

# Best Western<sup>®</sup>

{ Grand Opening Toolkit }



PLUS



PREMIER

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# LAUNCHING YOUR NEW BEST WESTERN::



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making the most of your new Best Western opening

# A MESSAGE FROM DAVID KONG, President & CEO ∴

Congratulations on your Grand Opening!

Best Western has a long history of leadership in all areas of the hospitality business, and we are thrilled that you are taking part in that legacy.

As you launch your hotel, know that you have partnered with the most senior brand in the industry. Best Western was founded in 1946 and has more experience than anyone else. Best Western is an iconic brand, a household name that now has 4100 hotels in 100 countries.

I encourage you to engage with our brand at meetings, and via our Member communication channels. We have many resources to support you including design services, procurement, operations training, revenue management, etc. Please stay in close contact with your district manager and regional service manager, and visit [bestwestern.com](http://bestwestern.com) to see our sales and marketing machine at work on your behalf.

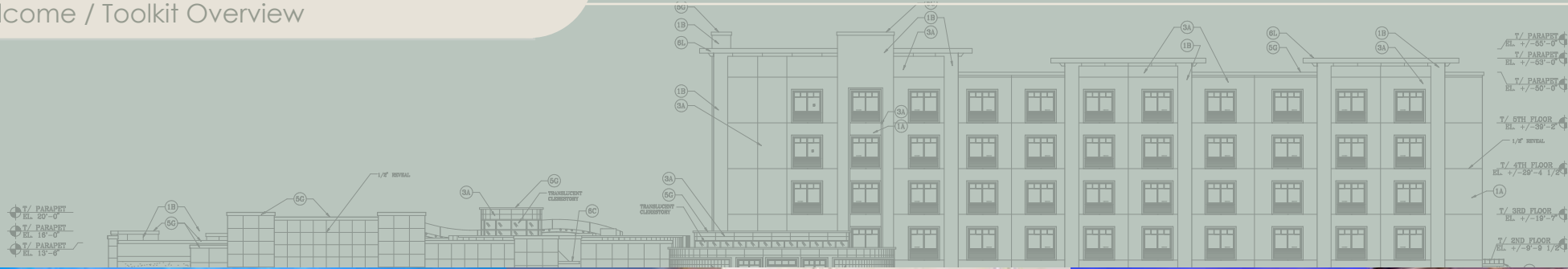
Thank you for your faith and confidence in Best Western. We are excited about our future together.

Warmest regards,



David Kong  
President & CEO





# HOW TO USE THIS TOOLKIT::

This guide is designed to give you the tools you need to maximize the impact of your hotel grand opening!  
**Enclosed you will find:**

Take a moment to review the enclosed materials and best practices. Use what works for your business and launch your hotel with success!

- ① CHECKLISTS to help plan your grand opening event and develop new business opportunities
- ② RECOMMENDATIONS for BASIC and FULL-SERVICE HOTELS
- ③ Recommended TIMELINES
- ④ PROMOTIONAL MATERIAL templates for SIGNAGE, POSTERS, INVITATIONS, etc.
- ⑤ USEFUL RESOURCES...and other ideas to help you JUMP START YOUR BUSINESS!

# KEY CONTACTS:::

at Best Western International

The following is a list of departments that you may need to contact or use as a resource in planning your grand opening event.



## GRAND OPENING CEREMONY SUPPLIES:

Grand opening ribbon, ceremonial scissors, etc.

### Holly Krecklow

phone: 602.957.5601  
 fax: 602.957.5694  
 email: holly.krecklow@bestwestern.com



## CORPORATE COMMUNICATIONS (Public Relations):

### Sioux Jeffrey

phone: 602.957.5749  
 fax: 602.957.5641  
 email: sioux.jeffrey@bestwestern.com



## MEMBER CARE - DISTRICT MANAGER MEMBER RELATIONS:

district I: 800.992.8011  
 district II: 800.992.8012  
 district III: 800.992.8013  
 district IV: 800.338.8167  
 district V: 800.992.8015  
 district VI: 800.992.8016  
 district VII: 800.992.8017  
 fax: 602.957.5987

## BEST WESTERN REWARDS HELP DESK:

phone: 800.237.8483  
 fax: 623.780.6988  
 email: BWRpropertysupport@bestwestern.com

## FREE BEST WESTERN REWARDS® MARKETING SUPPLIES:

order online: mybestwestern.com  
 phone: 888.613.9895  
 email: bestwestdirect@aol.com



Best Western  
**Rewards®**

## 90 DAYS PRIOR

- \* Set grand opening event date; make sure your date doesn't conflict with any major community events
- \* Create invitation mailing list
- \* Send a "Save the Date" to Best Western International HQ staff
- \* Work with key HQ contacts (secure calendars)
- \* Contact Best Western Corporate Communications to determine PR support
- \* Schedule Best Western Harley-Davidson® Show Bike
- \* Develop content for collateral
- \* Determine grand opening offers

