BEST WESTERN® HOTELS & RESORTS OFFERS HOLIDAY BONUS TO REWARDS MEMBERS





Best Western Hotels & Resorts' award-winning loyalty program – Best Western Rewards® (BWR) – is giving its rewards members a special gift this holiday season. Now through January 31, 2018, BWR members will receive a $10 Best Western Travel Card for every stay at any of Best Western's 4,200 hotels around the globe. Additionally, BWR members remain eligible to earn a free night's stay at any Best Western-branded property in North America for just 10,000 points.

"Holiday travel can be stressful and, at times, expensive, so we are excited to introduce a winter promotion that helps lighten the load for our BWR members," said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. "Understanding that our guests are looking for great value, this special offer, combined with our discounted free night stays, is the perfect way to gift our loyal customers and make the holiday season even more special."

On the heels of BWR's program refresh earlier this year, Best Western's winter promotion is representative of the unmatched rewards and benefits BWR provides.

BWR's enhanced program and perks demonstrate Best Western's commitment to providing travelers with one of the richest rewards programs in the industry. BWR reward redemption begins at a lower point level requirement relative to other hotel brands, and free nights earned can be redeemed at any Best Western branded hotel worldwide, with no blackout dates.

Top-Ranked, Rich Rewards
BWR is the only loyalty program in the industry where points never expire and BWR members have access to the richest promotions in the industry. Reward redemption begins at a lower point level requirement relative to industry competitors, and free nights earned can be redeemed at any Best Western branded hotel worldwide, with no blackout dates. Additionally, members have access to special rates – up to 10% off on every night and free night redemptions count toward attaining elite tiers. Finally, members are able to earn gift cards from some of the most popular shopping, entertainment, gas, and airline partners.

Instant Enrollment, Instant Rewards
As part of the BWR refresh, members are given instant rewards and gratification on every stay. Additionally, the Status Match…No Catch® program allows members to instantly have their status matched with other hotel loyalty programs upon enrollment.

Elite Members, Elite Rewards
In addition to enjoying the perks and benefits of BWR, elite members also receive elite rewards. At check-in elite members are given a choice of a "Thank You" gift or bonus points. Additionally, they receive a 10% discount for all free night redemptions. Finally, Best Western hotels provide guaranteed free nights for Diamond and Diamond select members at properties with availability.

Additionally, the new digital membership card allows BWR guests to simply and conveniently access their membership numbers, point balances, current tier levels and exclusive deals and offers.

BWR's new tagline – Go.Get.Rewarded.® – demonstrates Best Western's commitment to delivering an exceptional customer experience through a simplified, meaningful and rapid rewards program.

For more information and the terms and conditions for these offers, or to sign up for BWR, visit BestWestern.com/Rewards.

About Best Western® Hotels & Resorts:
Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200* hotels in more than 100* countries and territories worldwide. Best Western offers 11 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Vīb®, GLō®, Executive Residency by Best Western®, BW Premier Collection®, and BW Signature CollectionSM by Best Western; as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay CollectionSM by Best Western. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 64 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2017, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands, and Best Western receiving seven consecutive Dynatrace® Best of the Web awards for its leading hotel website. Best Western has also won nine consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 58 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 32 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. Best Western's partnerships with AAA/CAA and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Through its partnership with Google® Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.
* All Best Western and SureStay-branded hotels are independently owned and operated.
* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

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