

## Charity For Australia: Rewards Members Donate Points for Help

**Best Western Rewards, the loyalty program of Best Western Hotels & Resorts, is launching a worldwide fundraising campaign for Australia. Through the Best Western For A Better World program, Rewards members can convert their collected points into donations for the Red Cross, which is helping those affected by the current crisis in Australia.**

**Eschborn, January 27<sup>th</sup>, 2020.** Collect points worldwide and donate for Australia: Best Western Hotels & Resorts launched a global campaign in January to support the Australian regions affected by the heavy bush fires as part of the Best Western For A Better World donation program. Members of Best Western Rewards, the loyalty program of Best Western Hotels & Resorts, can convert their points into donations to the Red Cross. The Red Cross will use the money locally in Australia to help those affected. Members who want to take part in the charity can redeem their Best Western Rewards points via the Redemption Mall on the international Best Western website [www.bestwestern.com](http://www.bestwestern.com) and select the "Best Western For A Better World Fund" program there. For every 500 points, Rewards members can donate two US-Dollars. BWH Hotel Group Central Europe, the umbrella brand for Best Western Hotels & Resorts in the Central European market, is supporting the fundraising campaign with targeted marketing activities to reach as many helpers as possible.

### **Best Western Rewards - 40-Million-Member Loyalty Program**

Launched in 1988 with the name Gold Crown Club, the loyalty program has been always free of charge for members. Guests collect points on overnight stays in Best Western Hotels, which they can redeem for free stays in around 4,000 hotels worldwide or for attractive voucher 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. The more than 40 million members of Best Western Rewards, as the program has been called since 2009, also benefit from offers that can only be booked by members. For example, they receive exclusive rates that are up to ten percent below the best flexible rate. Using a digital customer card, members always carry their card number with them on their smartphone. The international cooperation partners of Best Western Rewards from the aviation industry include a total of around 30 airlines. Other cooperation companies include the car rental companies AVIS, Sixt and Budget as well as Germany's largest loyalty program Payback. Guests who have already achieved elite status with another hotel loyalty program can also enjoy their elite benefits in the Best Western Hotels & Resorts with the "Best Western Rewards Status Match".

**The following press picture is available for download:**

*Best Western Rewards points for the good cause: For every 500 points, members donate two US-Dollars to those affected by bushfires in Australia.*

**Download PRESS RELEASES and PRESS IMAGES:**  
**[www.bestwestern.de/presse](http://www.bestwestern.de/presse)**

## **About BWH Hotel Group®:**

*The BWH Hotel Group® is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. \* BWH Hotel Group offers a total of 17 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de), [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.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. In Europe, SureStay Hotels are managed with the brand Sure Hotels.*

## **Further information and press contact:**

**BWH Hotel Group Central Europe GmbH**

*Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxembourg | Slovakia | Slovenia | Switzerland*

Anke Cimbal, Head of Corporate Communications  
Sophie Elise Pauly, Junior PR Manager, Corporate Communications  
Frankfurter Strasse 10-14, 65760 Eschborn, Germany  
Tel. +49 (61 96) 47 24 -301  
E-Mail: [presse@bwhhotelgroup.de](mailto:presse@bwhhotelgroup.de)  
Internet: [www.bestwestern.de](http://www.bestwestern.de) [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de)