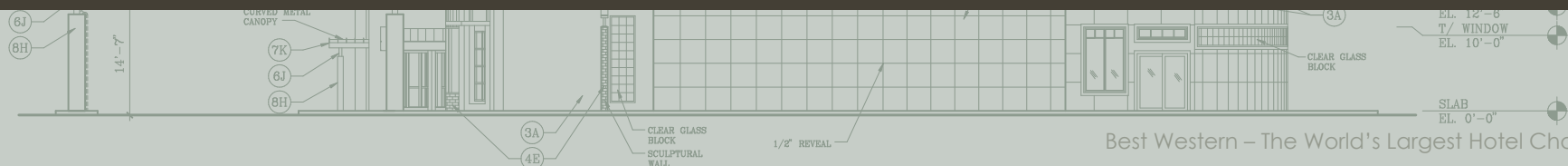
## 60 DAYS PRIOR

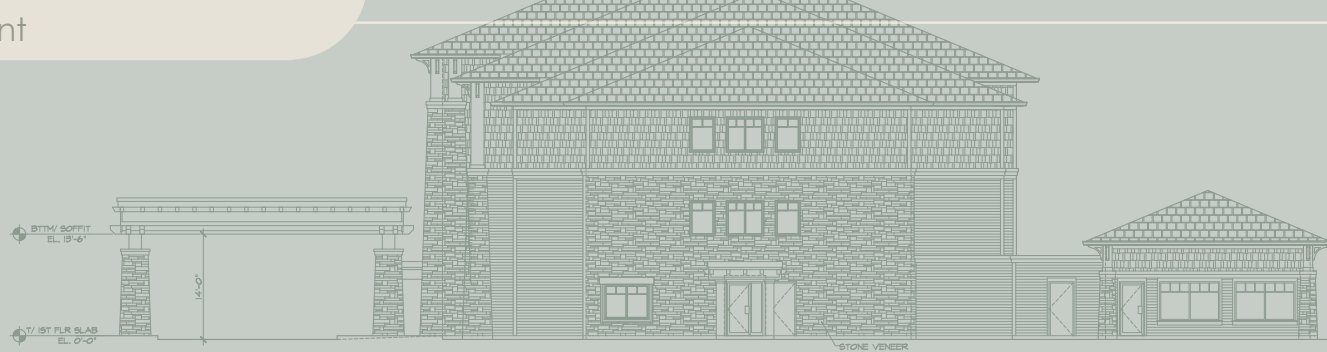
- \* Secure catering (Partner with local vendors to donate food in exchange for the opportunity to showcase their business at your event)
- \* Plan layout / setup / props / décor for event
- \* Schedule entertainment
- \* Utilize templates for invitations, brochures and finalize all collateral pieces
- \* Contact local radio station to schedule live feed
- \* Order gift bag items
- \* Order promotional giveaway items to hand out at your event; visit [bestwesternpromote.com](http://bestwesternpromote.com) or call your local promotional vendor

## 30 DAYS PRIOR

- \* Contact Best Western Corporate Communications to develop press release
- \* Distribute formal invitations
- \* Print collateral
- \* Issue press invitations
- \* Schedule special "preview tours" of the property to key contacts or future clients
- \* Finalize promotional materials, assemble giveaway items
- \* Assemble press kits
- \* Develop talking points for media/press interviews and for special tours with support from Best Western Corporate Communications

# EVENT TIMELINE:::

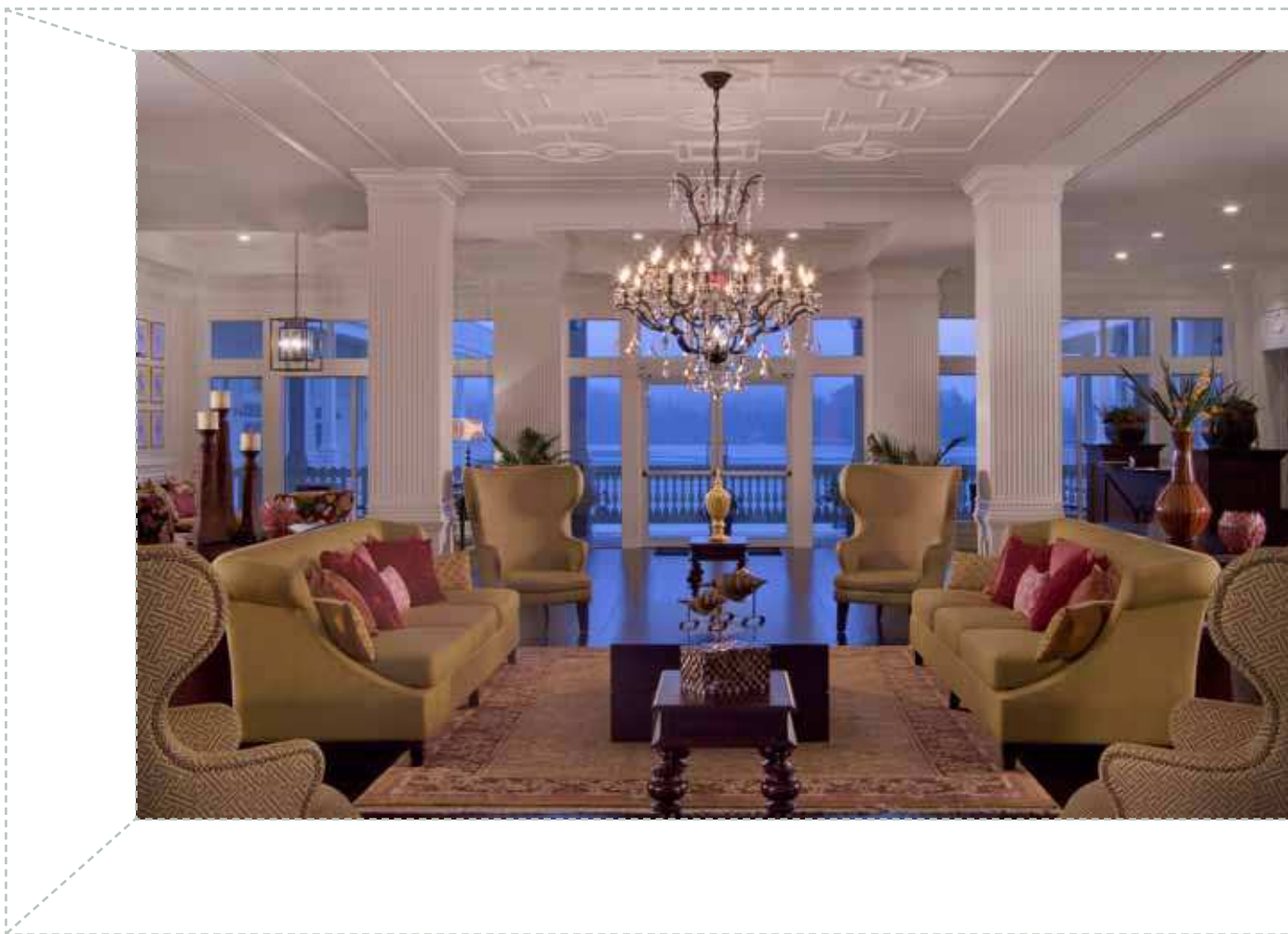




## CREATING A MEMORABLE EVENT::

- ① Select a unique theme, showcase all the amenities and services your hotel offers
- ② Make it fun: Create a festive atmosphere through use of decorations (flowers, lighting, music)
- ③ Hire entertainment to complement grand opening theme
- ④ Plan ahead, give adequate time for printing invitations, collateral

