

**BEST™  
LOVED  
HOTELS**

**BRAND  
MEMBERSHIP  
STANDARDS**

[bestlovedhotels.com](https://bestlovedhotels.com)

# INTRODUCTION

Best Loved Hotels is a curated collection of independent and unique hotels around the world, offering authentic travel experiences.

Since 1993, when Best Loved Hotels was founded, we have earned an international reputation for excellence, becoming a trusted name associated with luxury, quality and unparalleled service.

Our carefully curated collection showcases of the very best independent and unique hotels, from exclusive island resorts and historic castles to sophisticated city centre hotels and serene countryside hideaways.

What sets Best Loved Hotels apart is our commitment to detail and our passion for providing guests with one-of-a-kind experiences.



# A BEST LOVED PARTNERSHIP

As part of your partnership with HotelREZ, adhering to Best Loved Hotels membership standards is an important step in aligning your property with this recognised and respected brand. This alignment not only enhances guest recognition but also reinforces the trusted reputation that travellers actively seek on BestLoved.com.

To help you integrate the Best Loved identity seamlessly within your property, we are providing a suite of materials designed to enhance your visibility across key guest touchpoints. These resources ensure consistent brand representation and strengthen the connection between your hotel and the Best Loved name.

By embracing these membership standards, you position your property as a distinguished member of our established collection, reaffirming your commitment to the quality, individuality, and consistency that guests expect from Best Loved Hotels.



# LOGOS & BRAND MEMBERSHIP STANDARDS

The Best Loved Hotel logo symbolises quality and trust, reassuring guests at every touchpoint.

Incorporate our logo prominently on your homepage, advertising materials, and other promotional assets to communicate your esteemed association with Best Loved Hotels. Where possible, include the tagline “A Proud member of” to strengthen brand cohesion.

For reservations, ensure that global contact details and Best Loved identifiers are included in relevant materials.

- **member@bestloved.com**
- **+44 (0) 333 332 004**
- **GDS Chain Code: HO**

You can download Best Loved Digital Assets here

**DOWNLOAD BRAND & LOGOS**

Alternatively, for any marketing related information you can email **marketing@bestloved.com**



# ON PROPERTY BRANDING

## Plaque

Your membership includes one plaque, which you are invited to display in a prominent part of your hotel, such as reception or the lobby.

You are welcome to order further plaques by contacting [marketing@bestloved.com](mailto:marketing@bestloved.com)

[ORDER YOUR PLAQUE](#)



# ON PROPERTY BRANDING

## Printed Materials (optional)

Add Best Loved Hotels branding to all hotel printed materials including business cards and letterheads and operational collateral such as menus and in-room materials.

## Other Branded Materials (optional)

Member hotels are invited to co-brand beach towels and similar branded materials with Best Loved Hotels. Please contact [info@bestloved.com](mailto:info@bestloved.com) for further information.



# ON PROPERTY BRANDING

## Dos & Dont's:

To maintain integrity and consistency, the logo must always be used in its original, approved form. Any modifications or distortions compromise the brand's professionalism and visual impact. Here are examples of improper logo usage that should be avoided:

Do ✓



**BEST™  
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## Don't ✗

Do not alter the leading proportions

**BEST™  
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Do not use different font

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Do not stretch the logo

**BEST™  
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HOTELS**

Do not use different color

**BEST™  
LOVED  
HOTELS**

Do not rotate the logo

**BEST™  
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Do not create new logo

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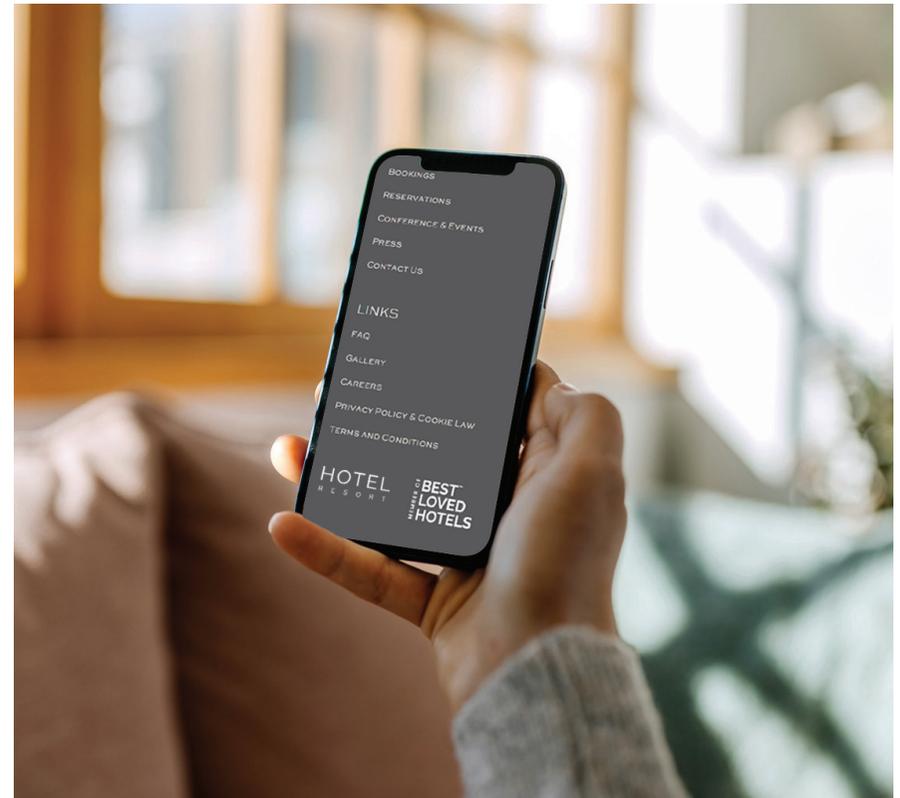
# DIGITAL BRANDING

## Website

Highlight your partnership with Best Loved Hotels by featuring our logo on your website. This trusted badge signals your dedication to exceptional hospitality, thoughtful experiences, and a recognized standard of excellence.

