of 5 years until 31 December, 2024.
5. EFFECTIVE 01 January, 2025: Any property that still has mechanically operated entrance door locks and does not meet the electronic lock requirement as noted above, will be required to have a waiver that is approved by the International Executive Committee or Best Western Board of Directors.

Recommendations:

1. Electronic locks should at a minimum provide the following features:
2. Guest room entrance door locksets are electronically activated and always remain in the locked position without having to operate an interior spanner button or any similar device. The lockset shall only unlock by the use of a guest, master or emergency key (card).
3. The lockset should be keyed to at least three levels of security – the guest key (card), the master key (card), and the emergency key (card).
4. The emergency key (card) should be maintained by the general manager or security of the hotel.
5. Master keys (cards) should only be assigned to specific hotel staff.
6. All functions, except the fail-safe feature designed to completely override the guest room lockset, should be performed in a non-mechanical manner.
7. All locksets shall automatically recode with each use of a newly assigned guest key (card), voiding all previously issued guest keys (cards).
8. Room numbers should not be displayed on the key (card).
9. A fail-safe feature should be provided to allow entrance to the guest room in the event of a system or power failure.
10. If battery operated, a low battery warning feature should be provided at the guest room lockset level.
11. An audit trail/interrogation feature is required and should be maintained only by the general manager or security staff of the hotel.
12. An automatic time-out feature is required at the guest room lockset level to void all keys (cards) left in the lockset past a predetermined length of time.
13. The required deadbolt system must allow one action escape from inside the room even when the deadbolt is engaged

All guest room entrance doors must have an electronic lock



* Self locking means that the door locks automatically when it is shut and a key is required to re-open the door from the outside

LOCKING DEVICE (SECONDARY LOCK)

Reference 303.13

Locking Devices – Secondary Locks - Entrance Doors

1. Each door, with any locking device which may be unlocked from a public area, in addition to having a complying lock (per 302.24) must have a second locking device.
2. The second locking device must be a deadbolt, security chain, security latch, or similar device, that provides a second latch, bar, or other device which protrudes into or attaches to the frame of the door.
3. Push button or slide latch knobs that only preclude the use of a guest key to open the lock from outside the room are not acceptable as a second locking device.

Point loss: 120, 240

1. If one entrance door does not have a secondary locking device, there is a 120-point loss.
2. If more than one entrance doors do not have a secondary locking device, there is a 240-point loss.

Each guest room entrance door must have a dead bolt and latch or security chain

Dead bolt must provide



Security latch or chain must be provided



LOCKING DEVICES (BALCONY DOOR)

Reference 303.14

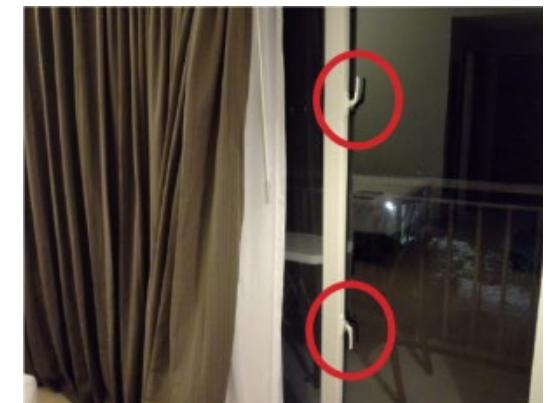
Locking Devices – Patio/Balcony Doors

1. At least one locking device is required on:
 - a. Any guest room door which leads to a private patio or balcony. A private patio or balcony is defined as a patio or balcony that does not allow access from an adjacent balcony/patio, a public area, or separated by partial barrier. (A partial barrier is considered less than 2 meters (6' 6") in height, less than 1 meter (39") in distance apart, or does not extend from the inner edge to the outer edge of the balcony.)
 - b. Any door leading to any patio or balcony that is locked from the inside with a handle that engages the locking device with no handle or other means of entry from the outside.
2. At least two locking devices are required on:
 - a. All other patio and balcony doors

Point loss: 120, 240

1. If one patio or balcony door does not have the required locking device, there is a 120-point loss.
2. If more than one patio or balcony door does not have the required locking device, there is a 240-point loss.

Two locking devices for balcony door



LOCKING DEVICES (INTERCONNECTING DOOR)

Reference 303.15

Locking Devices – Interconnecting Doors

1. Doors connecting two rooms or more must be equipped with at least one locking device that is controlled exclusively from each guest room that prevents the door from being opened from the adjacent room. There must be at least one locking device on each side of the door(s), which is controlled only from within each room.
2. A secondary locking device as described in 302.25 is recommended.

Point loss: 120, 240

1. If one interconnecting guest room door does not have the required locking device, there is a 120 point loss.
2. If more than one interconnecting guest room door does not have the required locking device, there is a 240-point loss.

Two doors on each side

1. Each door must have a door knob/handle
2. Each door must have a side flat (with no door knob/handle)



LUGGAGE SPACE PROVIDE

Reference 303.16

Luggage Space Provided

1. A luggage tray/rack, bench, or designated table surface at a conveniently accessible and useable height and adequate to hold one medium size piece of luggage in an open position must be provided in each guest room.
2. A bed, desk or sofa does not count to fulfill this requirement.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Either luggage bench or rack (portable)

* The bench/rack must be a usable height and large/strong enough to hold one medium-size piece of luggage in an open position



MESSAGE PAD AND PEN OR PENCIL

Reference 303.17

Message Pad and Pen or Pencil

1. A message pad and a pen or pencil must be conveniently provided within each guest room.
2. Other methods of dispensing "note paper" are acceptable (i.e., loose sheets in an appropriate container).

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

A message pad and a pen or pencil must be provided in each guest room



MIRROR PROVIDED

Reference 303.18

Mirror Provided

1. A vertically hung mirror that permits a full view of a person must be provided in each guest room or guest bathroom.
2. Mirrored closet doors fulfill this requirement.
3. Some allowance should be made to accommodate tall and short people. The requirement is full view, not full length. The goal is to give a full view of an average person.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Each guest room must have one full-length mirror (able to see full view of the body)



MORNING CALL/ALARM

Reference 303.19

Morning Call/Alarm Available

1. A morning call or alarm must be available. This may be a telephone call or an alarm in the room.
2. Instructions on how to obtain the call or set the alarm are to be available in the room.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.



OR



NON-SMOKING ROOMS

Reference 303.20

Non-Smoking Rooms Minimum 50%

1. Hotels are required to have a minimum of 50% of rooms designated as non-smoking rooms.
2. All rooms that are designated as non-smoking must be identified with a permanent non smoking notice:
 - a. Either on the outside of each room indicating that the room is a non-smoking room OR
 - b. At each entrance point to a non smoking floor, wing, building or section. Signs must clearly indicate all rooms on the floor are nonsmoking.
3. In addition to the above, hotels with 100% of rooms designated as non-smoking rooms must also have a prominently displayed notice at Reception advising that all rooms are non-smoking.

Point loss: 0, 60, 240

1. If one of the required non-smoking signage is missing, there is a marginal - 0 point loss.
2. If two of the required non-smoking signs are missing, there is a 60 point loss.
3. If any other criteria are not met, there is a 240 point loss.

Recommendations:

1. The property's listing in the reservation system should advise that all guest rooms are non-smoking.
2. Guests that make reservations directly with the hotel, or that register directly with the hotel, should be advised all guest rooms are non-smoking.
3. The property's web site should indicate all guest rooms are non-smoking.
4. The property brochure and other publications should indicate all guest rooms are non smoking.

1. Morning wake-up call service by telephone call or alarm must be available in all guest rooms
2. Instructions on how to obtain the wake-up call or set the alarm must be displayed all guest rooms



If a hotel is a mix of smoking and non-smoking, non-smoking signs must be positioned in front of each guest room door

1. Minimum 50% of total rooms must be non-smoking
2. Signage must indicate 'Non smoking floor' and signs must be installed at each entry point to a non-smoking floor, wing, building or section

If a hotel offers 100% non-smoking rooms, the hotel must also provide:

- a. A sign at reception to indicate that 'All rooms are non-smoking'
- b. Signage indicating 'Non-smoking floor' installed at every entry point to a non-smoking floor, wing, building or section

Sign at reception



Sign on corridor



Sign in front of guest room door



OR

SAFE DEPOSIT BOX

Reference 303.21

Safe Deposit Boxes Available

1. A secure means of storing guests' valuables must be provided.
2. Safe deposit box(es), in-room safe(s), or other secure device(s) must be available.
3. For a property-controlled safe (non-guest controlled), a receipt must be issued.
4. A file cabinet does not comply.
5. 24 hour access is not necessary.
6. The Assessor/RSM will ask to see the safe deposit area if it is not provided in the guest room.

Point loss: 60

1. If any of these above criteria are not met, there is a 60-point loss.



1. In-room safe or safety box at reception must provided

2. If safety box is provided at reception, guests must be provided with a receipt (two-key safety box is acceptable)

3. A filing cabinet is not an acceptable safety box

WASTE BASKET

Reference 302.36

Wastebasket Provided

1. An appropriately sized wastebasket must be provided in each guest room.

Point loss: 6

1. If the above criteria are not met, there is a 6-point loss per room.

A waste basket must be provided in each guest room



Food & Beverage

Experience

B Breakfast Available-Global

Reference 304.01

Breakfast Available – Global

1. Every hotel must offer breakfast on-site.

- a. Breakfast may be buffet style, table service, room service, predelivered or a combination thereof
- b. Breakfast must be available for at least two hours at least until 9 a.m. daily.
- c. Breakfast offered may be either cold or hot.
 - i. Cold items must be kept cold and hot items must be kept hot.
- d. All breakfast presentation products and display items must be coordinated, high quality, commercial grade, clean and in good repair.

2. Regardless of the type of breakfast service offered, prohibited items include but not limited to:

- a. Food products displayed in original packaging i.e. muffins, Danish, breads, etc. unless served individual, portion control (P/C) and required by local health code.
- b. Self-service open top glass coffee pots, residential style electric coffee urns or sterno heated coffee urns.
- c. Styrofoam products of any kind.
- d. Mismatched dishes, glasses and cups. (unless part of the theme)
- e. Budget, non-food grade plastic plates, spoons, forks, knives etc
- f. Household grade buffet utensils, sporks.
- g. Budget containers for napkins, utensils, or condiments.
- h. Plastic pitchers.
- i. "Bulk" or original containers for milk, juice, creamer, condiments, etc. or serve any item or condiment "family style".
- j. Noncommercial grade holding equipment for hot cereals (i.e. no household crock pots, warming trays).
- k. No Tupperware containers.
- l. No budget wicker containers – (wicker baskets with a full liner that is washable is acceptable)
- m. Dated silk florals, pillowing of fabric or plastic table clothes on buffets instead of proper skirting
- n. No items may be displayed in original containers (i.e. cardboard delivery boxes)
- o. Low quality or original cereal containers that you have to pour or scoop out cereal.

3. If breakfast is buffet style or table service:

- a. The breakfast area must have a quality appearance and furnishings must be of the same quality as adjacent public areas.
- b. Commercial grade food labels must be provided for all buffet food items - at least in English
- c. Stirrers or utensils must be presented in a sanitary, commercial grade display piece
- d. The property must provide seating at a rate of 20% of rooms (i.e., 20 seats per 100 rooms) with a minimum of two tables and six chairs.
 - i. Breakfast seating requirements do not apply if a sufficient number of trays are provided for guests to take the breakfast to their rooms.
- e. Table service, for the purpose of this rule only, is defined as plated food delivered to the guest at a table of standard dining table height with chairs suitable for dining and set with typical condiments (e.g., salt, pepper, sugar, artificial sweetener, cream or non-dairy creamer) and eating utensils. Disposable plates, cups or eating utensils are not acceptable for table service

4. If breakfast is exclusively intended to be eaten in guest rooms and they are equipped with refrigerators, guest must be able to order breakfast until 9 a.m. daily.