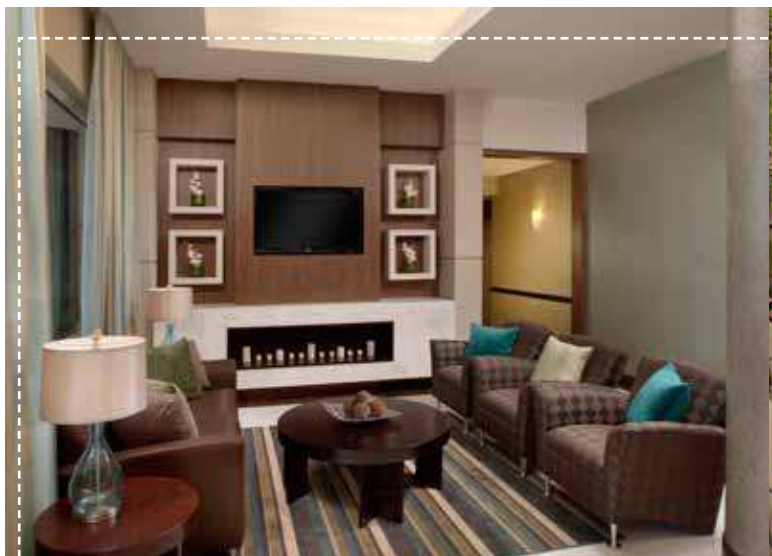
# SECTION A:: your Best Western grand opening event





# YOUR HOTEL'S GRAND OPENING EVENT::

Hosting a grand opening event is the perfect opportunity to showcase your hotel's amenities and services to your local community, including leaders, businesses and potential clients.



A few **considerations & ideas** to keep in mind as you plan your event:

**1** A grand opening event can take place anytime from days before your doors officially open to 2 months later.

**2** Schedule the event during the afternoon/early evening. It is suggested that the event last 2-4 hours, depending on the size of the hotel.

**3** Use your hotel space to best showcase your full array of amenities and services. Set up each space as if it were being used. For example, towels nicely set up by the pool; meeting facilities set up as if a meeting were happening; etc.

# YOUR HOTEL'S GRAND OPENING EVENT:::

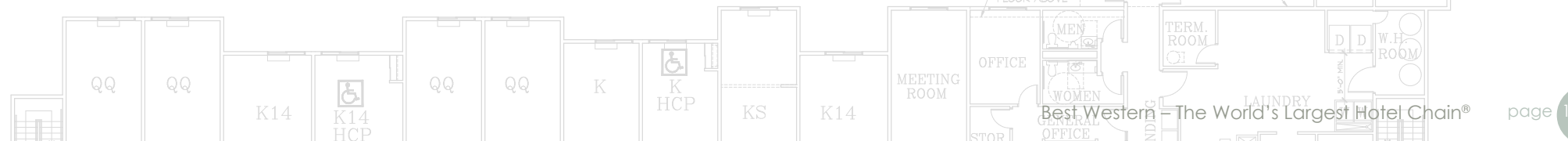
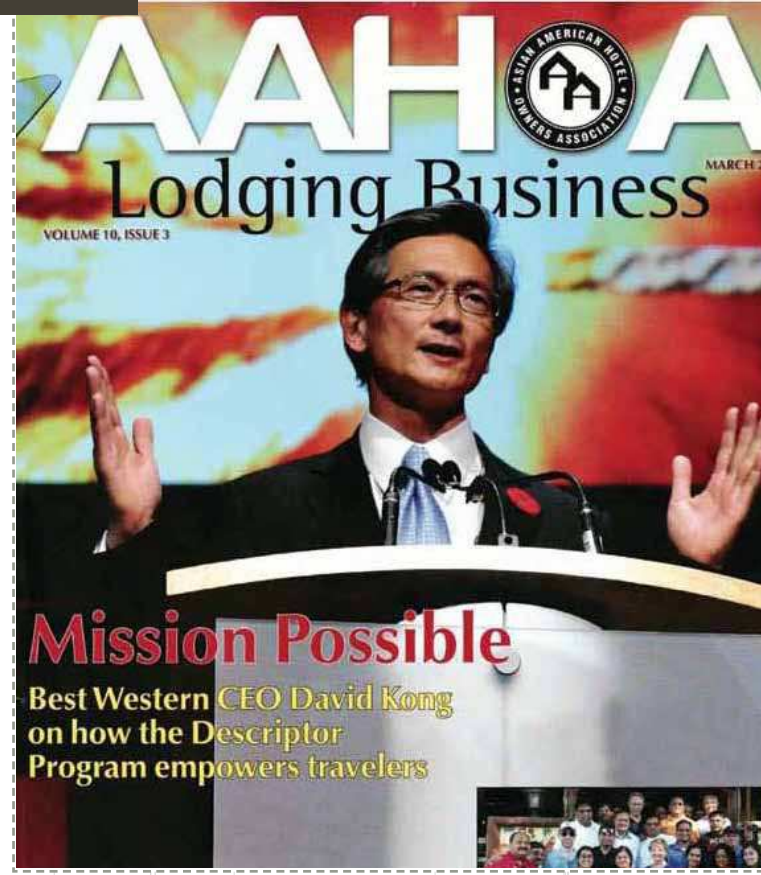
- \* For smaller hotel properties, make your reception area / lobby the focus of the event. If the hotel is already operational when the event takes place, consider using a meeting room instead. Food can be set up in the breakfast area.
- \* Larger, full-service properties should host opening events in the main banquet room. Showcase all of your hotel's assets so guests attending the event can get a full view of all your hotel's services.
- \* Provide tours through the pool area, fitness facilities, business center, meeting rooms and king, standard and suite guestrooms.
- \* Provide a party favor gift bag for each attendee.
  - Suggested contents include: Best Western logo items, Best Western Travel Card®, 10% off coupon, etc. Include extras for VIP attendees. Add collateral pieces to highlight Best Western programs: Best Western Rewards®, AAA/CAA Preferred<sup>SM</sup>, Speed Rewards® and Ride Rewards<sup>SM</sup>. Many of these programs are free to join.
- \* Feature Best Western Rewards collateral and signage throughout the event. Consider offering bonus points to grand opening attendees who sign up for the Rewards program at the event.
  - For example, 500 bonus points can be offered to event attendees who sign up for Best Western Rewards during the grand opening. Cost to your hotel per sign-up is only \$2.75!
  - When extending an offer, property must include terms and conditions for the offer in related collateral.
- \* Create a hotel overview packet for each grand opening attendee.
  - Packet may include a hotel overview document, detailed information on amenities, area attractions, special offers, etc. See templates for examples.



