

Best Western Rewards® Named Top Loyalty Program by U.S. News & World Report for Seventh Consecutive Year



Best Western Hotels & Resorts (BWHR) celebrates the continued success of its industry-leading loyalty program, Best Western Rewards (BWR®), which has earned a top five ranking in the U.S. News & World Report's Best Hotel Rewards Programs list. This marks the seventh consecutive year that BWR has received this coveted recognition, honoring the tremendous value it brings to the program's members.

"It is an honor to see BWR recognized by U.S. News & World Report for the seventh year," said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. "We are committed to providing travelers with a rich rewards program that delivers real value. As part of this commitment we are constantly evolving the program, offering new redemption options and superior benefits to our members. We are proud to see that these enhancements are delivering the perks that today's travelers are looking for."

This recognition is the latest example of BWHR's revamped BWR program, which has earned its position as a leading innovator in the industry. BWR's tagline - Go.Get.Rewarded.® - demonstrates BWHR's commitment to delivering an exceptional customer experience through a simplified, meaningful and rapid rewards program. As part of the program's ongoing refresh, BWR members can enjoy more benefits than ever, including:

Top-Ranked, Rich Rewards

BWHR is committed to providing travelers with one of the richest rewards programs in the industry, with enhanced point earning opportunities and perks. BWHR is the only major hotel chain to offer a loyalty program whose rewards points do not expire due to account inactivity, and members can now

earn gift cards redeemable with popular shopping, entertainment, gas, and airline partners. BWR members earn points with each stay that can be redeemed for free nights at any Best Western-branded hotel worldwide, with no blackout dates. Members also have access to special rates of up to 10 percent off every night.

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. Upon arrival elite members are given a choice of a “Thank You” gift or bonus points. A digital membership card enables BWR members to easily access 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.

BWR has emerged as an award-winning powerhouse in recent years, and this seventh consecutive recognition by U.S. News & World Report is a welcomed addition to the brand’s award winning track record.

U.S. News & World Report identifies the top hotel rewards programs each year using a methodology that weighs five components: network size, property diversity, geographic coverage, added benefits and ease of earning a free night. In total, 15 of the most prominent hotel loyalty programs were evaluated for the 2019-20 rankings. This year’s full list can be found at <https://travel.usnews.com/rankings/travel-rewards/>

For more information or to become a BWR member, please visit BestWesternRewards.com
For more information on Best Western Hotels & Resorts, please visit BestWestern.com.