



**BEST WESTERN PLUS RATON HOTEL RECEIVES
BRAND'S HIGHEST AWARD FOR QUALITY**

Raton, NM 11/28/2023—The Best Western Plus Raton Hotel in Raton, NM has received Best Western® Hotels & Resorts' Chairman's Award, a prestigious honor recognizing hotels with exceptional quality assurance standards. The Chairman's Award recognizes the Best Western-branded hotels that score in the top 20 percent of more than 2,200 North American properties, with respect to cleanliness and maintenance inspection scores. Hotels must also meet Best Western's requirements for design and high customer service scores to qualify for the award.

"The Best Western Plus Raton Hotel is thrilled to be receiving Best Western's Chairman's Award this year, as it is a highly regarded recognition within the brand and reflects our dedication to excellence," said Bernadine Barela, Hotel Manager. "With this year's unprecedented challenges, we recognize that providing today's travelers with a high quality, trusted lodging experience is of utmost importance. Our team of hotel staff goes the extra mile every day to do just that, and we're proud to provide our guests with superior customer care."

Located at 473 Clayton Road, the Best Western Plus Raton Hotel features 75 rooms, a full service restaurant and bar, full hot breakfast buffet, indoor heated saltwater pool, fitness room, complimentary wifi, guest laundry, business center, and more.

Reservations at the Best Western Plus Raton Hotel may be booked by calling the hotel directly at (575) 445-8501 or by calling Best Western Hotels & Resort's 24-hour, toll-free reservations number (800) WESTERN. Reservations are also available from Best Western's website at BestWestern.com.

About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel Group® global network. With 18 brands and approximately 4,700 hotels in over 100 countries and territories worldwide*, BWH Hotel Group suits the needs of developers and guests in every market. Brands include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vib®, GLō®, Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection®. Through acquisition, WorldHotels™ Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted collections are also offered. Completing the portfolio is SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM franchises**.

For more information visit www.bestwestern.com, www.bestwesterndevelopers.com, www.worldhotels.com and www.surestaydevelopers.com.

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

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