# PUBLIC / MEDIA RELATIONS:::

An effective public relations program is key to a successful launch, because it can result in credible, third-party endorsements of your hotel. Use these suggestions to get media coverage in your local market.

- \* Work with Best Western Corporate Communications to develop the right public relations plan for your hotel
- \* Issue a press release to local media contacts
- \* Send grand opening invitation to local media contacts
- \* Request a Best Western press kit from Corporate Communications - Insert property fact sheet (reference templates provided in "promotional material section" of this toolkit)
- \* Work with local radio station to schedule a live feed from Grand Opening Event; consider offering a giveaway in conjunction with the promotion
- \* Day before grand opening, make event calls to local TV and radio assignment editors
- \* See page 5 for Best Western Corporate Communications contact



# EVENT INVITATIONS:::

Use the event invitation template provided in this toolkit to save on design costs and to ensure a consistent brand identity for the launch events.

- \* **Invite local business leaders**
  - Adjacent businesses
  - Local area Chamber of Commerce and Convention & Visitors Bureau
  - Local Attractions
  - Dignitaries (mayor, council members, etc.) and VIP guests
- \* **Area travel agents**
  - Traditional travel agents: AAA/CAA offices, Carlson Wagonlit Travel and American Express®
- \* **Local press**
  - Business, travel and real estate reporters and editors
- \* **Local affiliates for BW Partnerships**
  - Nearest AAA/CAA Club representatives
  - Harley-Davidson® dealers
- \* **Best Western International HQ**
  - BW Staff/Executives
  - Development Regional Director
  - Area Governor
  - Board Members
  - Fellow BW Members
  - Send invites at least 60 days prior to the event



**PREMIER**

## South Beach Magrina Grand Hotel

[Cross Streets]



### Grand Opening

September 22, 2012 – 7:00 pm to 9:00 pm

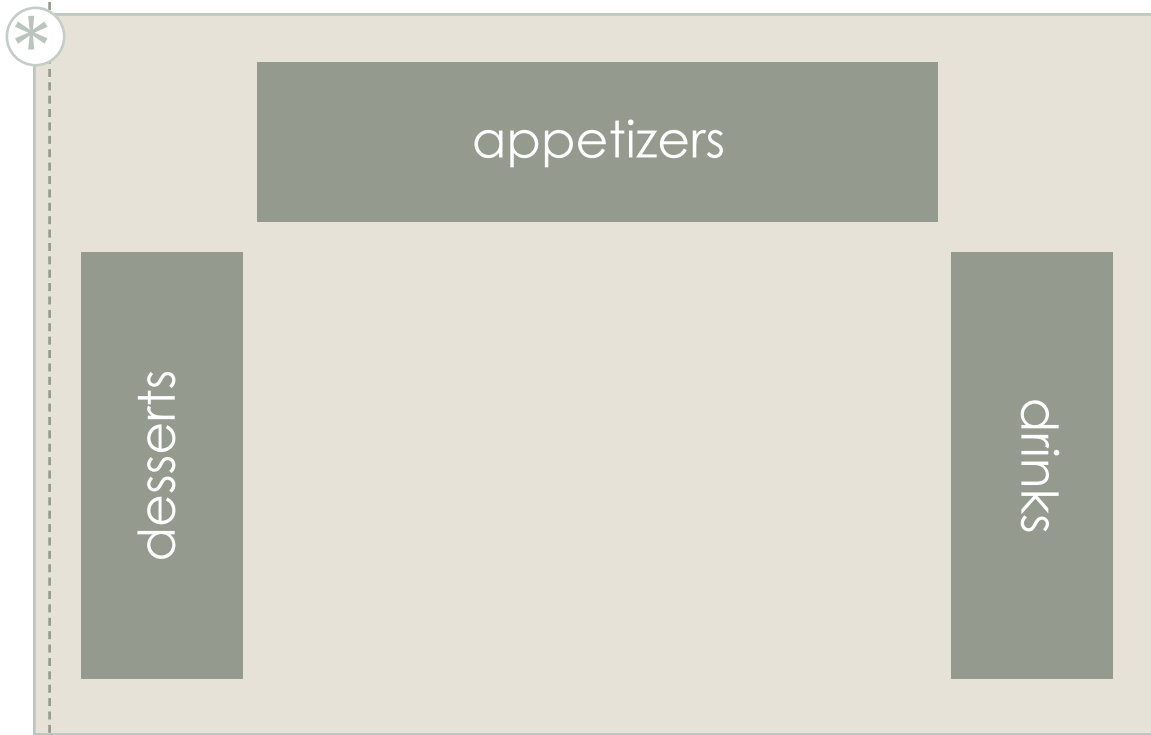


Guestroom Sneak Peak  
Meeting Room Tours and Explore our Amenities  
Enjoy Drinks and Appetizers, Great Entertainment

Ask how you can earn 500  
Best Western Rewards® points  
10% off your next stay with us!