- 5. If breakfast is provided exclusively by room service, it must be available for at least two hours and until at least to 9 a.m. daily.
- 6. Regardless of the type of breakfast service offered, the breakfast menu must include at a minimum the following items:

Hot Beverages:

- a) Coffee (including at least one decaffeinated coffee)
- b) At least 2 types of quality tea/ separately packaged or loose tea.
- c) Coffee and tea may be served in one of the following ways:
 - i. A professional coffee machine or
 - ii. Insulated thermal hot beverage air pots with pump lids.
 - iii. If air pots are provided, the following must be provided at a minimum - two pots of regular coffee, 1 pot of decaf and 1 hot water.
 - iv. Each beverage server must be labeled appropriately with magnetic label or similar.
 - v. Table service with individual coffee/tea pots or served.
- d) Hot beverage stirrers or food grade plastic or flatware spoons must be offered.
- e) Beverage napkins must be displayed in an appropriate napkin holder.
- f) Sugar & sweetener, nondairy creamers and tea bags, must be offered in individual containers.
- g) Dairy creamer and milk must be presented in insulated, thermal beverage servers with push button lid, glass pitchers with ice cores or similar.
- h) Individual milk servings (1/2 pint or 236 cl) can be offered on the buffet on an insulated ice pan or presented in a glass front counter top or built in refrigerator located on the breakfast buffet.

Cold Beverages:

- a) Minimum of 2 different juices must be provided in sufficient quantity.
 - i. At least 1 juice must be orange juice.

Fruit:

- a) Minimum of 2 kinds of fresh seasonal fruit must be provided and must include at least.
 - i. Whole fruit - presented in a wire, stainless, melamine, glass or similar bowl
 - ii. Sliced/cut fruit or fruit salad. Must be kept chilled on the breakfast buffet.

Yogurt:

- a) Pre-packaged portion controlled or bulk yogurts must be offered and must be kept chilled on the buffet.
- b) Yogurt can be served in a cold food pan inserted in a stainless or similar housing, or can be stored on an insulated ice pan, or served in a glass front counter top or built in refrigerator.

Cereal:

- a. A minimum of two kinds of cereal (may be hot or cold)
- b. Cold cereal offerings can be offered in bulk or portion controlled packages.
- c. A spill tray of melamine or stainless or similar must accompany the cold cereal dispenser to catch over flow or spilled product.
- d. Portion controlled packaged cereal must be presented on a wire, stainless, stone or similar presentation display.
 - i. 2 or 3 level tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
- e. Two types of milk must be presented in a stainless or similar insulated, thermal beverage server with push button lid or clear pitchers with ice core.
 - i. Recommendation: 1 lactose free milk
- f. Each milk type must be labeled appropriately with magnetic label or similar.
 - i. Tiered presentation racks is preferred for the milk presentation..
- g. Individual milk servings (1/2 pint or 236 cl) can be offered on the buffet on an insulated ice pan, or served in a glass front counter top or built in refrigerator located on the breakfast buffet.

Breakfast bakery products :

- a. Three bread/pastry items from among: sweet rolls, muffins, doughnuts, coffee cake, Danish, bread, bagel, croissant, English muffin, or pre-packaged toast.
 - i. If bread, English muffins, bagels, croissant or pre-packaged toast is one of the choices then butter/margarine and a selection of jams/jellies/marmalades must also be offered
- b. Breads and pastries including muffins, bagels, etc. must be displayed in an appropriate, commercial grade display where the products are visible to guests that compliments other display items.
 - i. Tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
 - ii. If fresh loaves are provided a proper cutting board, knife and napkin must be provided
- c. Condiments must be displayed in a commercial grade rack system or similar that complements the other display items. Tiered is preferred.
- d. Commercial grade tongs must be presented with accompanying utensil tray.
- e. If a toaster is provided it must be a commercial toaster
- f. Recommendation: 1 gluten free bakery product

Eggs:

- a) At least one type of egg dish (may be hot or cold).

Regional or Local Products:

- a) A minimum of three regional or local products from the approved selection list supplied by the local Best Western Organization
7. If a hot breakfast is advertised and/or promoted, it must include all of the breakfast items in #6 above, plus at least a minimum of three hot food items that are consistent with national or regional breakfast customs.
8. Notice of any imposed room service charge and/or tray availability must be provided in all guest rooms at properties that charge or permit guests to take food from the breakfast area to their room.
9. If any part of the breakfast is at a charge, the applicable charges must be clearly communicated BEFORE breakfast is ordered.

Point loss: 0, 240

- 1. If only one of the above required breakfast items in #6 above is missing or if one of the prohibited items in #2 above is present, there is a marginal 0-point loss.
- 2. If any other criteria are not met, there is a 240-point loss.

Breakfast Available – Global**1. Every hotel must offer breakfast on-site.**

- a. Breakfast may be buffet style, table service, room service, pre-delivered or a combination thereof



OR



OR



Buffet style

Room Service

Table service

- b. Breakfast must be available for **at least two hours at least until 9 a.m. daily.**

- c. Breakfast offered may be either cold or hot.

- i. Cold items must be kept cold and hot items must be kept hot.



Hot item

Cold item

- d. All breakfast presentation products and display items must be coordinated, high quality, commercial grade, clean and in good repair.



2. Regardless of the type of breakfast service offered, prohibited items include but not limited to:

a. Food products displayed in original packaging i.e. muffins, Danish, breads, etc. unless served individual, portion control (P/C) and required by local health code.



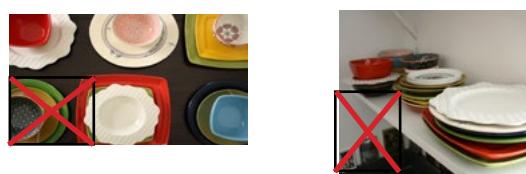
b. Self-service open top glass coffee pots, residential style electric coffee urns or sterno heated coffee urns.



c. Styrofoam products of any kind.



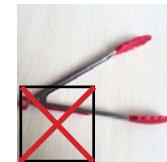
d. Mismatched dishes, glasses and cups. (unless part of the theme)



e. Budget, non-food grade plastic plates, spoons, forks, knives etc



f. Household grade buffet utensils, sporks.



g. Budget containers for napkins, utensils, or condiments.



h. Plastic pitchers.



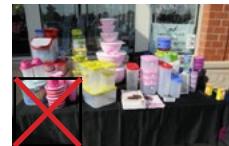
i. "Bulk" or original containers for milk, juice, creamer, condiments, etc. or serve any item or condiment "family style".



j. Noncommercial grade holding equipment for hot cereals (i.e. no household crock pots, warming trays).



k. No Tupperware containers.



l. No budget wicker containers – (wicker baskets with a full liner that is washable is acceptable)



m. Dated silk florals, pillowing of fabric or plastic table clothes on buffets instead of proper skirting



n. No items may be displayed in original containers (i.e. cardboard delivery boxes)



o. Low quality or original cereal containers that you have to pour or scoop out cereal.

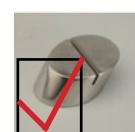


3. If breakfast is buffet style or table service:

a. The breakfast area must have a quality appearance and furnishings must be of the same quality as adjacent public areas.



b. Commercial grade food labels must be provided for all buffet food items - at least in English



c. Stirrers or utensils must be presented in a sanitary, commercial grade display piece



d. The property must provide seating at a rate of 20% of rooms (i.e., 20 seats per 100 rooms) with a minimum of two tables and six chairs.

i. Breakfast seating requirements do not apply if a sufficient number of trays are provided for guests to take the breakfast to their rooms.



e. Table service, for the purpose of this rule only, is defined as plated food delivered to the guest at a table of standard dining table height with chairs suitable for dining and set with typical condiments (e.g., salt, pepper, sugar, artificial sweetener, cream or non-dairy creamer) and eating utensils. Disposable plates, cups or eating utensils are not acceptable for table service

Table Service



4. If breakfast is exclusively intended to be eaten in guest rooms and they are equipped with refrigerators, guest must be able to order breakfast until 9 a.m. daily.

5. If breakfast is provided exclusively by room service, it must be available for at least two hours and until at least to 9 a.m. daily.



6. Regardless of the type of breakfast service offered, the breakfast menu must include at a minimum the following items:

Hot Beverages:

a) Coffee (including at least one decaffeinated coffee)



And



Regular Coffee

Decaffeinated Coffee

b) At least 2 types of quality tea/ separately packaged or loose tea.



c) Coffee and tea may be served in one of the following ways:

i. A professional coffee machine or



ii. Insulated thermal hot beverage air pots with pump lids.

i. If air pots are provided, the following must be provided at a minimum - two pots of regular coffee, 1 pot of decaf and 1 hot water.



two regular coffee
and one decaf
coffee



Hot water

ii. Each beverage server must be labeled appropriately with magnetic label or similar.



iii. Table service with individual coffee/tea pots or served.



d) Hot beverage stirrers or food grade plastic or flatware spoons must be offered.



e) Beverage napkins must be displayed in an appropriate napkin holder.



f) Sugar & sweetener, nondairy creamers and tea bags, must be offered in individual containers.



g) Dairy creamer and milk must be presented in insulated, thermal beverage servers with push button lid, glass pitchers with ice cores or similar.



h) Individual milk servings (1/2 pint or 236 cl) can be offered on the buffet on an insulated ice pan or presented in a glass front counter top or built in refrigerator located on the breakfast buffet.



Cold Beverages:

a) Minimum of 2 different juices must be provided in sufficient quantity.

i. At least 1 juice must be orange juice.



Fruit:

a) Minimum of 2 kinds of fresh seasonal fruit must be provided and must include at least.

i. Whole fruit - presented in a wire, stainless, melamine, glass or similar bowl



ii. Sliced/cut fruit or fruit salad. Must be kept chilled on the breakfast buffet.



Yogurt:

a) Pre-packaged portion controlled or bulk yogurts must be offered and must be kept chilled on the buffet.



b) Yogurt can be served in a cold food pan inserted in a stainless or similar housing, or can be stored on an insulated ice pan, or served in a glass front counter top or built in refrigerator.



Cereal:

a. A minimum of two kinds of cereal (may be hot or cold)



b. Cold cereal offerings can be offered in bulk or portion controlled packages.



c. A spill tray of melamine or stainless or similar must accompany the cold cereal dispenser to catch over flow or spilled product.



d. Portion controlled packaged cereal must be presented on a wire, stainless, stone or similar presentation display.

i. 2 or 3 level tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.



e. Two types of milk must be presented in a stainless or similar insulated, thermal beverage server with push button lid or clear pitchers with ice core.

i. Recommendation: 1 lactose free milk



f. Each milk type must be labeled appropriately with magnetic label or similar.



i. Tiered presentation racks is preferred for the milk presentation..

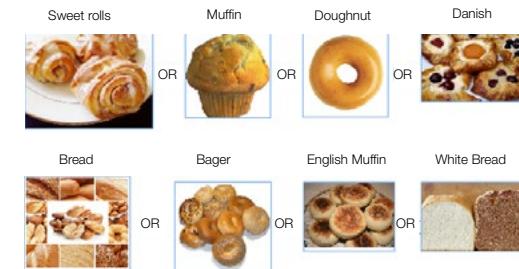


g. Individual milk servings (1/2 pint or 236 cl) can be offered on the buffet on an insulated ice pan, or served in a glass front counter top or built in refrigerator located on the breakfast buffet.



Breakfast bakery products :

a. Three bread/pastry items from among: sweet rolls, muffins, doughnuts, coffee cake, Danish, bread, bagel, croissant, English muffin, or pre-packaged toast.



i. If bread, English muffins, bagels, croissant or pre-packaged toast is one of the choices then butter/margarine and a selection of jams/jellies/marmalades must also be offered



b. Breads and pastries including muffins, bagels, etc. must be displayed in an appropriate, commercial grade display where the products are visible to guests that compliments other display items.

i. Tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.



ii. If fresh loaves are provided a proper cutting board, knife and napkin must be provided



c. Condiments must be displayed in a commercial grade rack system or similar that complements the other display items. Tiered is preferred.



d. Commercial grade tongs must be presented with accompanying utensil tray.



e. If a toaster is provided it must be a commercial toaster



f. Recommendation: 1 gluten free bakery product



=



Eggs:

a) At least one type of egg dish (may be hot or cold).



