



You bring
the Inspiration
Individuality
Independence
Identity

We bring
the Impact

BWHSM | Hotels



WORLDHOTELS™



Best Western.
Hotels & Resorts



Sure Hotels.



Unlock Opportunities with BWH Hotels GB

At BWH Hotels GB, we represent the **largest group of independent hotels in Great Britain** (220+) meaning we understand the unique needs and challenges they face daily. Our reach touches every corner of the industry, offering **access to decision makers**; from Owners to General Managers to Sales, Marketing and Revenue Managers, enabling YOU to stand out in a competitive landscape. Partner with BWH Hotels GB and unlock the **potential to reach industry leaders across hotels in GB.**

Let's work together to create exceptional experiences and business opportunities in 2025 and beyond.

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Why Work With Us?

1

Unmatched Reach and Influence

As the largest group of independent hoteliers in the UK, BWH Hotels GB offers unparalleled access to a diverse and extensive network of hotels. From operations to IT to marketing, our communications reach industry professionals working from the ground up to Exec level.



2

Trusted and Respected Brand

Globally, BWH Hotels was founded in 1946 by M.K. Guertin, a hotelier who started the company as an informal referral system among member hotels. Over the years, it has grown into one of the world's largest collections of independent hotels, with over 4,200 hotels in more than 100 countries, across 19 brands. By aligning your brand with ours, you gain instant credibility within the hospitality industry.

What Makes Us Different?



3

Industry Leading Experts

From our SEO strategy to our sales and revenue champions, our team are our biggest strength with serious persuasion power amongst our hoteliers. Whether you're looking to upsell guest software or influence F&B purchasing, our team can help to tailor your communications to best suit our hoteliers' needs.

4

Sustainable Credentials

At BWH Hotels GB, we are committed to sustainability and responsible business practices. Partnering with us means aligning with a brand that values and promotes environmental and social responsibility at a time when it matters.



Our Channels At A Glance

**Weekly
Newsletter**
(BWH Hotels GB Bulletin)
from £500

**BWH Hotels
News Desk**
from £500

**Virtual
Business
Updates**
from £1500

SMRDC 2025
(annual Sales, Marketing,
Revenue & Distribution
Conference)
from £1500

AMC 2026
(Annual Members'
Conference)
from £1500




To access the links on the [BWH GB News Hub](#) below, please use the password: **bestwestern**. You can click 'remember me' when you enter your password to ensure you only have to do it once.



30% Off Spring Stays Promotion

Following the HUGE success of our recent 2For1 Sale (our best performing sale EVER) - we're striking whilst the iron's hot, and excited to share details of our next promotion – **30% off Spring Stays**. [Find Out More >>>](#)



Top Of The Rewards: Do You Have What it Takes?

Are you getting involved in our 2025 Rewards Insider incentive? There are prizes to be won so don't delay. Congratulations to our January winners! [More Info >>>](#)



BWHGB 'Carbon Calculator'

Coming soon...BWHGB 'Carbon Calculator'. We have been working with our partners at Zero Carbon Forum to create a tool to help you calculate and understand your carbon emissions. [More Info >>>](#)

YOUR LATEST BWH HOTELS NEWS...

The BWH Brand Engagement Calendar

Are you looking to learn and develop in 2025? Don't miss any important dates with the BWH Brand Engagement Calendar [Read More >>>](#)

Coming in February: The BWH Academy Sales Success Training: Calder, Urban and

The Bulletin

- Sent weekly on Wednesday to 1,000 BWH Hotel staff
- A mix of GMs, Sales, Marketing, Revenue professionals and Owners
- 55% average open rate, 35% average click rate

Media Options:

1. Display Banner (add spec) with link to company website.

£500 (designed by you)
£850 (designed by BWH creative)

2. Sponsored Post- advertorial content with link to company website

£1200 (content is written by BWH creative and sent for approval)

3. Solus Email – dedicated email with content led by you

£2500 (content supplied by you with design by BWH creative)

The BWH News Desk

- Accessible only to members (password protected)
- 2.5k monthly views
- 1.1k monthly unique users