1234 East Parkway, City, ST, 12345  
or call (800) 392-8899  
[www.bestwestern.com/mynewBWHotel](http://www.bestwestern.com/mynewBWHotel)

# RECEPTION - OPTION A:: select service properties



## \* Suggested Menu and Staffing:

- Mix of Light and Heavy Appetizers
- Bite-Size Dessert Spread
- Sodas/Coffee/Water
- Wine/Beer

Secure additional staffing for the grand opening in order to maintain hotel operations during the event.

Theme food to your local style.

## \* Where:

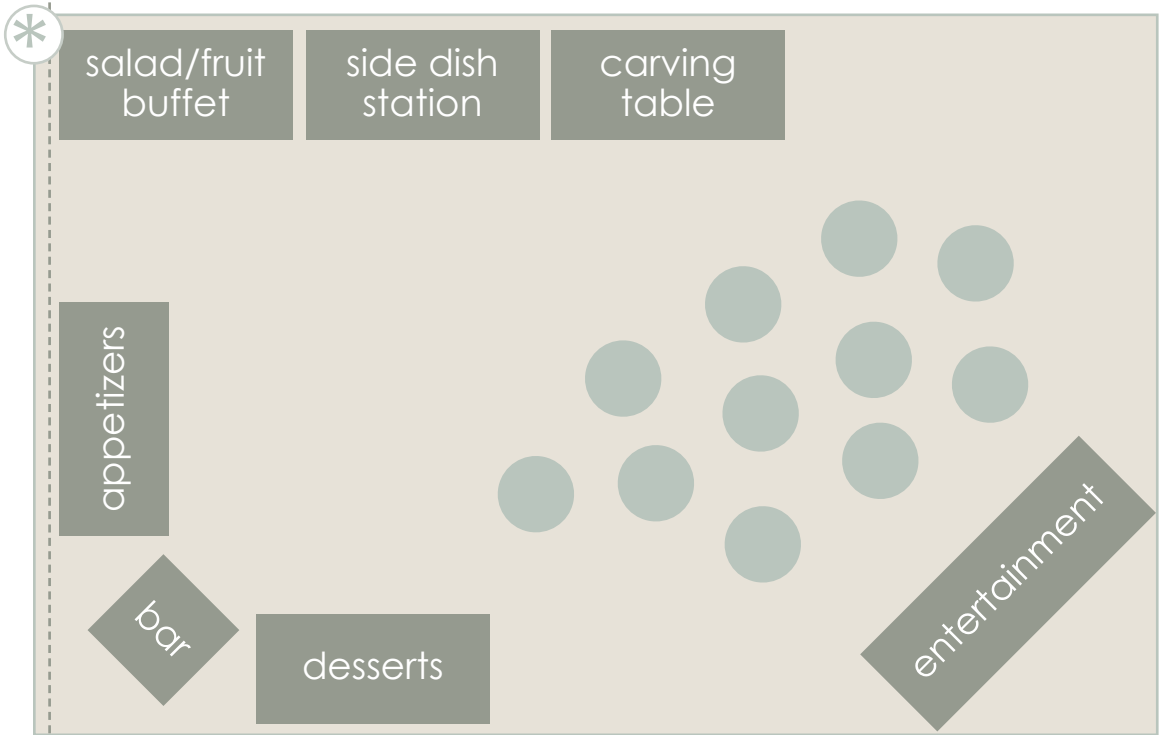
Breakfast Area or Meeting/Conference Room

\* Actual set up may vary based on room dimensions. Use the assets you have in your hotel.

\* Partner with local vendors to donate food in exchange for the opportunity to showcase their business at your event.



# RECEPTION - OPTION B:: full-service properties



## \* Suggested Menu and Serving Areas:

- Mix of Light and Heavy Appetizers
- Side Dish Serving Area
- Carving Table
- Desserts
- Bar Service

Theme food to your local fare.

## \* Where:

Banquet Room or Conference Room

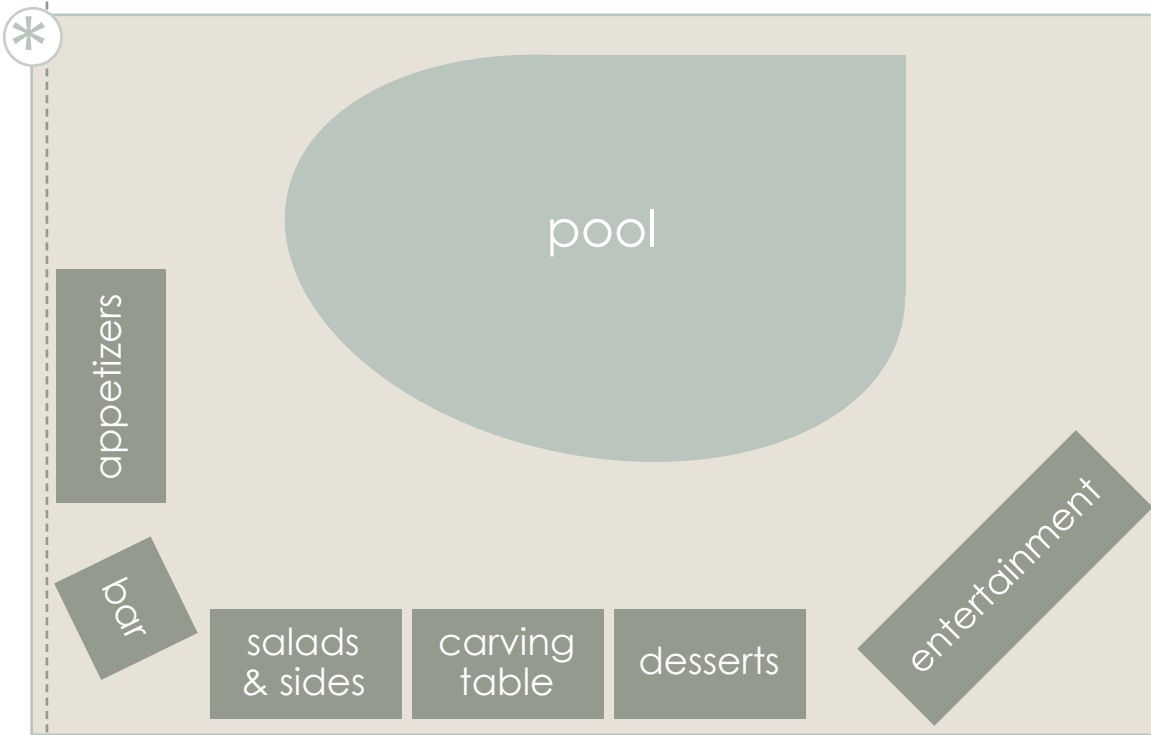
Set up the banquet room with full décor, including themed centerpieces, chair covers, best available linens, mood lighting, entertainment, etc.

