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BEST WESTERN PLUS NOVATO OAKS INN RECOGNIZED WITH THREE AWARDS AT HOTEL BRAND'S ANNUAL CONVENTION

Novato, CA October 15th, 2014 -- The BEST WESTERN PLUS Novato Oaks Inn in Novato, Calif. was recognized with the M.K. Guertin Award, the Champion Customer Care Award and the Champion Design Award at Best Western International's 2014 Convention held recently in Toronto, Ontario. The awards were presented in front of more than 2,000 Best Western hoteliers.

The prestigious M.K. Guertin Award is bestowed upon those member properties that have represented the vision of Best Western's founder and best demonstrated exceptional levels of service, quality, value and commitment to the brand. The Champion Customer Care Award honors properties that best exemplify exceptional levels of service and care to guests. Champion Design Awards are selected by an independent panel of design professionals and honor member properties with the most impressive design and aesthetic. The hotels must also meet quality and service standards and other membership requirements to qualify for each award.

"I am proud to honor the BEST WESTERN PLUS Novato Oaks Inn, the only hotel out of our more than 2,100 properties in the U.S. and Canada to receive these three brand awards," said Dilipkumar Patel, Chairman of Best Western International's Board of Directors. "The Novato Oaks Inn is a leader in providing superior customer care and a quality stay, and I am impressed by their commitment to improving and refreshing their product and image."

Located at 215 Alameda del Prado, Novato CA 94949, the BEST WESTERN PLUS Novato Oaks Inn features 107 spacious rooms, is the #1 ranked Trip Advisor property and Novato's Big Business of the Year. 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 37" HD televisions with over 150 channels including HBO, full size hairdryers, iron & full size ironing boards, 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 & www.novatooaksinn.com.

ABOUT BEST WESTERN INTERNATIONAL, INC.

Best Western International, Inc., headquartered in Phoenix, Ariz., is a privately held hotel brand made up of more than 4,000* [BEST WESTERN®](#), [BEST WESTERN PLUS®](#) and [BEST WESTERN PREMIER®](#) hotels in more than 100* countries and territories worldwide. Now celebrating 68 years of hospitality, Best Western welcomes hundreds of thousands of guests nightly. Best Western provides its hoteliers with global operational, sales, marketing and promotional support, and online and mobile booking capabilities. More than 20 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. In 2013, Best Western earned our highest level of brand recognition, including our fifth AAA/CAA Hotel Partner of the Year award, second Compuware Best of the Web Gold award, fourth No. 1 ranking in Brand Keys Consumer Loyalty Engagement Index for midscale hotels and seventh TTG Asia Best Mid-range Hotel Brand. Forty-one percent of Best Western hotels worldwide won TripAdvisor® Certificates of Excellence for customer satisfaction.

For more information or to make a reservation, please visit bestwestern.com.

*Numbers are approximate and may fluctuate.