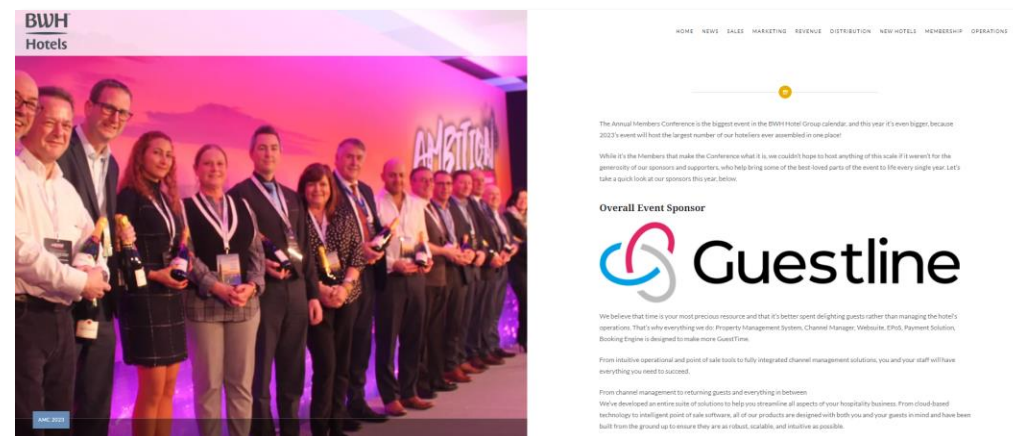
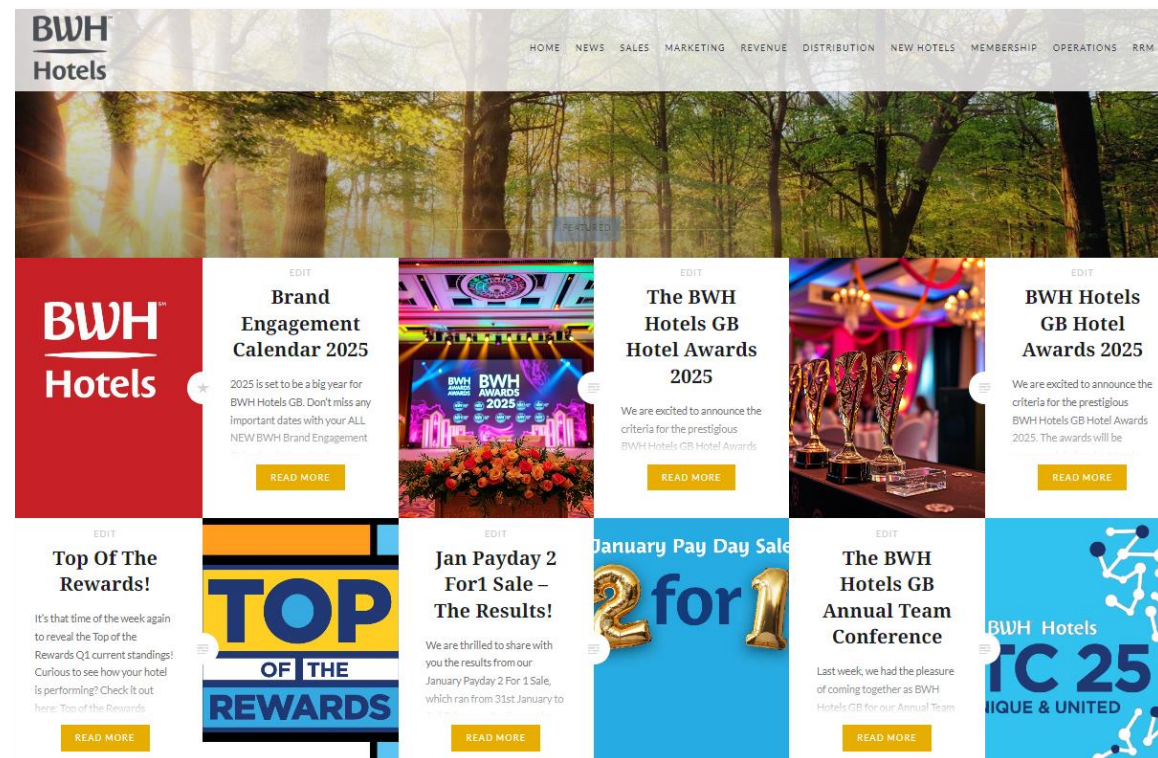
Media Options:

Sponsored Post with link to website

Live for a minimum of 6 months

£1200 - Content is supplied by you with BWH approval

£2000 - Content briefed to BWH to write with your approval



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Virtual Business Updates

3x per year (24 April, 9 July, 20 November 2025)

A virtual business update meeting open to all BWH Hotels Members.