How to feature our logo:

- Place the Best Loved Hotels logo on your homepage, ideally in the footer or near your brand affiliation section.
- Link to logo directly to your property's listing on [bestloved.com](https://bestloved.com) to enhance visibility and drive additional traffic to your profile.



# DIGITAL BRANDING

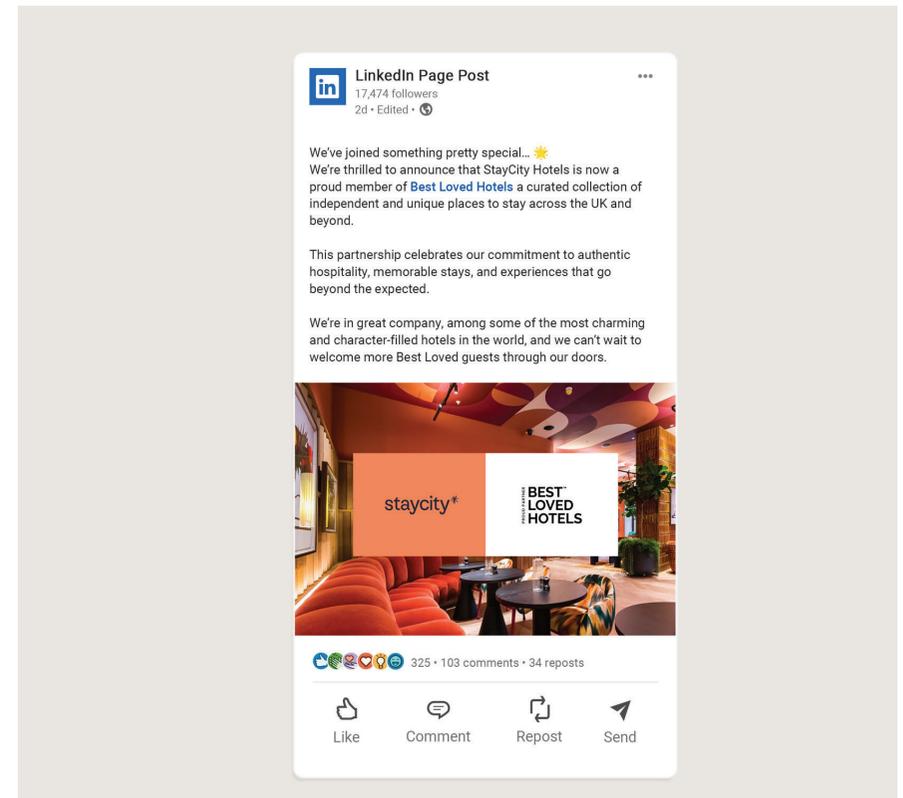
## Booking Information

Incorporate Best Loved Hotels branding across reservation confirmations, guest communications, and related booking materials.

## Social media

Where applicable, feature Best Loved Hotels branding on social media platforms. Create a social media post with co-branded logo so we show them an example of what this looks like.

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# MAPS UPDATE

- Update Google Maps and Apple Maps with "A proud member of Best Loved Hotels" for cohesive representation across platform.
- Update Your Hotel Listings with "A proud member of Best Loved Hotels"
- Let your guests know you're part of our trusted collection on Google and Apple Maps.



## Google Maps / Google Business Profile

- Log into your Google Business Profile.
- Choose your hotel listing.
- On the left menu, click "Info."
- Under the "Business Description" section, click the pencil/edit icon.
- Add the phrase: "A proud member of Best Loved Hotels."
- You can include it at the start or end of your existing description.
- Click "Apply."

Note: Changes may take a few hours to be reviewed and published.



## Apple Maps / Apple Business Connect

- Go to Apple Business Connect.
- Sign in with your Apple ID and locate your hotel listing.
- Click "Locations" and choose your property.
- Under "About" or "Description", click Edit.
- Add: "A proud member of Best Loved Hotels."
- Save and submit your update.

Note: Apple may take up to 48 hours to process listing edits.

# PR & MARKETING

## Press Releases

Extend your reach with Best Loved's PR team by including our contact details in your press releases.

Email: [marketing@bestloved.com](mailto:marketing@bestloved.com)

Telephone: +44 (0) 333 332 004



# TECHNOLOGY & DISTRIBUTION

## Distribution

Update distribution descriptions and naming conventions with "A proud member of Best Loved Hotels" for brand consistency.

## Booking Engine

The Best Loved Hotels booking engine provides a fully customizable and intuitive experience for your guests.



# CONCLUSION

In a competitive market, the Best Loved Hotels brand helps distinguish your property on a global scale. As a Best Loved Hotels member, you gain access to a powerful network that amplifies your commitment to excellence, expanding your appeal to international travellers.

For further information  
please contact your  
Account Manager  
or email  
**[info@bestloved.com](mailto:info@bestloved.com)**



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