



Best Western recognizes Best of the Best

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Sedona, Ariz.-The Best Western Arroyo Roble Hotel & Creekside Villas in Sedona, Ariz. was named Best of the Best in Design at Best Western International's annual North American convention held recently in Grapevine, Texas. The hotel was presented with the award in front of more than 2,000 industry peers.



[From left] Michael Waltrip, NASCAR driver and Best Western spokesperson; Lonnie Lillie, general manager of the Best Western Arroyo Roble Hotel & Creekside Villas, Sedona, Ariz.; Ray Johnston, chairman of the board, Best Western International; and David Kong, President & c.e.o., Best Western International, at the company's annual North American convention.

The select honor is bestowed upon the member property whose design and/or construction project is deemed most impressive by an independent panel of judges, comprised of nationally recognized designers and architects.

The Best Western Arroyo Roble Hotel & Creekside Villas was one of only eight hotels out of more than 2,400 eligible properties in the U.S. and Canada to receive this designation.

"The Best of the Best Awards recognize those Best Western hotels that truly demonstrate the highest levels of quality and service," said Ray Johnston, chairman of Best Western's Board of Directors. "The Best Western Arroyo Roble Hotel & Creekside Villas represents a strong commitment to design. As Best Western celebrates its 60th Anniversary, we salute the 2006 Best of the Best winners for their leadership."

Located in the heart of uptown Sedona at 400 N. Hwy 89a, the Best Western Arroyo Roble Hotel & Creekside Villas offers 65 unique guestrooms. Guests of the hotel receive access to the exclusive Arroyo Roble Health Club. The club offers a billiards room, indoor and outdoor heated swimming pools, indoor and outdoor whirlpools, a steam room, sauna, two lighted tennis courts and the only

indoor air-conditioned racquetball courts in Sedona. Hotel guests will also enjoy convenient access to Oak Creek. The private creek side area, surrounded by ancient sycamore trees, offers serene beauty and a backdrop of the red rocks that have made Sedona famous. Picnic areas with barbeque pits, a children's playground and a private swimming hole are added creek side amenities exclusive to guests of the Best Western Arroyo Roble Hotel.

For reservations, call the hotel directly at 1.800.773.3662 or call Best Western's 24-hour, toll-free number at 1-800-WESTERN. Reservations are also available through the hotel Web site at www.bestwesternsedona.com .

Best Western International is celebrating its 60th Anniversary as a membership association of independently owned and operated hotels that provides marketing, reservations and operational support to its members. Growing from a string of roadside motels starting in 1946 Long Beach, CA, to THE WORLD'S LARGEST HOTEL CHAIN with 4,200 hotels in 80 countries, Best Western is one of the industry's most endearing iconic brands.