Five in a Row for Best Western® Hotels & Resorts at Travel Weekly Asia Readers' Choice Awards





Best Western Hotels & Resorts is celebrating once again, after it was named as the "Best Midscale Hotel Chain" in the Travel Weekly Asia 2019 Readers' Choice Awards. This latest victory means that Best Western has now won this title for five years in a row!

The honor was presented to Best Western last night (Tuesday October 15, 2019) at a splendid award ceremony and gala dinner held in the ballroom of the Mandarin Orchard Singapore. This glittering evening was attended by many leading figures from Asia's travel and hospitality industries.

"We are thrilled to have been voted as Asia's 'Best Midscale Hotel Chain' once again. This award shows that Best Western's brand name and reputation is still as strong as ever, and that we continue to set the standard for others to follow. This has been strengthened even further by the Asian launch of Vīb®, our cutting-edge urban concept, and BW Signature Collection®, our ground-breaking midmarket soft brand, both of which recently made their regional debuts," commented Olivier Berrivin, Managing Director of International Operations – Asia.

"Following our landmark acquisition of WorldHotels® earlier this year, Best Western now offers a complete collection of 17 hotel brands, ranging from economy to luxury. But our company's roots will always lie in the midscale segment, and by developing innovative new concepts like Vīb, GLō® and BW Signature Collection, while also enhancing our classic Best Western and Best Western Plus® brands, we will continue to drive forward this important sector in future," Olivier added.

The Travel Weekly Asia 2019 Readers' Choice Awards are voted for by the readers of Travel Weekly Asia – one of the region's most popular and respected travel trade publications. This ensures that each award is a genuine reflection of professional opinions within the industry, and that every winner has earned the respect of their customers and industry peers alike.

This year, Travel Weekly Asia handed out a total of 55 awards across 10 categories. These honors were created to “salute brilliance in the travel industry” and to celebrate companies and brands that push the boundaries and raise the bar for tourism and hospitality in Asia.

Best Western Hotels & Resorts has now held the title of “Best Midscale Hotel Chain” every year since 2015.

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Pictured at the award ceremony are Irene Chua, Vice President and Group Publisher, Asia, Northstar Travel Group and Venushe Wickramarathne, Regional Director of Commercial, Asia, Best Western Hotels & Resorts