



BEST WESTERN THE WESTERLY HOTEL & CONVENTION CENTRE EARNS BRAND'S "BEST WESTERN PLUS®" DESCRIPTOR

Name Change Communicates Enhanced Amenities, Experience

Courtenay, BC October 11, 2010 – The former Best Western The Westerly Hotel is now the BEST WESTERN PLUS The Westerly Hotel & Convention Centre, after earning the "BEST WESTERN PLUS" descriptor from the World's Largest Hotel Chain®. The new descriptors, launched in 2010, give Best Western hotels the opportunity to earn the "BEST WESTERN PLUS" or "BEST WESTERN PREMIER®" designation by meeting specific design and amenity guidelines. "BEST WESTERN PLUS" indicates well appointed rooms with modern amenities, and an enhanced level of comfort for guests looking to get the most out of their stay.

"No two Best Western hotels are alike, so these new descriptors will help our guests choose the right hotel for their needs from among the brand's 2,200 North American properties," said David Kong, Best Western International president and CEO. "Hotels that earn the 'Plus' descriptor typically have a 3-Diamond rating from AAA, and offer a little something extra to make a guest's stay even more comfortable."

With 144 guestrooms & suites, and convenient guest services such as free high-speed internet access, complimentary local calls and three full service dining experiences, the BEST WESTERN The Westerly Hotel & Convention Centre is thoughtfully designed to suit the needs of any business or leisure traveler. The hotel is centrally located downtown at 1590 Cliffe Avenue.

"We are proud to put the 'BEST WESTERN PLUS' sign on our door," said Michelle Le Sage, general manager of the BEST WESTERN PLUS The Westerly Hotel & Convention Centre. "We offer the great service and value that Best Western is known for, and in addition we provide our guests with a wide range of culinary offerings and hotel amenities and are Courtenay's only full service hotel with over 14,000 square feet of convention space."

Guests who stay at the BEST WESTERN PLUS The Westerly Hotel & Convention Centre can join and earn rewards from Best Western Rewards, one of the hotel industry's most generous hotel loyalty programs. Members can earn rewards that can be redeemed for free room nights around the globe with no blackout dates, dining, shopping and entertainment gift cards, gas cards, airline miles and more. The best part... membership is free.

To learn more or book a room at the BEST WESTERN PLUS The Westerly Hotel & Convention Centre, visit www.thewesterlyhotel.ca.