This is a great opportunity to showcase your hotel offerings.

\* Actual set up may vary based on room dimensions. Use the assets you have in your hotel.

\* Partner with local vendors to donate food in exchange for the opportunity to showcase their business at your event.

# RECEPTION - OPTION C::: full-service properties



## \* Suggested Menu and Serving Areas:

- Mix of Light and Heavy Appetizers
- Side Dish Serving Area
- Carving Table
- Desserts
- Bar Service

Theme food to your local fare.

## \* Where:

Poolside

Set up outside around your pool area for a cocktail/mixer event with light appetizers.

This is a great opportunity to showcase the versatility of your property for any type of event.

\* Actual set up may vary based on room dimensions. Use the assets you have in your hotel.



\* Partner with local vendors to donate food in exchange for the opportunity to showcase their business at your event.

# SECTION B::

## Best Western Programs



Best Western  
Rewards®

- \* Best Western Rewards®
- \* Ride Rewards<sup>SM</sup>
- \* AAA/CAA Preferred<sup>SM</sup>
- \* Speed Rewards®



## Best Western Rewards® (BWR®)

# BEST WESTERN REWARDS:::

- \* Best Western Rewards is Best Western's FREE rewards program, designed to build brand loyalty by rewarding our repeat customers — especially business travelers.
- \* Loyalty is Lucrative - In 2011, the program drove more than \$1 billion in revenue to our North American properties.
- \* Three elite-member tiers that drive over 50% of the revenue to properties.
- \* Only brand that offers lifestyle rewards programs for AAA/CAA members, racing fans and Harley-Davidson® enthusiasts.

### BWR Member benefits:

- \* BWR® members earn 10 points for every U.S. dollar spent on qualified BWR room rates, 600 Southwest Airlines Rapid Rewards® Points, 20 AIR MILES reward miles or at least 250 airline/partner rewards on qualified stays at all Best Western branded hotels worldwide.
- \* Points can be redeemed for a variety of awards from one of the most extensive partner networks in the industry. Awards including free global room nights, airline miles, Best Western Travel Card®, merchandise, car rentals, shopping, dining, entertainment gift cards and more.
- \* Members of Best Western Rewards receive special offers and promotions to entice them to stay more frequently with Best Western. They can also earn points through select BWR partners like car rental companies and retailers.

### Why leverage this program at your hotel?

- \* When presented with a choice, the customer will choose the hotel offering the best rewards program.
- \* Rewarding loyal guests drives revenue.
- \* Generates an average ROI of \$18.00 to every \$1.00 spent.
- \* Your hotel receives benefits from a worldwide BWR network.



additional marketing tools for all hotels

# LEVERAGING THE REWARDS PROGRAM::

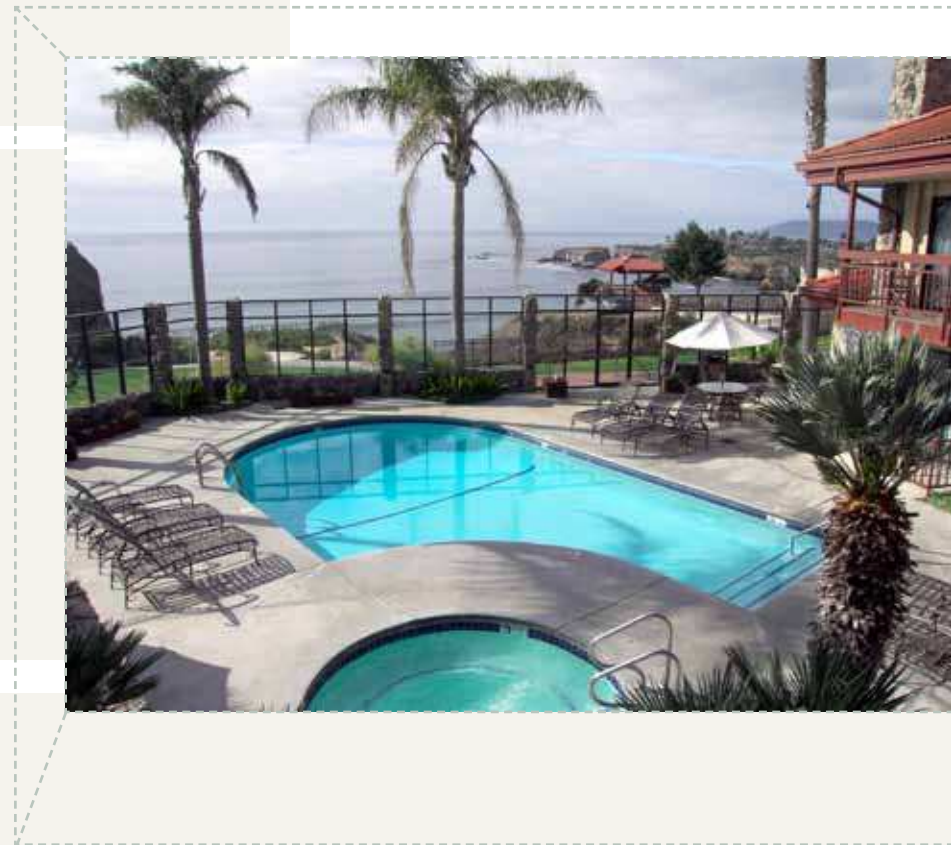
1 Open Best Western Rewards® (BWR®) applications and extra front desk displays to be used as collateral for grand opening event.