OR



OR



Fried Egg

Omelet

Scramble Egg



OR



OR



Hard Boil Egg

Soft Boil Egg

Egg Station

Regional or Local Products:

a) A minimum of three regional or local products from the approved selection list supplied by the local Best Western Organization



7. If a hot breakfast is advertised and/or promoted, it must include all of the breakfast items in #6 above, plus at least a minimum of three hot food items that are consistent with national or regional breakfast customs.

8. Notice of any imposed room service charge and/or tray availability must be provided in all guest rooms at properties that charge or permit guests to take food from the breakfast area to their room.

9. If any part of the breakfast is at a charge, the applicable charges must be clearly communicated BEFORE breakfast is ordered.

Bedroom/Sleep

Experience

BEDING QUALITY

Reference 305.01

Bedding Quality

1. Bed coverings in use on beds:

- a. High quality bed coverings must be provided on all beds.
 - i. For new properties effective 1 January 2014: Any type of bedspreads or other budget bed coverings are not permitted.
 - ii. For properties existing prior to 1 January 2014 and until 31 December 2015: Quilted polyester bedspreads or other budget bed coverings are not permitted.
- b. If a compliant high quality bedspread is used, the bedspread must be presented in a "turndown" style with exposed pillows.
- c. Bed covering presentations must be one of:
 - i. a washable duvet, OR
 - ii. triple sheeting (defined as bed made with bottom sheet, top sheet covered by blanket or duvet, and third sheet covering the blanket or duvet), OR
 - iii. throw or "coverlet", OR
 - iv. other suitable high quality presentation.

2. The box spring must be covered at all times – whether the bed is made up or not - by a quality bed skirt or upgraded fitted fabric or material designed to conceal the box spring (such as leather/faux leather, suede, felt, wood, knit, washable fabric, etc.). Original, budget box spring covers are not acceptable.

3. Beds mattresses must have:

- a. Minimum mattress thickness of 19cm (7.4 inches) if spring-coil, or 15cm (5.9 inches) if memory foam type.
- b. Mattress pad/protector

4. Pillows must be provided as follows:

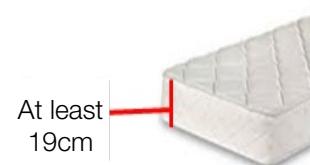
- a. Each single bed smaller than 135 cm X 190 cm (53" X 74") must have a minimum of 2 pillows on the bed:
 - i. Pillows may be of 2 different sizes or types (feather, memory foam, down, firm, decorative, etc.)
 - ii. A maximum of 1 pillow may be decorative
- b. All other beds must have a minimum of 4 pillows on the bed:
 - i. Pillows may be of 2 different sizes or types
 - ii. A maximum of 2 pillows may be decorative
- c. Each non-decorative pillow must be covered by a pillow protector a non-disposable zip, fold or button cover under the pillow case).

5. Temporary beds such as children's beds, roll-away bed, sofa beds and cribs are exempt from the above requirements.

Point Loss: 0, 240

1. If any criteria are not met in one room, there is a marginal 0 - point loss.
2. If any criteria are not met in two rooms, there is a 120 point loss.
3. If any criteria are not met in more than two rooms, there is a 240 point loss.

BED MATTRESS THICKNESS



MATTRESS PROTECTOR



PILLOW PROTECTOR



DUVET



BOX SPRING COVER

* A bed skirt is not required IF the box spring is made from upgraded fitted fabric or a material designed to conceal the box spring (such as leather/faux leather, suede, felt, wood etc)

A bed skirt is required on all beds



* A bed skirt is not required IF the box spring is made from upgraded fitted fabric or a material designed to conceal the box spring (such as leather/faux leather, suede, felt, wood etc)



BEDING QUALITY - BED SET UP (CONT)

Reference 302.01

Bedding Quality

4. Pillows must be provided as follows:

- a. Each single bed smaller than 135 cm X 190 cm (53" X 74") must have a minimum of 2 pillows on the bed:
 - i. Pillows may be of 2 different sizes or types (feather, memory foam, down, firm, decorative, etc.)
 - ii. A maximum of 1 pillow may be decorative
- b. All other beds must have a minimum of 4 pillows on the bed:
 - i. Pillows may be of 2 different sizes or types
 - ii. A maximum of 2 pillows may be decorative
- c. Each non-decorative pillow must be covered by a pillow protector a non-disposable zip, fold or button cover under the pillow case).

5. Temporary beds such as children's beds, roll-away bed, sofa beds and cribs are exempt from the above requirements

Point Loss: 0, 240

1. If any criteria are not met in one room, there is a marginal 0 - point loss.
2. If any criteria are not met in two rooms, there is a 120 point loss.
3. If any criteria are not met in more than two rooms, there is a 240 point loss.

BED SET UP

One bed smaller than 135cm x 190cm (single bed)

One sleeping pillow (large)

One pillow (sleeping pillow or decorative pillow)



Large pillow



Sleeping pillow or
decorative pillow



Other bed (double queen and king)

Two sleeping pillows (large)

Two pillows (sleeping pillows or decorative pillow)



2 Large
pillows



2 Sleeping pillows
or
2 decorative
pillows



BED SIZE

Reference 305.02

Bed Size with Appropriate Size Bedding

1. Beds must meet or exceed the following minimum sizes:

Bed Metric Non-metric
Single 90cm X 190cm 35" X 74"
Double 135cm X 190cm 53" X 74"
Queen 150cm X 190cm 59" X 74"
King 160cm X 190cm 63" X 74"

2. No bed smaller than a single may be provided except as a rollaway or crib.

3. Any room intended to sleep more than one person must contain a bed that is at least 135 cm X 190 cm (53" X 74").

4. All beds must be the size advertised/represented.

5. King beds may be two singles made up as one bed. Two twin mattresses in a King frame qualifies as a King bed, and must be made up as one bed.

6. Temporary beds such as children's beds, roll-away beds and cribs are not assessed for bed size. They will be assessed for bedding appropriate for size of bed and for conditional deficiencies.

7. All bedding including duvets, blankets, bed linens, pillows, and mattress pads or covers, should be appropriate to the size of the bed and not be too large or too small.

8. It is not permitted to use two smaller sheets to cover a larger bed.

9. Two duvets for double or larger beds are acceptable.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

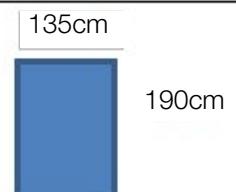
All beds must meet or exceed the following minimum size (as show on the right hand side)

* Temporary beds such as children's beds, roll-away beds and cribs are not assessed for size. They will be assessed for bedding appropriate for size of bed, as well as for conditional deficiencies

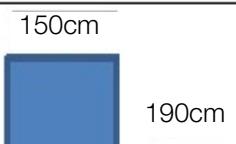
Single bed



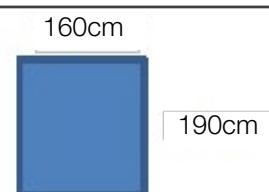
Double bed



Queen bed



King bed



BED LARGER SIZE

Reference 305.03

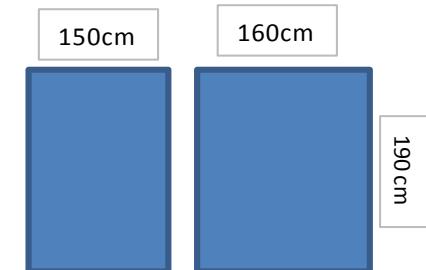
Beds-Larger Sizes Available

1. A minimum of 10% of the guest rooms must have queen size beds (150 cm X 190 cm) (59" X 74") or larger. This is to be confirmed with the room list.
2. Two beds may be put together and made up as one bed so that the one bed is equal to or larger than (150 cm X 190 cm) (59" X 74").
3. If two beds are put together to make one larger bed, the beds must be:
 - a. Zipped, strapped or locked together.
 - b. Made up as one bed with a single, correctly sized sheet for each of the bottom and top sheet (if used).
4. If the practice is to put two beds together to make a larger bed, the Assessor/RSM must confirm that:
 - a. There is a sufficient number of beds made up as larger beds and/or
 - b. There are enough "lock together" devices and larger bedding to permit the minimum number of larger beds to be met.

Point loss: 240

1. If any of the above criteria are not met, there is a 240-point loss.

A minimum of 10% of the guest rooms must have queen size bed (150cm x 190cm) or larger



BED SIDE TABLE

Reference 305.04

Bedside Table Provided

1. A bedside table, shelf, or cabinet must be provided for each bed.
2. For beds that are 135cm wide or larger, a bed side table on each side of the bed is required.
3. If two beds (any size) are adjacent, a bedside table, shelf or cabinet that is provided between the two beds meets the requirement.
4. Tables and shelves must be at least 20 cm X 30 cm or 600 cm sq (8" X 12" or 96 sq inches).
 - a. Two smaller stacked shelves may be combined to achieve the required 600 cm sq provided that no side is smaller than 20 cm (8").
5. Shelves incorporated into the headboard must be at least 20 cm (8") deep.
6. In rooms with a bunk bed, the upper bunk is exempt from the requirement to provide a bedside table.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

A bedside table measuring at least 20cm x 30cm (or 600sqcm) must be provided

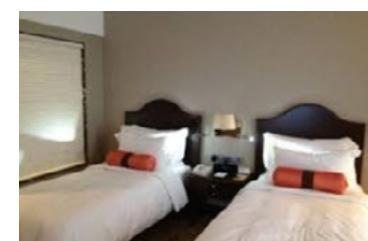


If shelves incorporated into the headboard must be at least 20cm deep

OR



In one bed, a bedside table must provide on each side of the bed



In a twin room, a bedside table, shelf or cabinet can be placed between the two beds

DO NOT DISTURB DEVICE

Reference: 305.05

"Do Not Disturb" Device Provided

1. A "Do not disturb" device must be provided in each guest room.
2. The device may be a door hanger sign, light indicator, key card insert, or any convenient device which indicates that the guest does not wish to be disturbed even when the guest is not in the room.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

One 'Do Not Disturb' sign for each room (electronic is acceptable)



OR



WINDOW COVERING EXCLUDE LIGHT

Reference 305.06

Window Coverings Exclude Light

1. Window coverings must fully close and be of material that excludes light sufficiently to permit daytime sleeping in each bedroom.
2. If a guest can readily read the newspaper with the lights off and the window coverings closed, the exclusion of light is unacceptable.
3. Total blackout drapes are not required.
4. All bedroom windows (excluding bathroom windows) must have day curtains/sheers/translucent blinds. The following windows are exempt:
 - a. Glass block, stained glass window, skylights (ceiling or gable), frosted glass, small decorative or architectural windows above door height.
 - b. Budget, aftermarket frosted film on windows is not exempt.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

NOTE: If the material, design or gaps permit visual access from outside the room, this may also be a guest privacy deficiency (see Reference 303.07)

All guest room window curtains must exclude light (full blackout not required)

When all lights are turned off and curtains are closed, the room must be dark



All guest room windows (excluding bathroom windows) must have curtains/sheers/translucent blinds