Average attendees: 200

Hosted online, free for members to access

EVENT SPONSOR: £1500 per event

Join up virtually with a person for one of three business update meetings.

A 10-minute company presentation virtually

Company profile and logo on event registration site

Company mentioned throughout the meeting

2 x company dedicated email to our database

Opportunity for lead generation or data capture to be agreed on case-by-case basis



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SMRDCFEST 2025 16 September 2025

East Midlands Conference Centre and Orchard Hotel

Get your brand seen at our annual **Sales, Marketing, Revenue & Distribution** conference, taking place at **The East Midlands Conference Centre and Orchard Hotel**
Delegates: 200 hotel decision makers

GOLD SPONSOR £5000

Includes:

- Masterclass on the stage
- Exhibition stand (3m)
- Company branding pre, during and post event
- 2x solus emails to member database
- Sponsored table at evening dinner
- Delegate data download



SMRDCFEST 2025 16 September 2025

SILVER SPONSOR: £3000

Includes:

- Masterclass session on main stage
- Exhibition stand (1.2m)
- Company branding pre, during and post event
- 1x dinner ticket to member database
- Sponsored table at evening dinner
- Delegate data download

BRONZE SPONSOR: £1500

Includes:

- Exhibition stand (tabletop style)
- Company branding pre, during and post event
- 1x dinner ticket
- Delegate data download



AMC 8-9 Feb 2026 The Belfry Hotel & Resort

Get your brand seen at our **Annual Members' Conference**, next year taking place at The Belfry Hotel in Birmingham

Delegates: 250+ owners/decision makers

GOLD SPONSOR: £15,000

Includes:

Masterclass host on stage

Exhibition stand (2x3m)

Company branding across the whole event including pre and post event

Presence on the BWH Hotels event app

3x company representatives on both days

3x solus emails to hotelier database

3 x invitations to attend Monday evening and Gala Dinner

Delegate data download

1 x accommodation for Monday and Tuesday evening



AMC: GALA DINNER AND HOTEL OF THE YEAR SPONSOR: £6000

Includes:

- Main sponsor of an prestigious gala dinner including two-minute mainstage speeches
- Company giveaway/ collateral on tables
- Presence on the BWH Hotels event app
- Exhibition stand
- Company branding pre, during and post event
- 2x company representatives on both days including dinner
- Delegate data download
- 1x featured post in our newsletter



WELCOME EVENING SPONSOR:

£4000

Includes:

