

BWHSM HOTELS PRIORITIZES GROWTH IN THE MIDDLE EAST

BWH Hotels (BWH) announces plans for significant growth of its portfolio in the Middle East in 2024 and beyond. On the heels of a successful appearance at the Arabian Travel Market in Dubai, which saw BWH execute signings of brand-new management deals in Saudi Arabia, BWH will soon bring eight new hotels and one new branded residence in the region into its portfolio of brands, with other development prospects in the works.

The new additions will feature its “core” brands as well as several boutique and extended stay brands. The new hotel signings include:

- Best Western® at Taysir Hotel Makkah (150 rooms)
- Best Western Plus® at Taysir Hotel Makkah (150 rooms)
- Best Western Premier® at Taysir Hotel Makkah (150 rooms)
- BW Signature Collection® Jeddah (48 rooms)
- Best Western Makarim Palace Rabigh (91 rooms)
- Shades, Aiden® by Best Western (120 rooms)
- Executive Residency by Best Western®, Al Shafa Hotel Jeddah (200 rooms)
- Best Western Kindah Hotel Makkah (420 rooms)
- Best Western Plus Madinah Hotel (560 rooms)

The Executive Residency by Best Western, Al Shafa Hotel Jeddah, the Best Western Kindah Hotel Makkah, and the Best Western Plus Madinah Hotel reflect significant milestones for the brand as they will be directly managed by BWH.

BWHSM HOTELS SUMMER PROMOTION

Stay 3 Nights, Get 10K Bonus Points

This summer, BWH Hotels is offering members of its award-winning loyalty program – Best Western Rewards (BWR®) – the opportunity to earn even more points from their summer travel adventures. From May 20 to September 2, 2024, BWR members can earn 10,000 bonus points by staying three nights at BWH Hotels properties in the United States, Canada, and the Caribbean. The three nights can be completed consecutively or separately, and members can take advantage of this promotion twice to earn up to 20,000 bonus points.

BWR members must register for the offer prior to the completion of their first eligible stay. [BWR Summer Promotion - Register Now](#)



Now Open!

Search using Master Chain Code **EW**

NORTH AMERICA

Best Western Park City ♦ **Park City, KS**
SureStay Fresno Central ♦ **Fresno, CA**
Best Western Helena ♦ **Helena, MT**
Best Western Plus ♦ **Chihuahua, Mexico**

INTERNATIONAL

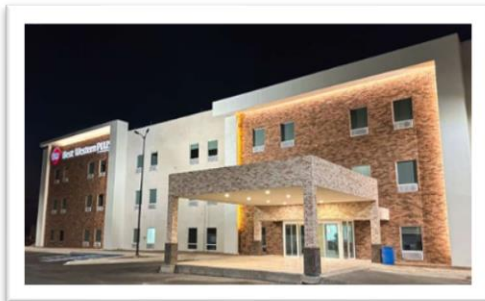
Best Western Glasgow Hotel ♦ **Glasgow, Scotland**
Tor Park Hotel ♦ **Torquay, England**
Best Western Premier Royal Hotel Blue ♦ **Leipzig, Germany**
Best Western Hotel Kobalt ♦ **Epagny Metz-Tessy, France**
Best Western Flers Centre Gare ♦ **Flers, France**
Antico Sipario Boutique Hotel ♦ **Paciano, Italy**
Best Western Premier Ottoperla Hotel ♦ **Istanbul, Turkey**



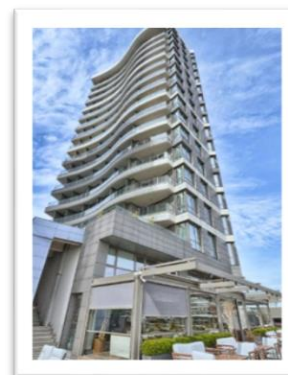
Best Western Premier Royal Hotel Blue
Leipzig, Germany



Best Western Flers Centre Gare
Flers, France



Best Western Plus
Chihuahua, Mexico



Best Western Premier Ottoperla Hotel
Istanbul, Turkey



Visit the [Best Western Travel Zone](#) for some fun destination itineraries, travel tips and inspiration.

What our customers are saying

"Very accommodating, staff on hand to help if needed. Plenty of fresh options for breakfast, a pleasant layout and a very relaxing environment. The historic hotel is very well kept. This is a very special hotel with a charm they don't make anymore."

Best Western Outlaw Inn
Rock Springs, Wyoming

"This was the cleanest, most friendly and welcoming hotel I've ever stayed in. It exceeded our expectations in every way. The rooms were so clean with nice, fresh, soft sheets and fluffy pillows. The beds are so comfortable and the bathroom was sparkling clean."

Best Western Springfield Hotel
Springfield, Vermont

Additional Resources

- ❖ Learn more about our **19 brands** [here](#)
- ❖ Check out other BWH Hotels news [here](#)
- ❖ Not a Best Western Rewards Member? Enroll [here](#)



Status Match... No Catch[®]

Elite with another hotel loyalty program? We'll instantly match your status for free!

Our Elite Members Get:

- ✓ Bonus points for every stay
- ✓ Complimentary water at check-in
- ✓ Early check-in and late check-out