Service and Facilities

Experience

DIRECTORY OF SERVICE CONTENT

Reference 306.02

Directory of Services (Guest Directory) Content Complies

1. Each Directory of Services provided must list the availability of all amenities, facilities, services listed below and their hours of availability.
2. If an amenity or service is available at Reception which is open 24 hours per day, it may be noted that the service is available at Reception rather than listing the hours and the location.
3. If an item is provided in all guest rooms, or listed elsewhere in the guest room, the availability of the item is not required to be listed in the guest directory.
4. If a product or service listed below is not provided, the item is not required to be listed in the Guest Directory.
5. Guest Directory listing deficiencies may be cured for one Assessment by the temporary addition of a "loose page addendum" listing the required items.
 - a. Bar/Lounge/Night Club and hours
 - b. Bottled water availability and location, if not provided in the room. If provided in Reception and Reception is not open 24 hours each day, the Directory of Services must state that bottled water is available on request 24 hours each day and instructions provided on how to obtain the bottled water.
 - c. Notice of unsafe water, if tap water is not safe to drink, the guest directory must advise guests the tap water is not safe to drink unless the notice is provided elsewhere in the room.
 - d. Breakfast hours and/or availability of "delivered" breakfast.
 - e. Coffee/Tea maker and or coffee/tea delivery: should state how to obtain, is complimentary and available 24 hours.
 - f. Credit cards accepted must list at least Visa, MasterCard and American Express.
 - g. Dialing instructions.
 - h. Electrical fans (if required).
 - i. Emergency fire instructions.
 - j. Emergency medical instructions. Must list how to obtain emergency assistance, not a doctor.
 - k. Fax and photo copy services availability and hours of service.
 - l. Free High Speed Internet Access (HSIA). Procedures and help line information
 - m. Iron and ironing board availability.
 - n. Lobby computer or business center availability, location and hours of service
 - o. Luggage assistance and storage, including hours of service.
 - p. Meeting/banquet rooms – availability
 - q. Morning wakeup call or alarm clock instructions.
 - r. Normal services available and free, including hours of availability.
 - s. Reception (staffed hours).
 - t. Recreational facilities and hours.
 - u. Restaurant and hours.
 - v. Safe deposit service facilities availability.
 - w. Snacks and beverages availability, location and hours of service.
 - x. Toiletries and how to obtain; should state that toiletries are available 24hours daily and complimentary.
 - y. Face cloth availability.
 - z. Vending and ice machines.
 - aa. If electricity is interrupted by an energy savings system, the guest directory must list the availability of an always on electrical outlet or how the guests can recharge their electrical devices while they are not in the room.
 - bb. Information on how to access the Medallia guest satisfaction survey at www.bwfeedback.com.

Additional required listings for BW PLUS and BW PREMIER hotels:

- cc. Evening food items available, location and hours of service
- dd. Room service hours
- ee. Dry cleaning/laundry services availability and hours of service
- ff. Newspaper availability, location and hours
- gg. Bathrobes availability and hours of service
- hh. Concierge service availability, location and hours
- ii. Currency Exchange – location and hours of service (Asia Only)

Point Loss: 0, 60, 120, 180, 240

1. If an item is listed but the listing is not complete, there is a marginal 0-point loss.
2. If one item is not listed in the Guest Directory, there is a 60-point loss.
3. If two items are not listed in the Guest Directory, there is a 120-point loss.
4. If three items are not listed in the Guest Directory, there is a 180-point loss.
5. If four or more items are not listed in the Guest Directory, there is a 240-

DIRECTORY OF SERVICE PROVIDED

Reference 306.03

Directory of Services (Guest Directory) Provided

1. A Directory of Services (Guest Directory) describing the various facilities and services as described in 302.10 must be provided in each room.
2. The directory may be printed or electronic (i.e., provided on a television channel).
3. The directory must be provided at least in English, however other languages are encouraged.

Point Loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.



Leather folder with BW logo

*Design must follow brand standards OR leather folder without BW logo

ELECTRICAL FAN

Reference 306.04

Electrical Fans

1. If the property does not provide air conditioning in the guest room, appropriately sized electric fans must be available.
2. Tabletop, ceiling, or floor fans are acceptable.
3. A minimum of one electrical fan for every five rooms (20%) is required.
4. Guests must be able to retain the fan in their room for the duration of their stay.

Point loss: 60

1. If any of the above criteria are not met, there is a 60-point loss.

A minimum 20% of total guest rooms must be provided with an electrical fan

* When the hotel does not provide air conditioning

** Hotels not providing air conditioning in guest rooms must seek approval from BWI



FAX & PHOTOCOPY

Reference 306.05

Fax and Photocopy Facilities Provided

1. On-site fax services must be available to guests at least 14 hours daily.
2. On-site photocopy services must be available to guests at least 14 hours daily.
3. Fax and photocopier services must be provided during reception hours or at least 14 hours daily, whichever is longer.

Point loss: 60, 240

1. If fax and/or photocopier does not work on the day of assessment, there is a 60-point loss.
2. If fax and/or photocopier facilities are not provided, there is a 240-point loss.

On site fax & photocopy service available 24 hours at reception



FITNESS FACILITY - WHEN ONE PROVIDE

Reference 306.06

Fitness Facility, when one is provided

1. If a hotel provides an on-site fitness facility, it must include at least the following:

a. Commercial grade equipment.;

i. One treadmill

ii. One upright/recombinant bicycle or elliptical machine

iii. Three strength stations or one combined unit or dumbbells with bench

2. Adequate size to comfortably accommodate the required equipment while leaving room for stretching and other activities.

3. Appropriate flooring materials such as wood or recreational rubber or nonslip molded synthetic.

a. If carpet is used, it must be specifically designed for fitness room use and have a water proof backing and an antimicrobial finish.

4. At least one mirrored wall is required, and the wall should be floor to ceiling mirror (if not possible, at least a full length mirror).

5. A drinking fountain or water cooler in close proximity, or free bottled water within the facility.

6. Towels for guest use.

7. If a television is provided, it must be:

a. A flat panel television (i.e. LED, LCD, Plasma) that is at least 81 cm(32") or larger

b. Within viewing distance of stationary equipment, unless personal viewing screens are provided on each piece of cardio equipment.

Point loss: 60

1. If any of the above criteria is not met, there is a 60-point loss.

Fitness is not require for BEST WESTERN descriptor (CORE brand) but if the hotel provide it must meet minimum requirement below.

If a hotel provides an on-site fitness facilities, it must include at least the following:

One treadmill



One upright/recombinant bicycle or elliptical machine



Three strength stations or one combined unit or dumbbells with bench



Appropriate flooring materials such as wood or recreational rubber or non-slip molded synthetic. (If carpet is used, it must be specifically designed for fitness room use)



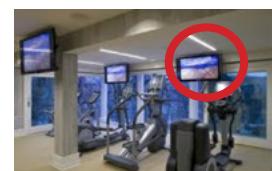
A drinking fountain or water cooler in close proximity



Adequate size to comfortably accommodate the required equipment while leaving room for stretching and other activities.



A flat panel television 32" or larger (i.e. LED, LCD, Plasma) within viewing distance of stationary equipment, or personal viewing screens are provided on each piece of cardio equipment.



At least one mirrored wall is required, and the wall should be floor to ceiling mirror (if not possible, at least a full length mirror)



IRON & IRONING BOARD

Reference 306.07

Iron and Ironing Board - Available on Request

1. If an iron and ironing board is not provided in each guest room as outlined in Reference 302.20, the property must provide:

- a. A minimum of one full or ¾ size free standing ironing board and an iron for every ten rooms (10%).
- b. Free delivery to guest room during Reception hours.

2. The guests must be able to retain the iron and ironing board in their rooms for the duration of their stay.



1. Iron and ironing board must be provided upon request free of charge and delivered to guest room

2. Iron and ironing board must be available for at least 10% of the total room number

3. Minimum of one full size or 3/4 size free-standing iron and ironing board must be provided

Point loss: 240

1. If any of the above criteria are not met, there is a 240-point loss.

LOBBY COMPUTER

Reference 306.08

Lobby Computer with High Speed Internet

1. A computer work station at a location convenient to the lobby or at a separate business center which includes at least:

- a. a free desktop computer with monitor, laptop computer OR tablet/iPad with a detached keyboard
- b. free high speed internet access,
- c. on-site printing services, at least in black and white.
 - i. Printing may be at a charge.
 - ii. Guest must be able to maintain control of the documents being printed – i.e. having to email a document to the hotel for printing does not comply.
 - iii. Printing from a memory stick/jump drive is acceptable if, upon request, guests are able to observe the printing process.

2. Availability of all items to guests must be at least seven days a week, 14 hours daily.

3. The set-up may be at a desk or a stand-up configuration.

4. The property may impose a reasonable time restriction for usage by a guest.

Point Loss: 60, 240

1. If the lobby computer or printer does not work on the day of assessment, there is a 60 point loss.

2. If any criteria are not met, there is a 240 point loss.

1. Desktop or laptop computer with high-speed internet access must be available for guest use (free of charge) at the lobby or business center

2. Must be available at least 14 hours a day, seven days a week

3. Printing service (free or charged) must be provided using:

- a. Printer at lobby/business center computer
- b. Printer at reception counter, allowing guests to see the printing process (printing in back office is not allowed)



NORMAL SERVICE-NO EXTRA FEE

Reference 306.09

Normal Services-No Extra Fee

1. Services normally expected to be free must be offered free of charge.
2. Examples of some reasonable requests are: extra blankets, extra pillows, extra soap, shampoo, extra towels for the guest room, electrical adaptors, phone adaptors, coffee/tea makers, heaters, fans, extra lighting, extra seating, extra clothes hangers, irons, ironing boards, etc.
3. These examples are not all-inclusive, and what are considered reasonable requests will vary somewhat from one region to another.
4. Electrical adaptors (in sufficient quantities to meet guest demand) and/or in room electrical outlets must be provided such that a total of at least four different types of plugs can be used.

Point loss: 60

1. If any of the above criteria are not met, there is a 60-point loss.

Items listed below must be provided free of charge when request by guests:

Extra blankets



Electrical adaptors



Extra cloth hanger



Extra pillows



Extra soap



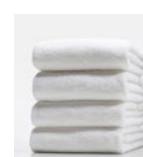
Extra shampoo



Extra coffee/tea



Extra towels



SNACK AND HOT AND COLD BEVERAGE

Reference 306.10

Snacks and Hot and Cold Beverages Available

1. A minimum of two snacks, hot coffee or tea and at least two cold beverages (bottled water excluded) must be available to the guests 24 hours daily.
2. The beverages and snacks must be available at the property, not at an adjacent restaurant or convenience store.
3. An on-premise 24 hour restaurant satisfies the requirement of this rule.
4. Individually prepackaged foods, chocolate, chips, soup, fresh fruit, sandwiches and beverages may be served, available from a vending machine, an in-room offering (basket, etc.), room service, or from Reception.
5. There may be a charge for the snacks and/or beverages
6. Normal room service charges are allowed, however, there may NOT be an "extra" charge for the products for "after hours" service.
7. In-room coffee makers, coffee and/or hot tea in the lobby area or through a vending machine satisfies the hot beverage requirement. If the property uses the 10% rule to supply coffee makers, this does not satisfy the hot beverage requirement.

Point loss: 6, 60

1. If only in-room snacks or in-room beverages are available 24 hours daily, there is a 6-point loss for each room where the snacks or beverages are missing.
2. If any of these criteria are not met, there is a 60-point loss.



OR



1. Hot coffee or tea, two snacks and two cold beverages must be provided in the guest room mini bar or at reception (at a charge)

2. In-room coffee and tea satisfies the hot beverage requirement

3. A 24-hour restaurant or room service also satisfies this requirement

T OILETRIES-COMPLIMENTARY

Reference 306.11

Toiletries-Complimentary

1. Complimentary toiletries must be on-site and available to guests upon request 24 hours daily.
2. The following complimentary toiletries may be in the guest room or available at Reception:
 - a. Razor/shaving cream (counts as 1 item)
 - b. Toothbrush/toothpaste (counts as 1 item)
 - c. Comb
 - d. Sewing kit
 - e. Shower cap
 - f. Sanitary napkins (may be via a ladies public restroom vending machine. This is the only item that may be sold in a vending machine).

