



## **Best Western® Hotels & Resorts Unveils Experiences by Best Western Rewards®**

*Best Western Rewards Members Can Now Spend Their Points on Rewarding Experiences*

PHOENIX – (November 9, 2017) - During Best Western Hotels & Resorts’ annual convention this week, the brand unveiled *Experiences by Best Western Rewards*, an exciting new element to the brand’s top-ranked loyalty program that provides BWR® members with exclusive, one-of-a-kind experiences in some of the most sought-after destinations around the world.

BWR members can now experience travel beyond the ordinary by using their points on rewarding experiences such as a trip to the world-famous Walt Disney World® in Orlando, Florida; an adventure to the Grand Canyon National Park; a trip to New York City to see a Broadway Show; a trip to Paris, France for the ultimate culinary experience; and a trip to the iconic city of Las Vegas, Nevada to enjoy premier gaming and entertainment.

“We know that today’s traveler is looking for more than just a hotel stay – they are looking for an experience,” said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. “We are thrilled to launch *Experiences by Best Western Rewards* which takes our award-winning loyalty program to the next level. With this new perk, we can now offer our most loyal guests with thrilling, relaxing, enjoyable experiences at our properties around the world. We know that this program will create incredible adventures for BWR members, providing them with memories that will last a lifetime.”

All of the program’s experiences include a two-night stay for two guests at one of Best Western’s best-in-class hotels, and an adventure package that provides the unique and memorable stay that today’s travelers are looking for.

### **Disney World Family Fun**

Those looking to experience a little bit of magic don’t have to look any further than this rewarding experience from Best Western. BWR members will be treated to a memorable stay at The Florida Hotel and Conference Center, BW Premier Collection – an upscale, friendly escape found just minutes from Disney World and less than an hour from the stunning eastern coast of Florida. Along with a complimentary hotel stay, guests will be rewarded with two-day Multiple Pass admissions for two guests to the Magic Kingdom, Epcot or Hollywood Studios Park, where there is no shortage of rides, food and entertainment. This experience is second to none.

### **Grand Canyon Getaway**

BWR members can check off another item on their bucket list with this *grand* adventure to one of America’s most famous and awe-inspiring natural attractions. BWR members will be treated to a two-night stay at the Best Western Premier Grand Canyon Squire Inn, the most booked hotel on TripAdvisor® that is situated only one-and-a-half miles from the entrance to Grand Canyon National Park. During their stay, BWR members will have the opportunity to choose their preferred Grand Canyon experience – a

full-day ride aboard the Grand Canyon Railway or an unforgettable aerial tour of the Grand Canyon's East Rim, Painted Desert, Zuni Corridor and Imperial Point.

### **Broadway in the Big Apple**

BWR members can experience one of the most popular attractions in one of the world's most popular cities. Travelers will be treated to a two-night stay at the Best Western Premier Herald Square – located in the heart of New York City's fashion district and walking distance to some of the city's most famous attractions including the bright lights of Manhattan in Times Square, the Empire State Building, Macy's and the renowned Theater District. Guests will also be gifted with two Broadway Theatre tickets. And with roughly 30 shows running at any given time, BWR members are sure to have an opportunity to grab a great show.

### **Bon Appétit in Paris**

Best Western has no shortage of upscale hotels to choose from in the city of Paris, France, and BWR members will have the opportunity to choose from several of the brand's high-end BW Premier Collection® properties to make this trip one to remember. While in Paris, travelers will enjoy not one, but two amazing experiences centered around the city's unique culinary culture. This package includes a private foodie tour of the best flavors that Paris has to offer - from oysters at Le Baron Rouge to cheeses, crepes and coffee in other iconic locales. The package also includes a private cooking class – where BWR members will learn to cook authentic French dishes in the comfort of a local chef's home.

### **Lucky Las Vegas**

Best Western is rewarding BWR members the opportunity to take their luck even further with a trip to the internationally renowned resort city of Las Vegas, Nevada. Travelers will be staying at the Stratosphere Hotel, Casino & Tower, BW Premier Collection – one of the most recognizable Las Vegas Strip hotels. During their stay, BWR members will be able to enjoy all that the iconic tower has to offer – receiving “casino bucks” to spark their lucky streak and a set of theater tickets to some of the best shows in town.

Experiences by *Best Western Rewards* is the most recent enhancement to its newly refreshed loyalty program. The revamp of the BWR program provides enriched benefits members can look forward to – illustrating Best Western's commitment to bringing “real value” to it guests, in comparison to industry competitors.

These new benefits, combined with the lowest free night redemption threshold in the industry, let travelers maximize their stays across all seven Best Western brands.

For more information on *Experiences by Best Western*, visit [ExperiencesbyBWR.com](http://ExperiencesbyBWR.com). And for more information on Best Western Rewards, visit [bestwestern.com/rewards](http://bestwestern.com/rewards).

### **About Best Western® Hotels & Resorts:**

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200\* hotels in more than 100\* countries and territories worldwide. Best Western offers 11 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Vīb®, GLō®, Executive Residency by Best Western®, BW Premier Collection®, and BW Signature Collection<sup>SM</sup> 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<sup>SM</sup> 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 64 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2017, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands, and Best Western receiving seven consecutive Dynatrace® Best of the Web awards for its leading hotel website. Best Western has also won nine 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 58 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 32 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. Best Western's partnerships with AAA/CAA and Harley-Davidson® 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.

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

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

###