2 Create a special BWR points promotion for grand opening

- For example, during the first 6 months, offer 500 bonus points for each qualified stay {estimated cost: 500 points = \$2.75 per BWR member stay}.
- Encourage grand opening attendees to enroll in BWR; offer a small incentive (Best Western Travel Card®, BWR Bonus Points, etc.).

3 Include information about points promotion in grand opening invitations as a draw to encourage attendance.

- When extending an offer, property must include terms and conditions for the offer in related collateral.



# additional tools for launching your hotel

## ENGAGE BEST WESTERN PARTNERS:::

Put these valuable Best Western **relationships** to work for you! Contact local offices for each of these partners and notify them of your Grand Opening. Create special offers for their members and generate more reservations at your Best Western hotel.

### AAA/CAA

- \* Encourage your guests to sign up for AAA/CAA and the AAA/CAA Preferred<sup>SM</sup> Best Western Rewards<sup>®</sup> program
- \* Contact your local AAA or CAA office - [aaa.biz](http://aaa.biz)
- \* Offer your AAA/CAA guest the AAA/CAA (3A) rate

### Harley-Davidson<sup>®</sup>

- \* Encourage your guests to sign up for Best Western Ride Rewards<sup>®</sup>
- \* Find your nearest Harley<sup>®</sup> dealer and build a relationship
- \* Sign up as a “rider-friendly<sup>®</sup>” hotel
- \* Offer your Harley-Davidson enthusiast the Harley-Davidson (HY) rate

### Racing

- \* Encourage guests to sign up for Speed Rewards<sup>®</sup>
- \* Offer race fans the RaceFan (N) rate

For more details about these great marketing partnerships use this contact information:

### AAA/CAA Preferred<sup>SM</sup>

[mybestwestern.com](http://mybestwestern.com) >  
Marketing & Sales >  
AAA/CAA



### HARLEY-DAVIDSON<sup>®</sup>

[mybestwestern.com](http://mybestwestern.com) >  
Marketing & Sales >  
Harley-Davidson<sup>®</sup>



### RACING

[mybestwestern.com](http://mybestwestern.com) >  
Marketing & Sales >  
Racing



Harley-Davidson, H-D, Harley, Harley Owners Group, H.O.G., the Bar and Shield logo, are among the trademarks of H-D Michigan, LLC.

## Best Western's HARLEY-DAVIDSON®

# SHOW BIKE AT YOUR EVENT:::

Best Western's Harley-Davidson Show Bike is a custom touring bike with specially designed paint and leather built to Best Western specifications.

Create a popular, vivid display that will call attention to your hotel when featured at bike and car shows, rallies, and events!



### Suggestions for using the Best Western's Harley-Davidson Show Bike

- Host a special grand opening or re-opening at your hotel. Invite the community to come tour your property and have their picture taken with the Show Bike.
- Host a charitable event with a riding theme. Donate proceeds to your favorite local charity.
- Hold a Chamber of Commerce meeting at your hotel.
- Display the bike at a local car show, Harley-Davidson enthusiast event or H.O.G.® rally.
- Visit the offices of one of your best clients and offer pictures with the bike, along with giveaways.

### BEST WESTERN HARLEY-DAVIDSON SHOW BIKE

- Show Bike for eight hours
- 200 rider-friendly® giveaways
- Driver and transporter of show bike for duration of appearance.

Package Cost: **\$995.00**

**NOTE:** Access this information from [mybestwestern.com](http://mybestwestern.com) > Marketing & Sales > HARLEY-DAVIDSON > Show Bike > Show Bike Request Form

# additional marketing tools for launching your hotel

## BUSINESS NETWORKING::

### 1 Contact local Chamber of Commerce

- \* Become a member.
- \* Invite officers to preview property; offer VIP invitations to grand opening event.

### 2 Secure a mailing list from the Chamber of Commerce to notify local businesses of your hotel amenities and opening date

### 3 Send neighboring businesses a letter with updates on the opening of your property

- \* Consider creating a special introductory offer for guests from adjacent businesses such as hospitals, funeral homes, clubs, colleges, restaurants, etc.
- \* Ask if neighboring businesses would be willing to display collateral / flyers about your Best Western event.





# SECTION C:: promotional material

Use existing collateral and templates where available.  
Grand opening templates available for:

- \* Invitation
- \* Poster
- \* Fact sheet
- \* 10% off coupon

View templates  
included in this toolkit at:

{ [bestwesterndevelopers.com/  
marketing](https://bestwesterndevelopers.com/marketing) }

Create your promotional  
materials at:

{ [bestwesternprint.com](https://bestwesternprint.com) }

# CREATE YOUR COLLATERAL:::

  
PLUS  
**South Beach Magrina Grand Hotel**  
[Cross Streets]



**Grand Opening**  
September 22, 2012 – 7:30 pm to 9:00 pm



Guestroom Sneak Peak  
Meeting Room Tours and Explore our Amenities  
Enjoy Drinks and Appetizers, Great Entertainment

**Ask how you can earn 500 Best Western Rewards® points and 10% off your next stay with us!**

1234 East Parkway, City, ST, 12345  
or call (800) 392-8899  
[www.bestwestern.com/mynewBWhotel](http://www.bestwestern.com/mynewBWhotel)

Offer valid for stays between September 22, 2012 and September 22, 2013.  
Must be a BWR member and present this coupon to receive 10% off room rate.