Point loss: 60, 120

1. If one toiletry item is not available free of charge 24 hours daily, there is a 60-point loss.
2. If more than one toiletry item is not available free of charge 24 hours daily, there is a 120 -point loss.

The following complimentary toiletries should be in the guest room or available upon request



Razor/shaving cream



Comb



Show cap



Toothbrush/Toothpaste



Sewing kit



Sanitary napkin

Work/Entertainment Experience

CHAIR OR SEATING (Two chairs or two seating must be provided in guest room)

Reference 307.01

Chair or Seating Provided

1. A minimum of one chair or seating position with a back must be provided in rooms with only one bed smaller than 135 cm X 190 cm (53" X 74").
2. Two chairs or two seating positions (one must have a back) must be to be provided in all other rooms.
3. Seating may be in another area within the room or in another room in the case of suites.
4. If the only seating in the room is a stool, bench, or other backless type seating, this requirement is not satisfied.

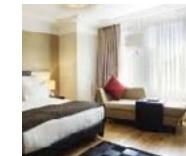
Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

Each guest room must provide two chairs or two seating position



And



One chair with back rest
must be provided at the
working desk

One chair with back rest or sofa must be
provided in guest room

In case of limited space the
secord chairs can be stool

DIALING INSTRUCTION

Reference 307.02

Dialing Instructions Available

1. Dialing instructions must be available in each guest room explaining how to:
 - a. Reach Reception (front desk).
 - b. Obtain an outside local line.
 - c. Obtain an outside long distance line (if different).

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

TELEPHONE SYSTEM

Telephone in guest room



International call

Guests must be able to make calls directly
from their room without contacting the
operator or reception

Local call



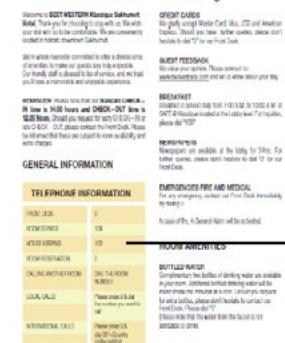
Dialing instruction on telephone, must
be list at least.

1. Reach reception
2. Obtain outside call
3. Obtain outside long distance line

Dialing instructions must be display in the guest room either on telephone
face plate or list in guest directory. Also dialing instruction must explain how
to:

- a. Reach Reception
- b. Obtain outside local call
- C. Obtain outside international call

Guest Directory



Dialing instruction on guest directory,
must be list at least.

1. Reach reception
2. Obtain outside call
3. Obtain outside long distance line

HIGH SPEED INTERNET ACCESS (HSIA)

Reference 307.03

High Speed Internet Access (HSIA)

1. Each hotel must provide free High Speed Internet Access (HSIA) that permits its guests to connect to VPN, email and access the internet, 24 hours daily.
 - a. HSIA must be fully compatible and certified for use on Internet Enabled Device ("IED") using any operating system that supports TCP/IP connectivity:
2. Wired HSIA that meet the IEEE 802.3 standard for wired Ethernet and configured for port-to-port security must be provided as follows:
 - a. New construction hotels – 100% of guest rooms.
 - b. Existing or conversion hotels – 3 separate connections must be provided onsite in individual guest rooms, public areas or a combination thereof.
 - c. For each wired access port that is provided, an Ethernet cable must be provided.
3. Wireless access must also be provided in the following areas:
 - a. 100% of guestrooms
 - b. Public areas including the hotel lobby, business center and breakfast areas
 - c. On-site meeting rooms
4. The primary wireless network as seen by users in the guest rooms and public areas must be an open network. This means that wireless security or encryption must be disabled.
5. The minimum acceptable signal strength must be at least -65dbm in all applicable areas of the hotel.
6. The HSIA system must require users to enter log in credentials (user name and password) to utilize the internet.
 - a. The log in credential may be generic (same for all users) or customized (each user has a unique log in credential)
 - b. The log in credentials must be the same if the guest is using the hard wired connection or wireless.
 - c. The log in credentials must be offered to each guest at check-in.
 - d. Log in credentials must be issued for the duration of the guest stay and must be valid for a minimum of 24 hours without requiring the use of new log in credentials.
7. All wireless access points (WAP) must:
 - a. Have wireless client isolation enabled to prevent connected devices from connecting to one another.
 - b. Support IEEE 802.11b, 802.11g and 802.11 specifications running on the 2.4 GHz RF spectrum.
 - c. Have a consistent naming convention (SSID) so as to be identifiable as belonging to the Best Western hotel.
 - d. Be enabled for SSID broadcast.
 - e. Be set to the same SSID so that guests can roam from WAP to WAP within the property, (with the exception of meeting room wireless which requires a distinct SSID assignment).
 - i. The approved SSID naming convention for the "Open Network" is as follows:

OPEN NETWORK

SSID Naming Requirements

AREA OF HOTEL	SSID (32 CHARACTER MAXIMUM)
Hotel Lobby	BW<<hotel name>>
Business Center	BW<<hotel name>>
Meeting Rooms	BW<<meeting room name>>
Public Areas	BW<<hotel name>>
Wireless Guest Rooms	BW<<hotel name>>

Note: The full name of the hotel is NOT required but it must be sufficient that it clear to guests that the wireless network belongs to the hotel.

8. A secondary secured wireless connection may be broadcasted on the same guest wireless access points using Wi-Fi Protected Access Pre-Shared Key (WPA2-PSK) and Temporal Key Integrity Protocol (TKIP).

- a. Log in credentials are also required on the secured wireless connection.
- b. This secondary network must also be free and meet the wireless network name requirements.
 - i. The approved SSID naming convention for the "Secure Network" is as follows:

ENCRYPTED NETWORK SSID Naming Requirements

AREA OF HOTEL	SSID (32 CHARACTER MAXIMUM)
Hotel Lobby	BWSECURED
Business Center	BWSECURED
Meeting Rooms	BWSECURED
Public Areas	BWSECURED
Wireless Guest Rooms	BWSECURED

9. Each Property must provide a minimum shared connection to the internet at the following capacity:

DOWNLOAD/UPLOAD Minimum ISP Speed Requirements

ROOMS	CITY POPULATION EXCEEDS 500,000 PEOPLE	CITY POPULATION BETWEEN 100,000 AND 500,000 PEOPLE	CITY POPULATION LESS THAN 100,000 PEOPLE
Up to 50 Guest Rooms	20Mbps/7.5Mbps	10Mbps/2.5Mbps	5Mbps/2.5Mbps
51 to 100 Guest Rooms	40Mbps/15Mbps	20Mbps/7.5Mbps	10Mbps/5Mbps
101 to 150 Guest Rooms	60Mbps/20Mbps	30Mbps/10Mbps	15Mbps/7.5Mbps
151 or more Guest Rooms	80Mbps/27.5Mbps	45Mbps/15Mbps	20Mbps/10Mbps

HIGH SPEED INTERNET ACCESS (HSIA) - CON'T

10. A method of bandwidth management must be implemented that ensures that each user gets fair access to bandwidth.
- When using a per user or per device bandwidth management tool, the minimum per device Download speeds must be at least 5Mbps and the minimum per device Upload speeds must be at least 2Mbps (5Mbps/2Mbps).
11. Guests must be provided with in-room information at least in English on how to access the HSIA and obtain technical support for all features and intended uses of the HSIA:
- The in-room notice may be provided as a table tent, within the guest directory or other suitable methods.
 - Technical support at least in English must be provided 24 hours daily and may be provided by providing guests with a toll free support number for guests to call at no charge.
 - If needed, an identification code must be provided so that the technical support team can identify which hotel the guest is calling from.
 - Technical support may also be provided by the front desk, provided the staff can provide proof of 24 hour daily support access if they are unable to correct the guest issue.
12. Offering a secondary tier(s) of service on the HSIA system that a guest can optionally select for a fee is not permitted.
- A separate HSIA system or an in-room entertainment bundle with movies, internet and music are acceptable as an additional HSIA option.
13. Extensions may be granted based on extenuating circumstances related to excessive costs, availability and/or pre-existing long term contracts. However, contracts requiring charge for services will not be granted a waiver if the contract was entered into after 01 January, 2007.

Point loss: 240

1. If any of the *assessed criteria are not met, there is a 240-point loss.

* Refer to the Assessor Standard Operating Procedures for the "assessed criteria" for High Speed Internet Access (HSIA) Compliance.

High-Speed Internet



DOWNLOAD/UPLOAD Minimum ISP Speed Requirements

ROOMS	CITY POPULATION EXCEEDS 500,000 PEOPLE	CITY POPULATION BETWEEN 100,000 AND 500,000 PEOPLE	CITY POPULATION LESS THAN 100,000 PEOPLE
Up to 50 Guest Rooms	20Mbps/7.5Mbps	10Mbps/2.5Mbps	5Mbps/2.5Mbps
51 to 100 Guest Rooms	40Mbps/15Mbps	20Mbps/7.5Mbps	10Mbps/5Mbps
101 to 150 Guest Rooms	60Mbps/20Mbps	30Mbps/10Mbps	15Mbps/7.5Mbps
151 or more Guest Rooms	80Mbps/27.5Mbps	45Mbps/15Mbps	20Mbps/10Mbps

Network name



OPEN NETWORK SSID Naming Requirements

AREA OF HOTEL	SSID (32 CHARACTER MAXIMUM)
Hotel Lobby	BW<<hotel name>>
Business Center	BW<<hotel name>>
Meeting Rooms	BW<<meeting room name>>
Public Areas	BW<<hotel name>>
Wireless Guest Rooms	BW<<hotel name>>

High Speed Internet Coverage Area

Public Area

(Hotel Lobby, Business Center, Breakfast Area)



Meeting and Conference Rooms

(If offer within the hotel)



Guest Room

(New Construction Hotel)



100% Wired internet connection is a must in all guest rooms



100% Wi-Fi is a must in all guest rooms

Guest Room

(Existing or Conversion without Wired Internet Connection)
3 separate connection must be available on premise in either separate guest room or public area or combination thereof



3 Wired internet connection at lobby or lobby computer or business centre



100% Wi-Fi is a must in all guest rooms

"High speed internet must provide free of charge"

LIGHTING IS ADEQUATE

Reference 307.04

Lighting is Adequate and Operates from Entrance

1. With the drapes drawn and all the lights on, the room must be sufficiently lit to allow the guest to easily read the print of a typical newspaper anywhere in the room.
2. With the drapes drawn and with only the closest lamp lit, guests should be able to:
 - a. Read the print of a typical newspaper in bed.
 - b. Read the newspaper while sitting in a chair's normal location.
 - c. Read the print of a typical newspaper while sitting at a desk or worktable.
 - d. See into the drawers of any chest or closet.
 - e. Examine their appearance in any mirror.
3. A light fixture must be operated within two steps from the entrance door.
4. The light fixture may operate automatically, from a wall mounted switch or on a lamp.
5. The light fixture must be sufficient to illuminate the room adequately to allow the guest to see the room, locate other lights, place their luggage, etc.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

With the drapes drawn and only closest lamp lit, guest should be able to read a newspaper at the bed, working desk and chair. Guests must also be able to see into the drawers of any chest or closet. All guest rooms must provide the following:

1. Bedside lamp
2. Lighting at the working desk
3. Lighting in the closet



The guest room's master switch must be located within two steps of the entrance door

The guest room's master switch must be:

1. Within two steps of the entrance door
2. At the bed side



Bedside lamp or reading lamp



lighting at closet



lighting at working table

POWER OUTLET - ALWAYS ON

Reference: 307.05

Power Outlet – Always on and Accessible

1. A vacant and accessible electrical outlet must be convenient to the worktable or desk.
2. The electrical outlet may be wall-mounted, part of the desk, desk lamp or other appropriate and quality presentations.
3. The electrical outlet must be discrete and away from traffic areas.
4. If a credenza, bed, or other heavy piece of furniture must be moved to obtain access to an electrical outlet, the room is not in compliance.
5. If the guest has to unplug anything, the room is not in compliance.
6. At least one electrical outlet must be always on and dedicated for the recharging of electrical devices. If the dedicated outlet is affected by an energy saving system, the property will comply if upon request guests are provided an "energy card" (second key card) with usage instructions provided in English or provide an alternative for guests to charge their electrical devices while they are not in the rooms.
7. Visible extension cords are not acceptable.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

