

## FOR IMMEDIATE RELEASE

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### **BEST WESTERN PLUS NOVATO OAKS INN RECOGNIZED WITH THE BRAND'S HIGHEST HONOR AT BEST WESTERN'S 2016 CONVENTION**

Novato, CA - October 28<sup>th</sup>, 2016 -- The Best Western PLUS Novato Oaks Inn in Novato, CA was recognized with the brand's highest honor, the M.K. Guertin Award at Best Western® Hotels and Resorts' 2016 Convention held recently in Phoenix, Arizona. The award was presented in front of approximately 2,500 Best Western hoteliers and staff.

The prestigious M.K. Guertin Award is held in high regard as hotels that receive this award best represent the vision of Best Western's founder and demonstrate exceptional levels of quality, guest satisfaction and dedication to the brand. The hotels must also meet other brand standards and membership requirements to qualify for this award.

The Best Western PLUS Novato Oaks Inn is one of only 31 hotels out of more than 2,100 properties in North America to receive this award.

"The M.K. Guertin Award is our brand's most prestigious honor as it recognizes those Best Western hotels with leading performance scores in key areas of service," said Terry Porter, Chairman of Best Western Hotels & Resorts' Board of Directors. "I am pleased to recognize the Best Western PLUS Novato Oaks Inn for their exemplary commitment to our guests and our brand that has resulted in this incredible achievement."

Located at 215 Alameda del Prado, Novato CA 94949, the Best Western PLUS Novato Oaks Inn features 108 rooms and is in the Trip Advisors Hall of Fame. The Inn provides guests with a free continental breakfast, free WiFi, and full access to their pool, hot tub, fitness center and business center. All rooms are equipped with LCD HD televisions with over 150 channels including HBO, full size hairdryers, iron & full size ironing boards, Keurig coffee brewers, refrigerators and the property is 100% non-smoking. The Inn also has a great restaurant and bar onsite called The WildFox.

For reservations, call the hotel directly at 415-883-4400 or call Best Western's 24-hour, toll-free number at 1-800-WESTERN. Reservations are also available through [bestwestern.com](http://bestwestern.com).

About Best Western Hotels & Resorts:

Best Western® Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of 4,100\* hotels in more than 100\* countries and territories worldwide. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western<sup>SM</sup>, Vīb®, BW Premier Collection® and GLō<sup>SM</sup>. Now celebrating 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and online and mobile booking capabilities. More than 26 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 hotel worldwide. The brand's partnerships with AAA/CAA, Minor League Baseball, and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Best Western continues to set industry records regarding awards and accolades, including Business Travel News naming Best Western as the best midscale hotel brand in 2014 and Best Western Plus as the best upper mid-price hotel brand in 2014 and 2015, four consecutive Compuware Best of the Web gold awards for best hotel website, and seven consecutive AAA/CAA Hotel Partner of the Year awards. Nearly sixty percent of Best Western branded hotels earned a TripAdvisor Certificate of Excellence award in 2015.

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