

## **FOR IMMEDIATE RELEASE**

CONTACT: Claudia Kunkel  
Public Relations  
480-220-5400  
claudia@ideascollide.com

### **BEST WESTERN OWNER RECOGNIZED WITH THE HEROIC HOSPITALITY STARS AWARD AT HOTEL BRAND'S 2015 CONVENTION**

**Houston, TX October 12, 2015** – Vicki Massad, Vice President of Operations for American Liberty Hospitality who manages the Best Western Plus Westchase in Houston, Texas, Best Western Plus Seabrook Suites, Seabrook, Texas and Best Western Inn at Coushatta, Kinder, LA, was recently honored with the Heroic Hospitality Stars Award as Voting Member/Owner of the Year. Vicki was honored with the award at Best Western Hotels & Resorts' 2015 Convention held recently in Honolulu, Hawaii, in front of approximately 2,000 industry peers.

The Heroic Hospitality Stars Award is a special honor that recognizes and celebrates individuals who provide exceptional customer service and demonstrate superior professionalism in their everyday line of work. Winners must also be associated with the top performing hotels within the brand.

Vicki Massad was one of only seven hotel employees to receive this award, out of all staff at the brand's more than 2,100 properties in North America.

“The Heroic Hospitality Stars Award recognizes Best Western staff who go above and beyond to care for their guests and ensure they have a positive experience during their stay,” said Jayesh Patel, Chairman of Best Western Hotels & Resorts' Board of Directors. “We celebrate Vicki Massad for this incredible achievement and greatly appreciate their commitment to our customers and our brand.”

At all three of our Best Western properties, we are proud to offer great guest service by a dedicated team of professionals, full hot breakfast, complimentary Wi-Fi, fitness rooms, outdoor pools and so much more.

For reservations, call Best Western's 24-hour, toll-free number at 1-800-WESTERN. Reservations are also available through [bestwestern.com](http://bestwestern.com).

#### **ABOUT BEST WESTERN HOTELS & RESORTS**

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of 4,100\* hotels in more than 100\* countries and territories worldwide. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, BEST WESTERN PLUS EXECUTIVE RESIDENCY®, Vib®, BW Premier Collection® and GLō. Now celebrating 69 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and online and mobile booking capabilities. More than 25 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. Best

Western continues to set industry records and accolades, including Business Travel News naming BEST WESTERN and BEST WESTERN PLUS as the best mid-price and upper mid-price hotel chains, four consecutive Compuware Best of the Web gold awards for best hotel website and six consecutive AAA/CAA Hotel Partner of the Year awards. More than half of all Best Western branded hotels have earned a TripAdvisor Certificate of Excellence award.

\*Numbers are approximate and may fluctuate.