1. Three power outlets (always on) must be provided in the following areas:

- a. Next to working desk
- b. Next to fridge or mini bar
- c. Next to bedside table (for clock)

2. A vacant and accessible power outlet must be provided at the working desk (if guests have to unplug anything, this is not acceptable)

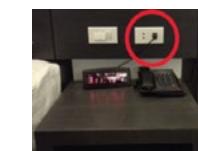
At least two power sockets at working desk. One universal socket is highly recommended



Power sockets (always on) must be positioned at the working desk



Power sockets (always on) must be positioned next to the bed for the clock



Power sockets (always on) must be positioned next to the fridge or mini bar



ROOM SUITABLE FOR RELAXING

Reference 307.06

Room Suitable for Relaxing

1. Furnishings must be adequate to permit a guest to sit in a chair and watch television near a table or a stand.
2. If the chair or television can be easily moved to an adequate position for watching television, the room is in compliance.
3. Each guest room must provide a minimum of fifteen (15) free television channels, each with different content.
 - a. A television channel guide must be provided in each guest room. This may be accomplished by providing:
 - i. An electronic listing on the television
 - ii. A printed card or tent that is located near the television remote control; or
 - iii. A television channel guide in the guest directory.
4. All guest rooms must have a source of music. Acceptable sources of music include:
 - a. Portable radio
 - b. Clock radio
 - c. Radio on TV
 - d. CD player
 - e. Dedicated music channel on TV(i.e. only plays music or music videos)
 - f. Hard-wired music system or
 - g. Guest controlled music sources such as:
 - i. iPod docking station
 - ii. Docking or connectivity for MP3 player
 - iii. Convenient connectivity to the television for guest personal devices such as iPad, laptop or other similar devices. Hotel is not required to provide the connectivity cables.

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.



Minimum 15 free television channels,
each with different content



A TV channel list must be provided either:
- On a tent card
- Listed in the guest directory service

All guest rooms must have source of music, such as:



Insert TV connectivity picture

ROOM SUITABLE FOR WORKING

Reference 302.34

Room Suitable for Working

1. Furnishings must be adequate to permit a guest to work comfortably in the room.
2. A chair with a back which may be used at a table or desk must be provided.
3. The table or desk must be large enough to permit writing or the use of a laptop computer.
4. The table or desk complies if any part of the table or desk is at least 40cm deep and 75cm wide (16" deep and 30" wide).

Point loss: 6

1. If any of the above criteria are not met, there is a 6-point loss per room.

A chair with a back must be provided at working desk



Working desk must be at least 40cm
deep and 75cm wide



T ELEVISION WITH ENGLISH LANGUAGE CHANNELS

Reference 307.08

Television Provided with English Channel

1. One flat panel (i.e. LCD, LED or Plasma) color television with remote control must be provided for each guest unit or suite (one per suite).
2. The minimum television size for new properties must be at least:
 - a. 81 cm (32") measured diagonally flat panel television (i.e. LCD, LED or Plasma)
3. Televisions purchased or leased prior to 01 January, 2015:
 - a. Existing properties that have purchased or leased flat panel televisions (i.e. LCD, LED, or Plasma) that are at least 48 cm (19") in the 4:3 screen format or 56 cm (22") in the 16:9 screen format or larger must meet criteria #2 by 01 January, 2019 or 7 years from the verifiable purchase or lease date, whichever is later.
4. Multiple televisions in the same guest unit or suite:
 - a. If more than one television is provided, the sizes may vary and the additional television(s) must not be smaller than 81cm (32") (except for a television in the bathroom which may be any size).
5. A waiver may be requested in cases where a smaller television may be more appropriate (for example in undersized rooms). In no case may a television be less than 66 cm (26").
6. Each guest room must provide at least one channel in the English language 24 hours per day. This channel must also provide international news.

Point loss: 24

1. If any of the above criteria are not met, there is a 24-point loss per room.

Recommendation:

1. Larger size televisions are highly recommended where a larger room size dictates.

1. An LCD, LED or Plasma screen color television with remote control must be provided in each guest room
2. Minimum TV size: 32" inches (all TV types)

*No CRTs by 1/1/2016. 32" or larger by 1/1/2019 or 7 years from the verifiable purchase or lease date, whichever is later.



LCD or LED 32" inches



At least one channel must provide 24-hour international English-language news



At least one music channel must be provided or other source of music as mention on "Room Suitable for Relax" Reference 307.06

APPENDIX A

Must be listed - All Descriptors

<u>Bar/Lounge/Night Club hours of operation</u>
<u>Bottled water - availability, location, available 24 hours</u>
<u>Notice of Unsafe water- (and 1 liter of bottled water must be provided in room daily)</u>
<u>Breakfast hours</u>
<u>Coffee/Tea Makers availability and how to obtain one 24 hrs (if not in the room)</u>
<u>Credit cards listed (at least Visa, MasterCard and American Express)</u>
<u>Dialing instructions, unless provided elsewhere in room (This item may be listed elsewhere)</u>
<u>Electrical fans, availability (if required because of no air conditioning)</u>
<u>Emergency fire instructions, unless provided elsewhere.</u>
<u>Emergency medical instructions, unless provided elsewhere (only listing a doctor does not comply)</u>
<u>Fax services available & hours (not less than 14 hours)</u>
<u>High Speed Internet available. Must be free. Must list Procedures and help line information</u>
<u>Iron and ironing board (if not available in room)</u>
<u>Lobby computer or business center availability, location and hours of service</u>
<u>Luggage assistance availability and hours of service</u>
<u>Luggage storage available, including hours of service</u>
<u>Meeting/Banquet room availability</u>
<u>Morning wake up call availability or alarm clock instructions</u>
<u>Normal services available free, including hours of availability</u>
<u>Photocopy service available & hours (not less than 14 hours)</u>
<u>Reception hours listed</u>
<u>Recreational facilities available and hours of operation</u>
<u>Restaurant(s) and hours of operation if provided</u>
<u>Safe Deposit availability</u>
<u>Snacks and beverages available 24 hrs and location</u>
<u>Toiletries and how to obtain, complimentary and available 24 hours</u>
<u>Face cloths availability (if not in every room)</u>
<u>Vending and/or ice machine(s) (location if provided)</u>
<u>Always on electrical outlet identified or avail of energy card (if there is an energy saving system)</u>
<u>How to access www.bwfeedback.com</u>



Wherever Life Takes You, Best Western Is There.[®]

www.bestwestern.com

Guest Room Materials Graphic Standards

Surround your guests with Best Western quality. Nothing impresses guests more than a clean, comfortable room that reminds them of home. You can reinforce their impressions by displaying amenities and collateral pieces that present a powerful, unified Best Western image.

EACH GUEST ROOM MUST HAVE A MINIMUM OF 3 LOGO ITEMS

Guest room items include the following:

- Door Hangers
- Door Number Plaques
- Guest Directory - must meet specifications in Section 7
- Ice Buckets
- Matches
- Mending Kit
- Note Pads
- Pens/Pencils
- Shampoo/Conditioner/Lotion*
- Shower Caps
- Soap*
- Stationery - must meet specifications in Section 12

- Telephone Face Plates
- Tent Cards/Info Cards
- Trays
- Wastebaskets

If the Best Western logo is used on any of these items, it must follow General Standards.

- Specific examples of these points are demonstrated in this section.
- Electronic guest directories are permitted but must be branded according to the general branding guidelines.
 - For logo item requirements in guest rooms and public areas, contact your Best Western International Regional Service Manager or Affiliate/PDR Office.

OPTIONAL - if an item is optional, it means you can choose to produce these items or not produce them.

They do not require any branding, however, if you use your property name, the Best Western logo or the words Best Western in one of the appropriate typestyles must precede your property name.

At the minimum the Guest Services Directory must be at least in English

and list the following items if the items are available:

- Bottled water available
- Breakfast hours
- Coffee/Tea Makers availability (if not provided in guest room)
- Credit cards accepted
- Dataports and/or adapters (or wireless connectivity and how to get components/software), availability of extension cables
- Dataport: warning of ISDN dataports, if provided, so analog modems do not get damaged
- Dialing instructions, unless provided elsewhere
- Electrical fans (if no air conditioning)
- Emergency fire instructions, unless provided elsewhere
- Emergency medical instructions, unless provided elsewhere
- Fax services available, including hours of service
- Iron and ironing board (availability if not provided in room)
- Luggage assistance
- Luggage storage available, including hours of service
- Morning call or alarm clock instructions
- Normal services available and free, including hours of availability (e.g., extra pillows, blankets, soap)
- Photocopy service available, including hours of service
- Reception (staffed hours)
- Recreational facilities (hours, if provided)
- Restaurant (hours, if provided)
- Safe deposit service facilities available
- Snacks and beverages available
- Telephone or data extension cables availability (if not provided in guest room)
- Toiletries, additional available
- Towels including availability of face clothes
- Vending and ice machines (location if provided)

IN NORTH AMERICA

*Certain items which bear a Best Western logo may only be purchased through a Best Western endorsed vendor. See page 1.3 for more detail.

Paper Guest Directory (Required) - White/Off-White

TECHNICAL SPECIFICATIONS

SIZE Suggested - $8\frac{1}{2}'' \times 11''$ (216mm X 279.5mm) or A4. Not shown actual size. Smaller size guest directories are acceptable, see example below.

PAPER: Cover - (Minimum weight) 100lb. (250 gsm) cover, bright white or off-white, gloss coated paper. Text Pages - (Minimum weight) 80lb. (118 gsm) text, bright white or off-white, uncoated paper.

COLOR: **Three color logo** - All type prints black or Best Western blue. Color bar prints Best Western blue.
One color logo - Color bar prints same color as logo. Type can print same color as logo or black.
Property logos - may print in any color. Property logo must not be larger than the Best Western logo.

LOGO SIZE: $2\frac{1}{8}''$ (54mm) wide for $8\frac{1}{2}'' \times 11''$ or A4 directories OR $1\frac{1}{4}''$ (27mm) for $5\frac{1}{2}'' \times 8\frac{1}{2}''$ or A5 directories. Best Western logo must appear at the top, centered from left to right, of the front cover.

PRINTING: High quality offset.

NOTE: WORDS GUEST INFORMATION OR GUEST DIRECTORY ARE RECOMMENDED.

