

## Best Western Announces First Aiden and Sadie Hotels

**Best Western Hotels & Resorts has announced the first hotels worldwide of the new boutique brands Aiden and Sadie. In South Korea, the first Aiden Hotel has opened in Gangnam-gu, Seoul. Another Aiden Hotel will follow in Europe early next year near Paris. The first three Sadie Hotels are opened 2020 in North America in Florida, Texas and New York.**

**Phoenix, AZ (November 20, 2018)** – After recently launching its two new boutique brands, Best Western Hotels & Resorts today announced its first Aiden Hotel and Sadie Hotel locations. The first-ever Aiden Hotel opened in November in Seoul, South Korea, and the next is set to open early next year near Paris, France. The first three Sadie Hotel properties are coming to Tampa, Florida; Fredericksburg, Texas; and New York, New York in 2020.

Sadie Hotel and Aiden Hotel are designed to creatively use space and technology by giving guests a unique experience. Each hotel will feature local flair with a thoughtful design, addressing the demands of today's travelers. Sadie Hotel and Aiden Hotel will fill a void in the upscale hotel segment by giving developers the chance to be creative and incorporate local flair into their designs, retrofitting or rebranding an existing hotel with a modern, spirited aesthetic.

The first-ever Aiden Hotel opened this month in Gangnam-gu, Seoul, South Korea. The 151-unit boutique hotel offers travelers not just a place to stay but a fun and adventurous experience. With modern signature seating, a multi-functional public area, convenient mobile check-in, and locally inspired designs, the hotel has a fresh and innovative approach that truly stands out from the competition.

"We're thrilled with the early interest we've seen in both Aiden Hotel and Sadie Hotel brands and are excited to have our first Aiden Hotel open in a key global market like Seoul, just weeks after launching," said David Kong, President and Chief Executive Officer at Best Western Hotels & Resorts. "Aiden Hotel is a sophisticated boutique hotel brand that perfectly aligns with the pulse of Seoul, bringing a sense of style and adventure to our guests. As these brands grow, it will become evident how different Aiden Hotel and Sadie Hotel are than any other brands, as they intertwine technology with art, bring innovation and colorful, locally inspired design to each location. Whether a conversion or new build, we set owners up for success with dedicated teams to help these hotels ramp up quickly and efficiently in their market."

The second Aiden Hotel is set to open early next year just north of Paris, France. The 90-room boutique hotel will offer a variety of amenities for guests to enjoy, including a multi-functional space, bar, restaurant, pool, and three meeting rooms for business travelers. Guestrooms will feature local designs with chic and sophisticated décor.

Aiden Hotel's sister brand, Sadie Hotel, will be introduced soon as well, making her debut in New York, New York, Fredericksburg, Texas and Tampa, Florida. The 70-room Sadie hotel in Tampa is slated to open in the spring of 2020. The New York City location will follow shortly after with a stylish and edgy design to fit seamlessly into the heart of the Big Apple. The Fredericksburg, Texas property is located in Texas Hill Country which is home to over 45 wineries and vineyards. All three of these hotels will compete in the upscale segments and offer innovative amenities linking state-of-the-art technology with colorful, local flair.

### **About Best Western® Hotels & Resorts:**

*Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,200 hotels in nearly 100 countries and territories worldwide\*. Best Western offers 13 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best*

Western Premier®, V&A®, GL®, Executive Residency by Best Western®, Sadie Hotel<sup>SM</sup>, Aiden Hotel<sup>SM</sup>, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as its recently launched franchise offerings: SureHotel® I by Best Western, Sure Hotel Plus® by Best Western and Sure Hotel Collection® by Best Western\*\*. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands respectively for two consecutive years, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category. Best Western has also won 10 consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 60 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in breakfast (food and beverage category) by J.D. Power's 2018 North America Hotel Guest Satisfaction Index Study – ranking first for midscale; and second for upper midscale. Over 37 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western-branded hotel worldwide. Best Western's partnerships with AAA/CAA and Google® Street View provide travelers with exciting ways to interact with the brand. Through its partnership with Google Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

\*\*All Best Western and SureStay branded hotels are independently owned and operated.

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**The following press pictures are available for download:**

*The first Aiden Hotel was opened in November in Seoul, South Korea, with 151 rooms.*

*The second Aiden Hotel is scheduled to open early next year north of Paris, France and offers 90 rooms.*

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