

Best Western: Rewards Rush with EUR 20 Hotel Voucher

This summer, members of the Best Western's loyalty program Best Western Rewards will benefit. As part of Rewards Rush, members of the worldwide program will receive a hotel voucher worth EUR 20 when booking a Best Western hotel stay until September 3rd. The voucher can be redeemed in all hotels of the group until 120 days from the date of issue.

As the busy summer travel season approaches, Best Western Hotels & Resorts has announced its latest seasonal promotion, "Rewards Rush", encouraging Best Western Rewards members to get rewarded with special savings on their next vacation. Each Best Western Rewards member will receive a EUR 20 Best Western Travel Card after their first stay between May 21 and September 3, 2018. A one-time registration for the "Rewards Rush" campaign via the Best Western Hotels & Resorts website is required. Once the hotel booking is complete, the Travel Card will be sent directly to the Rewards Member by e-mail. The voucher worth EUR 20 is valid for 120 days from the date of issue and can be redeemed at all around 4,000 Best Western hotels worldwide for any hotel's own services. The first stay eligible for points as part of the "Rewards Rush" campaign must be completed by September 3rd. Stays booked through an online travel agency, tour operator or at a special price are excluded from this promotion.

Information about the "Rewards Rush" campaign, conditions and registration:

www.bestwestern.de/rewardsrush

"We know our loyal guests are eagerly planning their summer getaways, and we look forward to enhancing their vacation experience by rewarding them with unbeatable savings," said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. "Our goal is to bring real value to today's travelers, and we tailor our BWR program to provide the rewards and perks guests are looking for not only during these peak travel times, but all year-round."

Top-Ranked, Rich Rewards

Best Western Rewards is the only loyalty program in the industry where points never expire and 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 percent 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.

For more information on the summer promotion, please visit www.BestWestern.com/RewardsRush2.

The following press picture is available for download:

Caption: Rewards Rush – members of Best Western's worldwide loyalty program will receive a hotel voucher worth 20 euro when booking a Best Western hotel stay until September 3rd.

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About Best Western Hotels Central Europe:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. Best Western offers eleven hotel brands to suit the needs of developers and guests in every market: Best Western, Best Western Plus, Best Western Premier, V&A, GL, Executive Residency by Best Western, BW Premier Collection, and BW Signature Collection by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Plus Hotel by Best Western and Sure Hotel Collection by Best Western.

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 34 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. More information: www.bestwestern.de and www.bestwestern.com

For further information please contact:

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