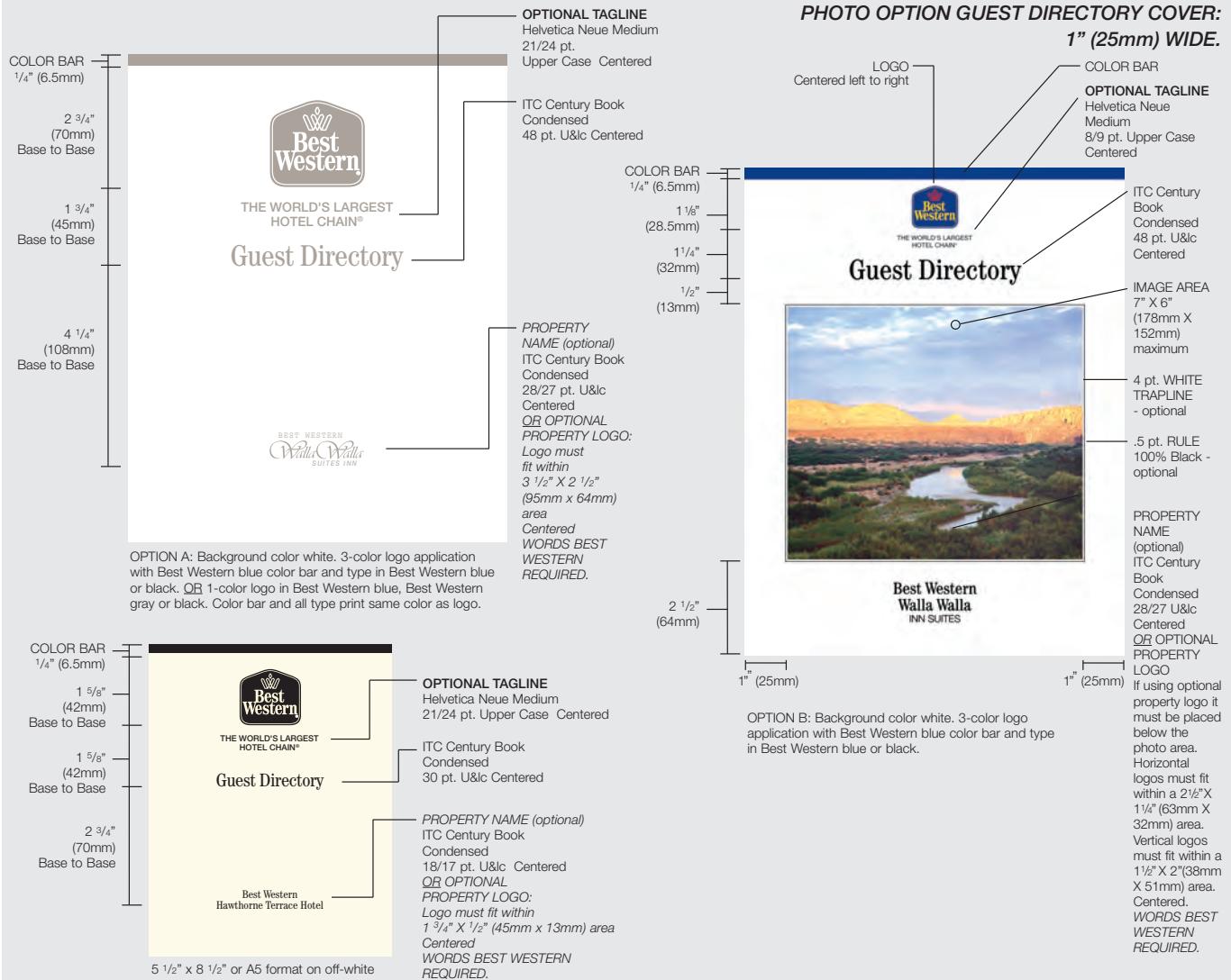
THESE WORDS ARE OPTIONAL.

NOTE: A PHOTO IMAGE AREA MAY BE USED SUBJECT TO THE GUIDELINES ON PAGE 7.2.

THE BEST WESTERN LOGO AND COLOR BAR AT THE TOP ARE MANDATORY IF USING THIS OPTION.

If the Best Western logo is not immediately above the property name,
the words Best Western must precede the property name.

**NOTE - LOGO SIZE FOR THE
PHOTO OPTION GUEST DIRECTORY COVER:
 $1''$ (25mm) WIDE.**



Paper Guest Directory (Required)

OTHER BACKGROUND COLORS – NOT WHITE/OFF-WHITE

TECHNICAL SPECIFICATIONS

SIZE Suggested - 8 1/2" X 11" (216mm X 279.5mm) Not shown actual size.

PAPER: Cover - (Minimum weight) 100lb. (250 gsm) cover, bright white, gloss coated paper.
Text - (Minimum weight) 80lb. (118 gsm) text, bright white, uncoated paper.

COLOR: **Three color logo** - All type prints black, Best Western blue or reverses out white from background color. Color bar prints Best Western blue. Any background color is acceptable.
Property logos - may print in any color or reverse out white.

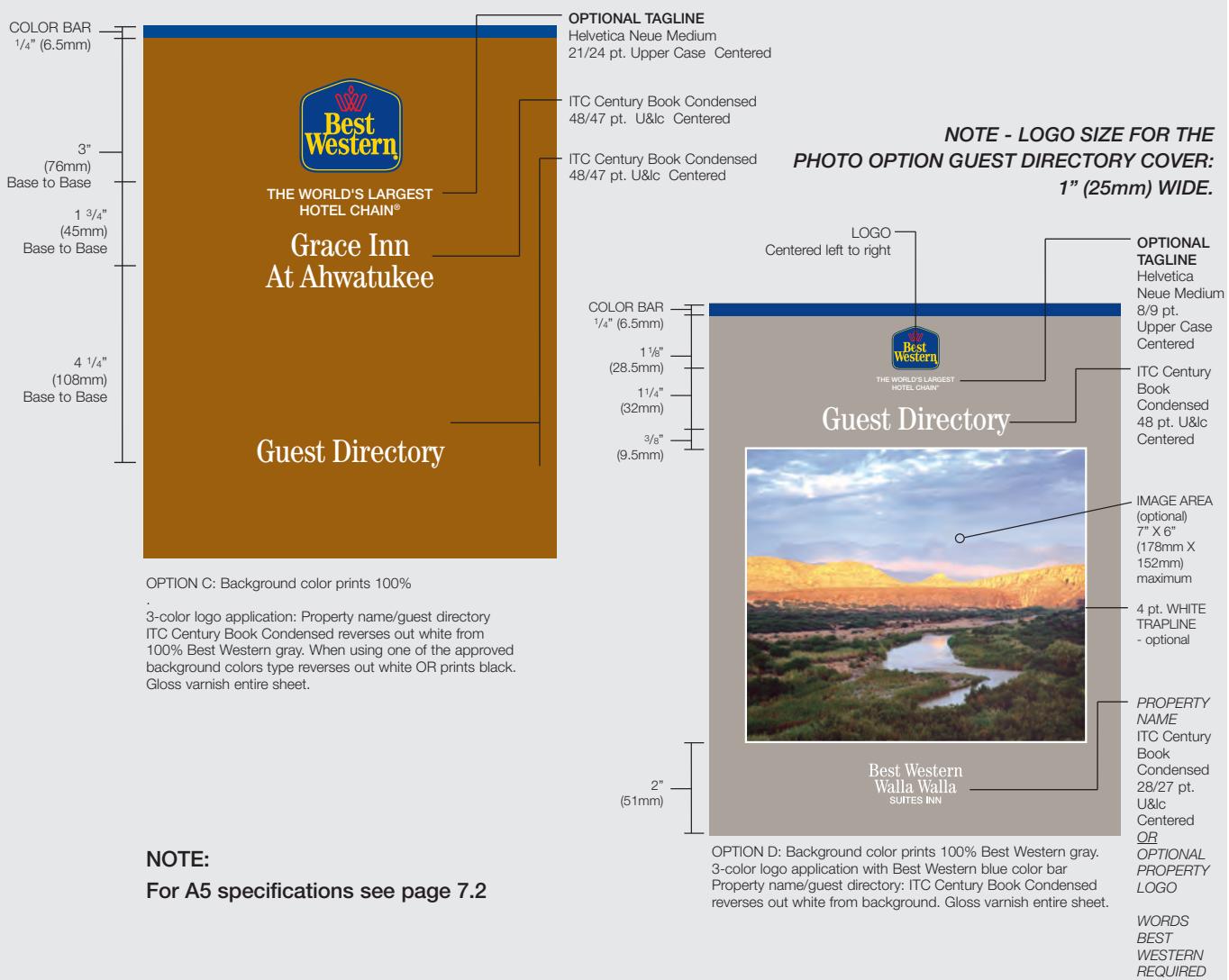
LOGO SIZE: 2 1/8" (54mm) wide. **PRINTING:** High quality offset.
Best Western logo must appear centered from left to right at the top of the front cover.

NOTE: WORDS GUEST INFORMATION OR GUEST DIRECTORY ARE RECOMMENDED.

THESE WORDS ARE OPTIONAL

THE BEST WESTERN LOGO AND COLOR BAR AT THE TOP ARE MANDATORY IF USING THIS OPTION.

If the Best Western logo is not immediately above the property name, the words Best Western must precede the property name.



Vinyl/Leather Guest Directory with Best Western Logo Option

GOLD OR SILVER FOIL

TECHNICAL SPECIFICATIONS

SIZE: Suggested size for vinyl/leather covers - 9" X 11 1/2" (229mm X 292mm).
Other sizes are acceptable.

VINYL/LEATHER COLORS:

When using the Best Western logo, covers must be produced on white, off-white, Best Western blue, Best Western gray, black or burgundy vinyl or leather.

LOGO COLOR: Best Western logo, type and property logo stamped in gold or silver foil OR silkscreened in gold or silver.

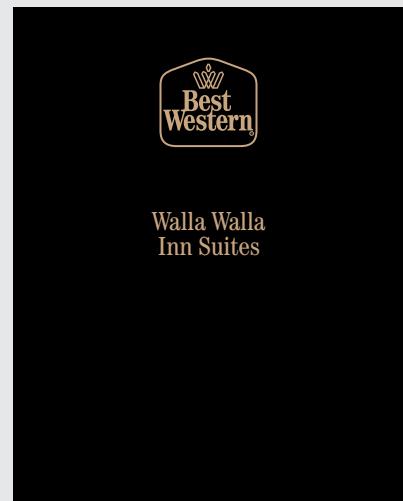
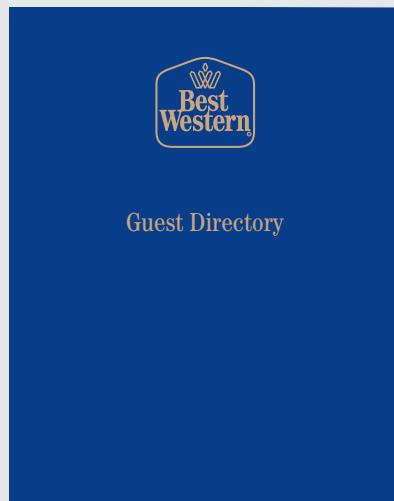
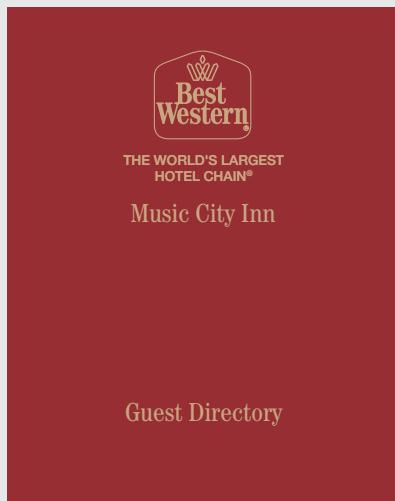
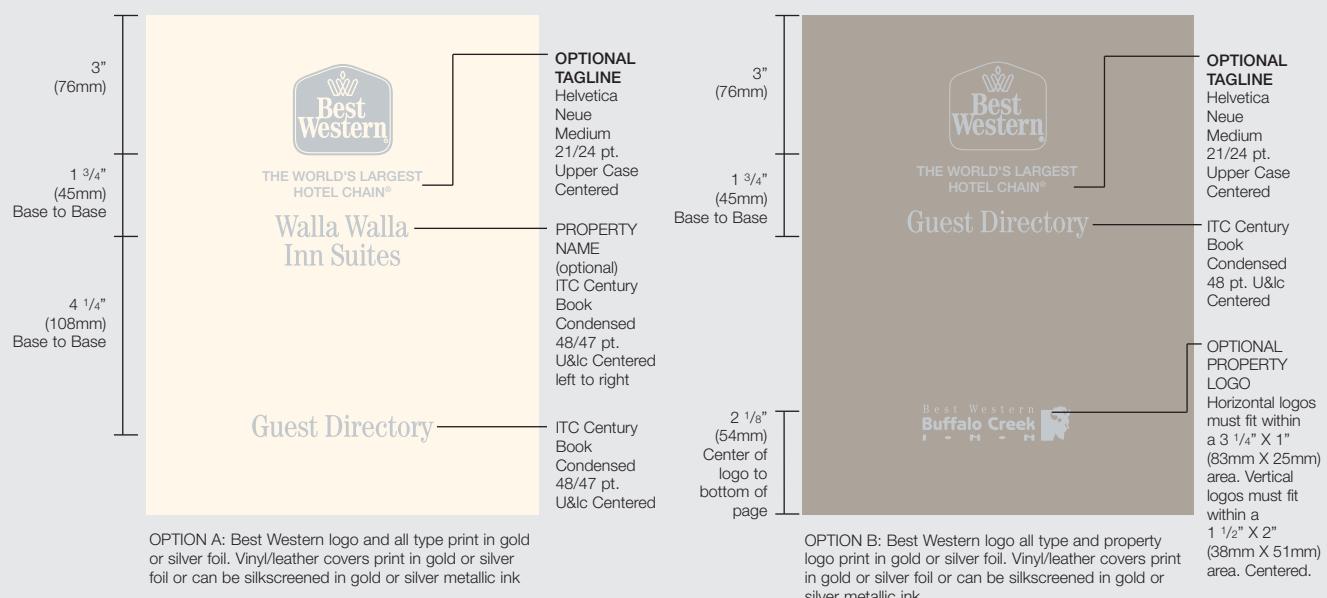
NOTE: Due to technical limitations the color bar does not stamp on vinyl covers ONLY.

