

# BWH<sup>SM</sup> | Hotels



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INSPIRING TRAVEL THROUGH UNIQUE EXPERIENCES

**BWH**<sup>SM</sup> | Hotels



**WELCOME TO OUR WORLD**

**W** WORLDHOTELS™

**BW** | **Best Western.**  
Hotels & Resorts

**Wherever Life Takes You,  
Best Western Is There.®**



**SureStay.**  
HOTELS

**Rest Assured - A Great Stay**





**18 Brands**  
Globally



**4,300+ Hotels**  
Worldwide



**100+**  
Countries and territories

**BWH<sup>™</sup> Hotels**

ASPIRATIONAL

COLLECTION

BOUTIQUE

WORLDHOTELS<sup>™</sup>  
**LUXURY**

WORLDHOTELS<sup>™</sup>  
**Distinctive**

WORLDHOTELS<sup>™</sup>  
**Elite**

WORLDHOTELS<sup>™</sup>  
**CRAFTED**

**BW Premier**  
COLLECTION<sup>™</sup>  
by BEST WESTERN

**BW**  
SIGNATURE  
COLLECTION  
by BEST WESTERN

**Vib**  
BEST WESTERN

**Aiden**

TIMELESS

VALUE

EXTENDED STAY

**BWP**  
**PREMIER**  
BEST WESTERN.

**BW** **Best Western PLUS.**

**BW**  
**Best Western.**

**GLO**  
BEST WESTERN

**SureStay**  
by BEST WESTERN

**SureStay PLUS**  
by BEST WESTERN

**SureStay**  
COLLECTION  
by BEST WESTERN

**Residency**  
Executive  
RESIDENCY

**@HOME**  
Best Western<sup>™</sup>

**SureStay STUDIO**  
by BEST WESTERN



## Earth. People. Community.

At BWH<sup>SM</sup> Hotels,  
we believe we have a shared  
responsibility to be conscientious  
stewards within  
our global community.

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



We care about **our earth.**  
*"Operating responsibly is an obligation, not a choice."*



We care about **our people.**  
*"Everyone is a valuable contributor to our success."*



We care about **our community.**  
*"Together we will make the world stronger, one  
community at a time."*

# Motion: International Sustainability Requirements



Resolved “in brief”:  
That all International BWH Hotels and all BWOs effective May 1, 2024, shall require that their Best Western / SureStay / Sure Hotel branded properties comply with a sustainability certification program recognized by the Global Sustainable Tourism Council (GSTC).



That all BWH adopts the following timeline for compliance, by December 31<sup>st</sup> 2026, with **100%** of Hotels meeting the certification program requirement.



The new category for certification program compliance shall be added to the brand standards section of the International Quality Assurance Manual.

## WHAT'S NEXT ?



- BWH Hotels Asia’s Sustainability program had to be revamped.
- Proposal: We work towards achieving a “Multi Site” certification for our BWH office in ASIA PACIFIC.
- The certification we will be working towards is the Global Sustainability Tourism Councils certification program (GSTC).
- This multi-site certification will allow us to certify our office and in turn the entire portfolio across the region.

# GTSC action plan



## Step 1

### Select accredited audit company

- Selection of an accredited company to do GSTC audit program
- Sign agreement with accredited company and complete the process by 30 June 2024
- **Deadline 15 Jul 2024**



## Step 2

### GSTC fee structure

- Discuss the yearly GSTC fee charges for properties with the executive team.
- Finalize the fee amendment for the GSTC yearly fee.
- **Deadline 12 Aug 2024**



## Step 3

### Introduction GSTC program to all properties for Pre-implementation

- Send the fee amendment for the GSTC fee to all properties (charging to start in January 2025).
- Introduce the GSTC program to all properties.
- Set up a GSTC webinar for all properties to cover program requirements and pre-implementation.
- **Deadline 25 Oct 2024**

# GTSC action plan



## Step 4

### **Pre-Audit (BKK office training)**

- Pre-Audit 1 property for QA assessor training
- **Deadline 20 Sep 2024**



## Step 5

### **Pre-Audit (to check readiness of each property)**

- Conduct a pre-audit to check the readiness of each property
- **Deadline Oct – Dec 24**



## Step 6

### **GSTC official Audit**

- Begin the official audit conducted by the accredited GSTC company
- **Deadline Mar 2025**



# GTSC action plan



Step 7

## **GSTC Certified**

- All properties certified under GSTC certificate
- **Deadline Apr 2025**



## Our Mission

**Our mission is to achieve GSTC certification for all of our APAC portfolio by Q4 2025. We are committed to integrating sustainable practices, reducing our environmental impact, and supporting local communities. Through this certification, we aim to set a new standard for sustainability in hospitality and inspire positive change in our industry.**



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**Thank You**