

12/20/2018

Best Western Announces Anthony Klok as New Board Chairman

Best Western Hotels & Resorts announced that its Board of Directors has elected Anthony Klok as Board Chairman for 2019.

Phoenix/AZ (USA), December 20th, 2018 - Klok, who previously served as Vice Chairman of the Board of Directors, enters his new position with a wealth of industry knowledge and understanding of the hotel industry, and as a Best Western hotel owner. His extensive industry expertise uniquely positions Klok to be a driving force behind Best Western's continued success and momentum into 2019.

"Mr. Klok has deep experience in many segments of the industry," said Best Western Hotels & Resorts President and CEO David Kong. "He is known for being innovative and strategic. His background and progressive approach will be invaluable to Best Western as it continues its amazing journey of enhancing brand image and driving superior value to its hotels."

A University of Illinois Champaign graduate, Klok began his career in hospitality as Co-Founder and Principal of the successful Rebel Hospitality, which boasts development of 15 independent boutique and brand hotels, restaurants and entertainment venues in Chicago and Memphis.

Throughout his career, Klok has had far-reaching involvement in a number of hospitality associations, including the Illinois Hotel and Lodging Association, the DePaul University School of Hospitality Advisory Board and the Lakeview East Chamber of Commerce. Klok's deep industry knowledge led to his election to Best Western's Board of Directors in 2013 to represent the interests of Best Western hotel owners in eight states and provinces in the Midwestern United States and Canada, from Ontario to Kentucky.

"Being elected to serve as Chairman of the Board of Directors for Best Western Hotels & Resorts is truly an honor," said Klok. "I have personally seen Best Western grow and evolve significantly in recent years, and I'm excited to play an even bigger role in building the brand and fostering growth for each and every hotel owner, while also improving our guest experience through innovation."

Klok's impressive track record of delivering exceptional results is set to continue in 2019 as he will play a crucial role in driving yet another noteworthy year for Best Western Hotels & Resorts.

The following press picture is available for download:

Anthony Klok will become Board Chairman of Best Western Hotels & Resorts at the start of 2019, representing the interests of Best Western Hoteliers in North America.

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About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,200 hotels in nearly 100 countries and territories worldwide*. Best Western offers 13 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÄ«b®, GL , Executive Residency by Best Western®, Sadie HotelSM, Aiden HotelSM, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay Collection® by Best Western**. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands respectively for two consecutive years, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category. Best Western has also won 10 consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 60 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in breakfast (food and beverage category) by J.D. Power's 2018 North America Hotel Guest Satisfaction Index Study – ranking first for midscale; and second for upper midscale. Over 37 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-branded hotel worldwide. Best Western's partnerships with AAA/CAA and Google® Street View provide travelers with exciting ways to interact with the brand. Through its partnership with Google Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

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

**All Best Western and SureStay branded hotels are independently owned and operated.

For further information please contact:**Best Western Hotels Central Europe GmbH**

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