LOGO SIZE: 2 1/8" (54mm) wide. **PRINTING:** High quality foil stamp or silkscreen.

**NOTE: WORDS GUEST INFORMATION OR GUEST DIRECTORY ARE RECOMMENDED.
THESE WORDS ARE OPTIONAL**

THE BEST WESTERN LOGO IS MANDATORY ON THIS OPTION AND MUST APPEAR AT THE TOP, CENTERED FROM LEFT TO RIGHT, OF THE FRONT COVER.

If the Best Western logo is not immediately above the property name, the words Best Western must precede the property name.



NOTE: When using gold or silver foil on black, burgundy or blue background, the following elements of the Best Western logo are stamped in foil: crown, "Best Western" type, border rule and the "®" symbol.

Vinyl/Leather Guest Directory - No Best Western Logo

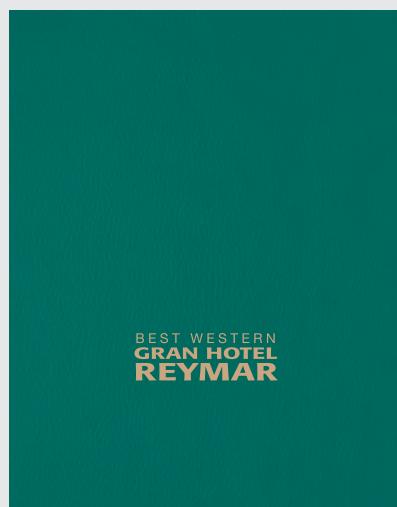
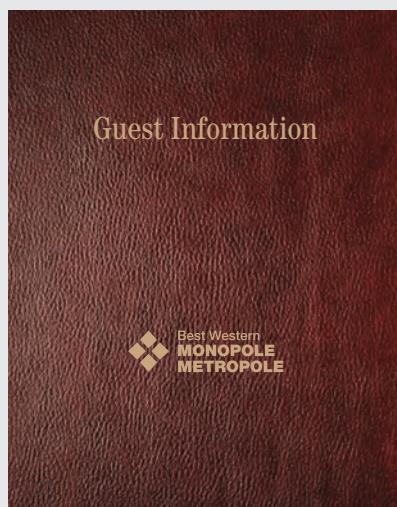
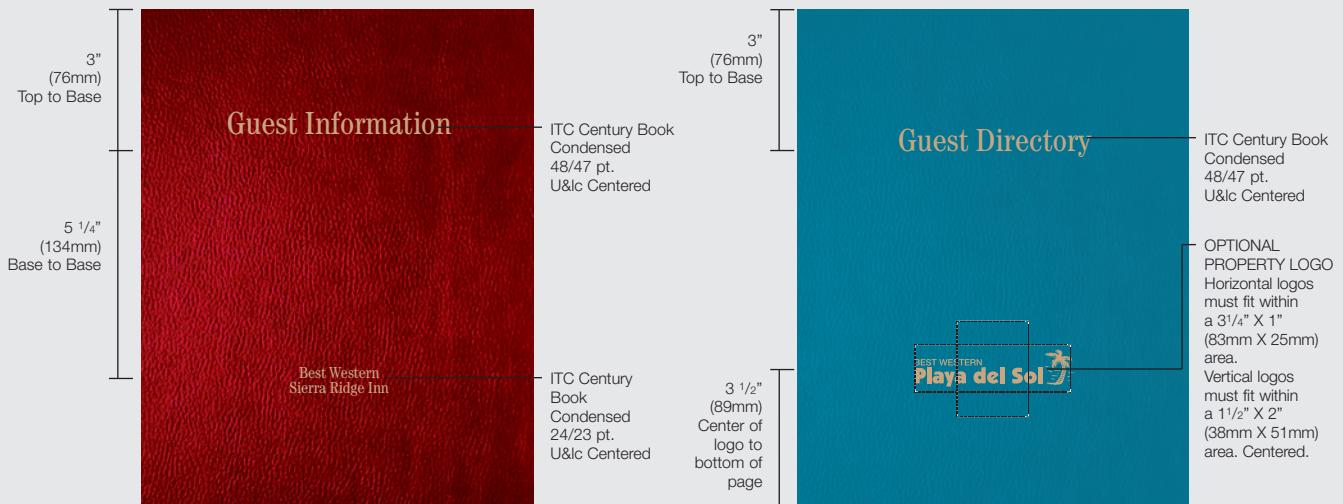
TECHNICAL SPECIFICATIONS

For this option, any color vinyl/leather is acceptable. No Best Western logo or color bar prints on these covers. The words **Guest Directory** or **Guest Information** are optional on the cover. The property name or property logo with the words Best Western preceding it are optional, but if used must be centered left to right.

SIZE: Suggested size for vinyl/leather covers - 9" X 11 1/2" (229mm X 292mm). Other sizes are acceptable. Adjust the type size accordingly.

COLOR: Vinyl - Can be of any color and be of high quality vinyl materials or leather. All type is stamped in gold or silver foil OR silkscreened in gold or silver. Blind embossing is permitted only on this option of the Guest Directory. Blind embossing means raised letters without additional color..

* You may opt to have a blank leather/vinyl guest directory cover (no words at all) provided proper branding (Best Western logo or words Best Western) is used in conjunction with your property name on the text pages of the directory.



Guest Directory - Single Sheet

TECHNICAL SPECIFICATIONS

- SIZE:** Suggested size: 8 1/2" X 11" (216mm X 279.5mm) or A4 (210mm X 297mm).
Not shown actual size.
- PAPER:** (Minimum weight) 100 lb. (270 gsm) cover, bright white, gloss coated paper or a high quality 80 lb. (118 gsm) text, bright white, uncoated paper.
- COLOR:** **Three color logo** - All type prints black or Best Western blue. Color bar prints Best Western blue.
One color logo - Color bar prints same color as logo. Type can print same color as logo or black.
- LOGO SIZE:** 3/4" (19mm) wide.
- PRINTING:** High quality offset. Directories must be one sheet but can be printed on both sides and must be laminated.
Option - may be printed on property stationery.
- NOTE:** **WORDS GUEST INFORMATION MAY BE USED IN PLACE OF GUEST DIRECTORY.**
THESE WORDS ARE REQUIRED ON A ONE PAGE DIRECTORY

THE BEST WESTERN LOGO AND COLOR BAR IS MANDATORY ON THIS ITEM.

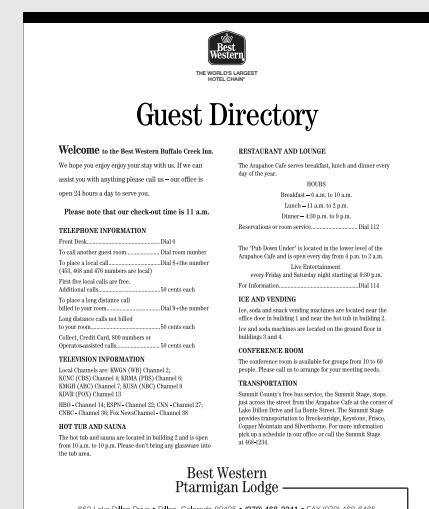
The Best Western logo must be centered and on top unless using property stationery.

THE CONTENT REQUIREMENTS OUTLINED IN THE GENERAL STANDARDS FOR GUEST ROOM MATERIALS SECTION OF THIS MANUAL MUST BE FOLLOWED.



OPTIONAL TAGLINE
Helvetica Neue Medium
7/8pt. Upper Case Centered

ITC Century
Book
Condensed
48pt. U&lc
Centered



Best Western
Ptarmigan Lodge

OPTIONAL PROPERTY NAME
ITC Century Book Condensed
24/23 pt. U&lc Centered

OPTIONAL PROPERTY LOGO
Logo must fit
within a 3 1/4" X 1"
(83mm X 25mm) area.



901 Independence Trail • Jackson, WY 83001 • (307) 468-2341 • FAX (307) 468-6465
For Reservations Call 1-800-842-4686



Prestige Guest Directory

Prestige guest directories are designed to give flexibility to the existing guest directory options. They are meant to upgrade and uplift the Best Western brand.

GENERAL REQUIREMENTS

- A prestige guest directory using a full color Best Western logo can be on any color background including full bleed photos and textures.
- The Best Western logo must be displayed either at the top or bottom on the front or anywhere on the back of the prestige guest directory.
- The only one color Best Western logos allowed on prestige guest directories are gold or silver foil stamp or silkscreen and must be displayed on an approved background color as shown on page 1.9.
- In all cases, the Best Western logo is centered from left to right.
- The color bar is optional on prestige guest directories, however if you choose to use the bar, it must be Best Western blue when using the full color logo or match either the gold or silver one color option.
- If the property name is not displayed immediately below the Best Western logo on the front or back of the prestige guest directory, the words Best Western must precede the property name.
- The Best Western logo must be a minimum of 3/4" (21mm) wide.
- A prestige guest directory can be any size.
- In all references to the property name in the text of the prestige guest directory, the words Best Western must precede the property name. In this case only, if you choose to use a type style other than ITC Century Book Condensed or Helvetica Neue in the text of the prestige guest directory, the words Best Western may print in the same type style as the rest of the text. The text may print in any color.
- When using a full color Best Western logo, type on the front and back of the prestige guest directory prints black, Best Western blue or reverse out white.
- When using a gold or silver foil stamp or silkscreen Best Western logo, the type on the front and back of the prestige guest directory prints in the same gold or silver.
- There is a lot of flexibility within the optional image area of the prestige guest directory. You may have one photo, multiple photos, photos that wrap from front to back, etc. The examples shown are just a sampling of how a prestige brochure may look.

Prestige Guest Directory

TECHNICAL SPECIFICATIONS

- SIZE: Suggested - 8 1/2" X 11" (216mm X 279.5mm) Not shown actual size.
- PAPER: Cover - (Minimum weight) 100lb. (250 gsm) cover, bright white, gloss coated paper.
Text - (Minimum weight) 80lb. (118 gsm) text, bright white, uncoated paper.
- COLOR: **Three color logo** - All type on front and back of directory prints black, Best Western blue or reverses out white from background color. Optional color bar prints Best Western blue. Any background color is acceptable.
Gold or Silver foil stamp or silkscreen logo - All type prints same foil or silkscreen ink color as logo on front and back of directory. Optional color bar prints same color as logo. Any background color is acceptable.
Property logos - may print in any color or reverse out white.
- LOGO SIZE: 2 1/8" (54mm) wide. PRINTING: High quality offset.

THE BEST WESTERN LOGO IS MANDATORY ON THIS ITEM. THE COLOR BAR IS OPTIONAL.