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**Login to the Best Western Marketing Resource Center**

This site was developed to provide an easy to use and cost-efficient process to create, customize and print business documents.



**Login**

Enter your username and password. If you are unsure of your username and password, or you would like to create a new account, please click "Request a Password" button.

Username:

Password:

# GET STARTED::

Visit **bestwesternprint.com** to create collateral for your event.

- Start by creating a new account, if you do not already have an account. Select the **“Request a Password”** button and enter all requested information. Upon approval, you will receive an email with your personal login information.
- Login to bestwesternprint.com and select the **“Products”** link from the top menu bar to view the list of available templates. All of the Grand Opening templates are listed under **“New Property Material.”**
- Select an item and complete the form to create your custom product. Follow all instructions and review the electronic proofs carefully before accepting.
- You may have Prisma Graphics print your products or you may request a downloaded digital version to take to your local printer.
- Your order will be processed upon content approval from Best Western Int'l. You will receive status emails from support@bestwesternprint.com throughout the process.

The bestwesternprint.com website is provided by Prisma Graphic Corp. Please contact Rob Steele at 602.243.5777 or rsteele@prismagraphic.com with any questions or concerns.

Create your event promotional materials at:

{ **bestwesternprint.com** }



The screenshot shows the Best Western Marketing Resource Center website. At the top left is the Best Western logo with a purple ribbon that says "ENDORSED SUPPLIER WITH HOLIDAY AGREEMENT". At the top right, it says "Marketing Resource Center Powered by Prisma Graphic". Below the logo is a navigation bar with links: Home, Products, Order History, Saved Carts, My Profile, View Cart, and Logout. The main content area starts with a welcome message: "Welcome Best Western! This is your Marketing Resource Center." It then provides instructions on how to use the site, including a note about Adobe Acrobat Reader. On the right side, there is a collage of various promotional materials like brochures and business cards.



# PROMOTIONAL SAMPLES::



**South Beach Magrina Grand Hotel**  
[Cross Streets]

PREMIER





**Grand Opening**  
September 22, 2012 – 7:30 pm to 9:00 pm

Guest Room Sneak Peak  
Meeting Room Tours and Explore our Amenities  
Enjoy Drinks and Appetizers, Great Entertainment

Ask how you  
Best Western Rewards  
10% off your next stay

1234 East Park  
or call (800) 228-2829  
www.bestwestern.com



**South Beach  
Magrina Grand Hotel**  
**Grand Opening**

PLUS

Wednesday, September 22, 2012  
10:30 am to 11:45 pm

Stay First. **10% OFF**  
For Less.

Earn 500 Best Western Rewards®  
points and 10% off your next stay  
with us when you attend our Grand  
Opening on September 22, 2012.

*Not a member of Best Western Rewards?*  
You can enroll during the event and start earning points  
toward free stays and other great rewards.



**JFK Inn & Suites**  
*you're invited...*

PLUS

**Grand Opening Event**  
November 19, 2012 - 2:00 pm to 4:00 pm

Guestroom Sneak Peak, Meeting Room Tours and Explore our Amenities  
Enjoy Drinks, Appetizers, and Door Prizes.

Ask how you can earn 10% off your next stay with us!

2500 Main Street, North Little Rock, AR 72114 or call (501) 246-3300  
www.bestwestern.com

View promotional samples at:  
[bestwesterndevelopers.com/marketing](http://bestwesterndevelopers.com/marketing)

Create your promotional material at:  
[bestwesternprint.com](http://bestwesternprint.com)



**South Beach Magrina Grand Hotel**

<b>Hotel Overview</b>	Opening September 22, 2012, the newly built AAA Diamond-rated Best Western hotel is conveniently located in the geographic center of the state. Thanks to historical case expert construction, classic and modern finishes with personality in important areas. Distinguished and distinctive such as Artia Corporation, Tinsler State Park, and more by golf course. This hotel proudly participates in Best Western Rewards®.	
<b>Amenities</b>	Continental breakfast Business facility Multilingual staff (English, Spanish) Complimentary newspapers 24-hour front desk 24-hour security Handicap accessibility	200+ rooms 24-hour fitness center Business center Complimentary newspaper Coffin service Shower(s)
<b>Guest rooms</b>	With 37 well-appointed rooms, guests can choose from 42 non-smoking rooms, 8 rooms for the physically challenged and 10 rooms with all the amenities. Each room is equipped with: Cable satellite television All non-smoking Free Wi-Fi Disruptive High-speed internet access Wakeup calls	Modern coffee machine In-room microwave In-room refrigerator AM/FM alarm clock In-room service Handicap accessibility
<b>Meetings &amp; Events</b>	The 1000 sq ft (950 sq ft) meeting space is an excellent venue for a variety of meetings, seminars, conferences, and social events. The hotel also offers a full-service event planning department. Catering services are also available upon request. Meeting Room 1 accommodates up to 10 people, features a large conference room table. Meeting Room 2 accommodates up to 10 people, standard style. Meeting Room 3 accommodates a group of 10 people. An experienced and attentive staff is prepared to handle all meeting and banquet needs.	
<b>Nearby Attractions</b>	2 miles from State Park, walking and biking 7 miles from Executive Suite Park, shopping and dining in areas 10 miles from Civic Center 10 miles from Adventure Landing Center 10 miles from State Capitol 10 miles from National Park 10 miles from Mark Twain House	
<b>Reservations</b>	To make a reservation, please visit <a href="http://www.bestwestern.com">www.bestwestern.com</a> or call 1-800-228-2829.	

123 East Parkway, City ST 12345 | 800-228-2829



Produced by  
Best Western International  
North American Development

Each Best Western® hotel is independently owned and operated. Best Western Rewards® is owned and operated by BW GCCI, Inc., a wholly owned subsidiary of Best Western International, Inc. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2012 Best Western International, Inc. All rights reserved.