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Best Western Hotels & Resorts' Loyalty Program Receives Top Ranking From U.S. News & World Report For Sixth Consecutive Year

Best Western Rewards® earns number five spot in list of best hotel rewards programs.

Phoenix, Arizona (August 14, 2018) – Best Western Hotels & Resorts announced that its best-in-class loyalty program – Best Western Rewards (“BWR®”) – has earned a top five ranking on *U.S. News & World Report’s* Best Hotel Rewards Programs list for the sixth year in a row.

“We are honored to have BWR recognized as a top loyalty program by *U.S. News & World Report* yet again,” said Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. “BWR has evolved significantly in recent years as part of Best Western’s transformative brand refresh, and we are proud to see that the program’s enhancements are delivering the perks that today’s travelers are looking for. This esteemed recognition underscores our ongoing dedication to delivering one of the richest rewards programs in the industry.”

BWR’s success can be attributed to Best Western’s commitment to listening to the voice of the customer. Earlier this year, Best Western partnered with *U.S. News’* Marketing & Business Intelligence Teams to launch a co-branded hotel loyalty program study designed to gather insight into how today’s travelers make their loyalty program decisions. The results, gathered from nearly 1,400 respondents, found that for 74 percent of travelers, a brand’s loyalty program is the significant factor in determining where they stay. In addition, more than 70 percent of respondents rated BWR as their preferred loyalty program in the industry, reflecting the unsurpassed value today’s BWR offers its loyalty members. A full report, “What Comes with Loyalty,” is available today at [Mediakit.usnews.com/insights](https://mediakit.usnews.com/insights).

U.S. News & World Report identifies the top hotel rewards programs each year, using a methodology that evaluates five components: network size, property diversity, geographic coverage, added benefits and ease of earning a free night. In total, 16 of the most prominent hotel loyalty programs were evaluated for the 2018-19 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.

The following press picture is available for download:

Caption: Best Western Hotels® & Resorts' loyalty program receives top ranking from U.S. News & World Report®.

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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 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®, VÄ«b®, GL , Executive Residency by Best Western®, 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, 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 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 35 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.

** 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.*

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