

District One
Best Western Cannon A.F.B., Clovis NM
Property # 32116

Dear Dhawal (Danny) Jariwala

First and foremost, please know that the health, safety and wellbeing of our members, guests and associates is our top priority. As we continue to battle COVID-19 and look ahead to the recovery, hygiene and cleanliness have never been more important. To ensure our hotels are a safe home-away-from-home to all who enter our doors and to further ensure we are meeting guest expectations in this new environment, we launched the *We Care Clean*SM program in April 2020.

We are grateful to the many members who have embraced this vital program at your properties. Through your support, you are demonstrating the caring spirit that has always defined Best Western and reassuring our guests that their safety and wellbeing is of utmost importance to our brand. Thank you for your extraordinary partnership in taking cleanliness to the next level at your properties through *We Care Clean* and positioning Best Western for success as travel rebounds.

Because of the importance of *We Care Clean*, I am excited that Best Western has launched the *We Care Clean* Hotel Champion Award program. Each month, one hotel per District will be selected for the award based on positive guest comments from Medallia and social media regarding how well the hotel is implementing *We Care Clean* and meeting guest expectations related to COVID-19. On behalf of Best Western Hotels & Resorts, I am pleased to congratulate you and your hotel associates on being selected as Best Western's *We Care Clean* Champion for March 2021 in District One.

Based on the significant positive feedback your hotel has received, it is clear your extra efforts to provide a safe, clean and friendly environment is both noticed and appreciated by your guests. Here are just a few of the extraordinary comments your hotel has received through Medallia and social media:

One of the best Best Western's I have stayed. I stay in a lot of hotels. Mostly Best Western. It was excellent. Should get the plus designation. Good grab and go choices. Appreciate the chobani (greek yogurt) and the breakfast bars.

Stayed at this hotel for 1 night for a quick stop to rest and recharge. The reviews were all good ones so we gave it a shot. The staff was the friendliest hotel staff ever. Danny was awesome. This hotel was the cleanest hotel I think I may have ever stayed at. The beds were super comfortable. The grab & go breakfast made our stay even more enjoyable. I highly recommend this hotel if you are in Clovis or need a stop while driving through.

Best I have had in a hotel since modifications occurred due to COVID. Was incredibly pleased. Exceeded my hopes. The manager at the front desk was truly unique in how friendly, accommodating, and helpful he was. He deserves true recognition.

I contacted the hotel ahead of time in regards to several allergies in my party and being able to accommodate covid safe food. They went above and beyond with making sure we were taken care of. Best and most personalized stay I have ever had in the US.

You and your entire team should be immensely proud of your efforts. To recognize your success and being selected for the *We Care Clean* Hotel Champion Award, your regional services manager and district manager will be contacting you shortly to arrange a small celebration for your staff. This recognition will include a luncheon for you and your team along with an award certificate and an article in BW News Now highlighting your achievement.

Congratulations to you and your hotel team and thank you for your commitment to the highest standards of cleanliness and guest service.

Sincerely,

signature

David Kong

President & CEO etc. etc.