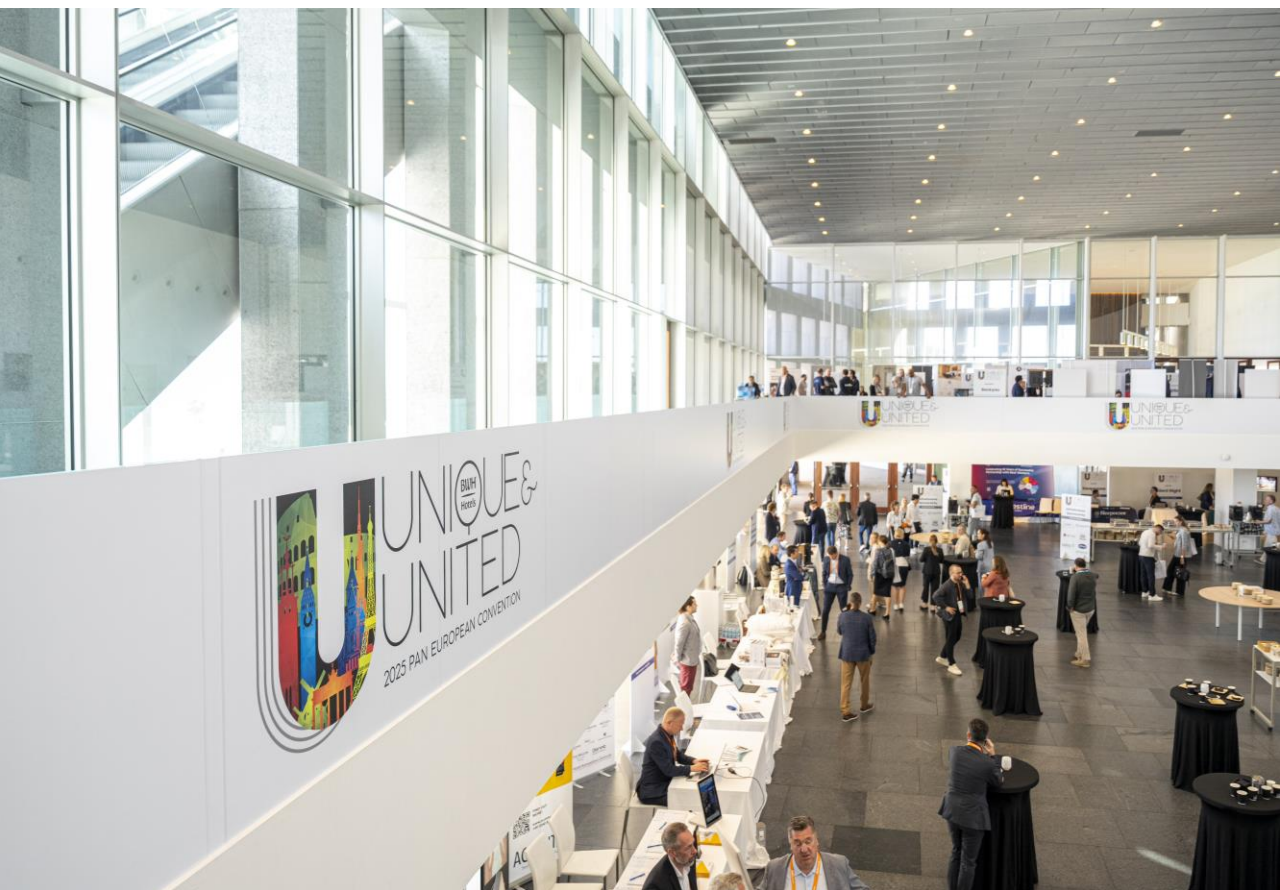
- 2 x company representatives
- 2 x invitations to the Gala Dinner
- Branding opportunities across the evening plus feature stand and giveaways
- Presence on the BWH Hotels event app
- Company branding pre, during and post event
- Exhibition stand
- Delegate data download
- 1 x featured post in our newsletter to all hotels

KEYNOTE SPEAKER SPONSOR:

£2500

Includes:

- Sponsorship of our event keynote speakers
- Company branding on speaker holding slide
- Presence on the BWH Hotels event app
- Company branding pre, during and post event
- Exhibition stand
- 1 x invitation to Monday evening and the Gala Dinner on Tuesday
- One featured post in our newsletter to all hotels



LUNCH AND REFRESHMENT BREAK

SPONSOR: £2000

Includes:

- Company branding available in the lunch and refreshment areas
- Work with us to create an interactive sampling event each day
- Presence on the BWH Hotels event app
- Exhibition stand
- 2 x invitations to Monday evening and the Gala Dinner on Tuesday
- One featured post in our newsletter to all hotels
- *suitable for F&B suppliers only*

AMC EXPO STAND: £1500

Includes:

- Attend our exhibition
- 2x2m space available
- Presence on the BWH Hotels event app
- 1 x ticket to the Gala Dinner evening. Additional tickets can be purchased

WINE SPONSOR: product placement

Opportunities to partner with us for Gala Dinner and/or Welcome evening to showcase products and join us on the day to network with delegates.



Want to work with us? Our hotel communications team would love to discuss your goals and objectives. If you're looking to reach industry leaders in hospitality, with dynamic communications that will resonate, get in touch today:

Rachel Jackson & Jo Hogg
Communications@BWHHotels.co.uk

Please note – this is a sponsorship agreement and not an endorsed supplier listing. All sponsorship requests subject to approval from the Senior Leadership Team at BWH Hotels.