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Best Western Rewards: Top 2 Hotel Rewards Program

Results from annual report name Best Western Hotels & Resorts loyalty program number
two for all travelers spending levels.

Phoenix, AZ (December 19, 2018) –Best Western Hotels & Resorts today announced that its award-winning loyalty program, Best Western Rewards (BWR®), has earned the No. 2 spot in a recent study by [WalletHub](#), which each year, seeks to identify the best rewards programs in the hotel industry. BWR moved up in the annual rankings from 2017, in part due to its ongoing evolution and approach to consistent innovation. The 2018 study also highlighted BWR as the No. 1 best choice for travelers seeking a program with points that do not expire.

“Best Western continues to solidify its place as a top choice for today’s travelers and we feel a large part of our success has been the innovative mindset we’ve applied to the loyalty space, introducing refreshed services and offerings to our BWR members,” said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. “We’re pleased to be recognized again this year by WalletHub and most importantly, to continue offering travelers a rich rewards program with points that never expire – along with other unprecedented perks.”

Top-Ranked, Rich Rewards

Best Western is the only major hotel chain to offer a loyalty program whose rewards points do not expire due to account inactivity and BWR members have access to some of the richest promotions in the industry. Reward redemption is available at one of the lowest point levels and free nights earned can be redeemed at any Best Western-branded hotel worldwide, with no blackout dates. Additionally, members are able to redeem points for gift cards from some of the most popular shopping, entertainment, gas, and airline partners. Conveniently, a new digital membership card provides BWR members with easy access to their membership number, point balance, current tier level and exclusive deals and offers. These new benefits let travelers maximize their stays across all Best Western brands.

Instant Enrollment, Instant Rewards

Members are now 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 receive elite rewards. Upon arrival, elite members are given a choice of a “Thank You” gift or bonus points. Finally, Best Western-branded hotels provide guaranteed free nights for Diamond and Diamond select members at properties with availability.

The WalletHub study compared loyalty rewards programs operated by the 12 largest hotel chains in the U.S., based on the number of properties, using publicly available information. The ten most popular hotel rewards programs were evaluated using 21 key metrics, ranging from geographic coverage rank, point values to booking blackout dates, earning limitations, additional features and more.

For more information on BWR or to enroll in the program, please visit [BestWestern.com/Rewards](https://www.bestwestern.com/Rewards).

Top 5 - Best Hotel Rewards Program

1. Wyndham Rewards
2. Best Western Rewards
3. Radisson Rewards
4. Marriott Rewards
5. Choice Rewards

Source: WalletHub, Best Hotel Rewards Program 2018

At a glance: The relevance of the different hotel bonus programs for the three categories of travelers. Source: WalletHub, Best Hotel Rewards Program 2018

The following press picture is available for download:

Best Western Rewards (BWR®), has earned the No. 2 spot in a recent study by WalletHub, which each year, seeks to identify the best rewards programs in the hotel industry.

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About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,200 hotels in nearly 100 countries and territories worldwide. Best Western offers 13 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÅ«b®, GL , Executive Residency by Best Western®, Sadie HotelSM, Aiden HotelSM, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay Collection® 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 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands respectively for two consecutive years, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category. Best Western has also won 10 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 60 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in breakfast (food and beverage category) by J.D. Power's 2018 North America Hotel Guest Satisfaction Index Study – ranking first for midscale; and second for upper midscale. Over 37 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-branded hotel worldwide. Best Western's partnerships with AAA/CAA and Google® Street View 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.

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

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

For further information please contact:

Best Western Hotels Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Mail: anke.cimal@bestwestern.de

Websites www.bestwestern.de, www.bestwestern.de/presse