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Best Western Music Capital Inn Updates Identity

[Branson, MO] – Guests will notice a new look at the Best Music Capital Inn with the unveiling of brand new signage, the result of a recent brand and logo refresh to demonstrate Best Western® Hotels & Resorts' commitment to the future of travel.

“We’re excited about the updates not only to the signage on our property, but across the brand as well,” said Gail Myer, VP of Operation for the Best Western Music Capital Inn. “We are investing heavily in our property to ensure we continue to be an asset to the community and guests.”

New logoed signs are going up at all 2,100 Best Western properties across North America, and the brand’s reimagined identity will be fully implemented by December 31, 2017. “We are embracing our future with a completely reimagined brand identity that clarifies our exceptional offerings and broadens our appeal with a contemporary, energetic and relevant look,” said David Kong, President and Chief Executive Officer of Best Western Hotels & Resorts.

The new Best Western hotel logo brings a custom, proprietary and contemporary look to the brand. The hand drawn lettering is familiar and personable and pulls through the company’s updated blue color. The centerpiece globe comes to life through the use of special effects such as gradient, highlighting and a 3-D treatment.

Dorothy Dowling, Senior Vice President of Marketing and Sales for Best Western says, “The new logos not only represent the force Best Western is today, but also help define the new voice of Best Western for the future.”

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The award-winning Best Western Music Capital Inn is located on Shepherd of the Hills Expressway across from the Shoji Tabuchi Theater. It is one of America's top ranked Best Western hotels on TripAdvisor. The hotel is a past recipient of three of Best Western's highest honors: the Chairman's Award, Director's Award and M.K. Guertin Award. The hotel is one of six Myer Hotel properties in Branson.

About Myer Hotels

In the lodging business for 50 years, the Myer family has actively contributed to Branson's hospitality market for many years and has received numerous national awards. Myer Hotels includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows, Quality Inn West, and Holiday Inn Express Green Mountain Drive. The properties emphasize excellent locations, countless amenities and exceptional customer service while focusing on great value in the upper mid-scale area. For more information about these hotels please visit www.myerhospitality.com.

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