

## **Best Western Sundowner Wins 2020 TripAdvisor Travelers' Choice Award**

*Best Western Sundowner Recognized Among Best in Nation Based on Outstanding 2019 Guest Reviews*

**Sterling, CO – August 4, 2020** – The Best Western Sundowner today announced it has been recognized as a 2020 Travelers' Choice award-winner. Based on a full year of TripAdvisor reviews, prior to any changes caused by the pandemic, award winners are known for consistently receiving great guest feedback, placing them in the top 10% of hospitality businesses around the globe.

"Receiving this award from one of our trusted partners, TripAdvisor, means a great deal to us," says Amanda Dalrymple, Director of Marketing for TWC Management. "Our staff members work hard to ensure guest's needs are not only being met but being exceeded; we're honored to receive this award."

"Winners of the 2020 Travelers' Choice Awards should be proud of this distinguished recognition," said Kanika Soni, Chief Commercial Officer at TripAdvisor. "Although it's been a challenging year for travel and hospitality, we want to celebrate our partners' achievements. Award winners are beloved for their exceptional service and quality. Not only are these winners well deserving, they are also a great source of inspiration for guests as the world begins to venture out again."

To see guest reviews and popular amenities of the Best Western Sundowner visit:

[https://www.tripadvisor.com/Hotel\\_Review-g33658-d80849-Reviews-Best\\_Western\\_Sundowner-Sterling\\_Colorado.html?m=19905](https://www.tripadvisor.com/Hotel_Review-g33658-d80849-Reviews-Best_Western_Sundowner-Sterling_Colorado.html?m=19905)

### **About TWC Management**

TWC Management is a family owned hotel management company specializing in the operation and development of limited service properties. Currently, TWC managers three properties in Colorado and Wyoming. TWC's employees are committed to serving each of our guests with a hospitality heart. We believe in the importance in community involvement and strive to be active in each of our markets. For more information regarding the company, please visit [www.twc-management.com](http://www.twc-management.com).

### **About Best Western® International:**

Best Western International headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200\* hotels in more than 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®, Vib®, GLō®, Executive Residency by Best Western®, Sadie Hotel™, Aiden Hotel™, 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, 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 nine 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 58 million members in the U.S. and

Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 35 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.

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

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

#### **About Tripadvisor**

Tripadvisor, the world's largest travel platform\*, helps 463 million travelers each month\*\* make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 860 million reviews and opinions of 8.7 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries and affiliates of Tripadvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands:

[www.bokun.io](http://www.bokun.io), [www.cruisecritic.com](http://www.cruisecritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), and [www.bookatable.co.uk](http://www.bookatable.co.uk)), [www.helloreco.com](http://www.helloreco.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.seatguru.com](http://www.seatguru.com), [www.singleplatform.com](http://www.singleplatform.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com) and [www.viator.com](http://www.viator.com).

\* Source: Jumpshot for Tripadvisor Sites, worldwide, November 2019

\*\* Source: Tripadvisor internal log files, average monthly unique visitors, Q3 2019

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