



Best Western picking up the tab for checked bags

Skip Descant, The Desert Sun May 5, 2017

So many of us now travel with a bag sized for the overhead bins on airplanes, since most airlines now charge extra for checked baggage.

Best Western is offering a special through May 15 providing members of its Best Western Rewards loyalty program with \$25 Best Western Travel Cards, which can be used in the company's hotels.

"Currency-loaded Travel Cards can be used toward Best Western hotel lodging charges (i.e., room night charges and applicable taxes,)" read the Travel Cards Terms and Conditions. "Acceptance of the Travel Card for services other than hotel lodging charges is at the discretion of the individual hotel."

Travelers must send proof of payment for checked baggage on an airlineto baggagebucks@bestwestern.com. Up to two \$25 travel cards can be earned during the promotion.

"Keeping with our commitment to providing guests with an industry-leading rewards program, we are always looking for ways to provide tremendous value and instant gratification. BW Baggage Bucks is doing exactly that," said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts, in a statement.

Best Western also recently introduced a new digital membership card allowing Best Western Rewards members to conveniently access their membership number, point balance, current tier level and exclusive deals and offers – including Best Western Baggage Bucks.

Best Western has earned kudos from consumer groups for never expiring points earned in its loyalty program.