

BEST WESTERN® HOTELS & RESORTS ROLLS OUT SUPPORTS FOR FRONT LINE WORKERS



THANK YOU TO OUR
FRONT LINE HEROES!



THANK YOU TO OUR
FRONT LINE HEROES!



Best Western Hotels & Resorts (BWHR) has launched a “Front Line Heroes” campaign designed to offer a helping hand to front line workers during the COVID-19 pandemic. The campaign includes a custom loyalty offering for essential workers and expanded donation offerings supporting COVID-19 relief efforts.

“Each and every day we see essential workers, from healthcare providers and first responders to transportation workers and infrastructure professionals, putting their own health at risk to lead the fight against the COVID-19 pandemic,” said David Kong, President and Chief Executive Officer for BWHR. “These front line workers are making tremendous sacrifices for the greater good. While no token of appreciation will ever be enough, we are proud to show our respect and gratitude by extending a loyalty upgrade and supporting the relief efforts through donations.”

Throughout the COVID-19 pandemic, front line workers have emerged as heroes, selflessly fighting a daily battle to keep communities around the world safe and healthy. BWHR is offering a Best Western Rewards® (BWR®) Elite status upgrade to those on the front lines. Eligible essential workers can visit bestwestern.com/frontlineheroes for their status upgrade. Elite BWR members can enjoy bonus points for every stay, exclusive promotional offers, and discounted rates at BWHR-branded hotels worldwide.

To round out the relief and supports for front line workers, BWHR has made it easier than ever for

its loyalty members to support essential workers. BWR members who donate their rewards points to BWHR's charitable arm, Best Western for a Better World®, or charitable partner, the Red Cross, will see their donations go directly to supporting COVID-19 relief efforts.

This announcement is the latest example of BWHR's commitment to supporting its guests and communities during the COVID-19 health crisis. BWHR was first in the industry to extend loyalty status to its BWR members whose travel plans have been greatly impacted by travel restrictions and cancellations resulting from the COVID-19 pandemic.

###

About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel Group® global network. With 18 brands and approximately 4,700 hotels in over 100 countries and territories worldwide*, BWH Hotel Group suits the needs of developers and guests in every market. Brands include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vib®, GLō®, Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection®. Through acquisition, WorldHotels™ Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted collections are also offered. Completing the portfolio is SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM franchises**. For more information visit www.bestwestern.com, www.bestwesterndevelopers.com, www.worldhotels.com and www.surestay.com.

* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

**All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated.