



## Best Western Rewards Property Recognition Program

Updated December 2012

To continue growing Best Western Rewards (BWR) by ensuring more repeat business for Member hotels, the Board of Directors approved a standard property recognition program at all properties for our valuable BWR guests.

### Requirements:

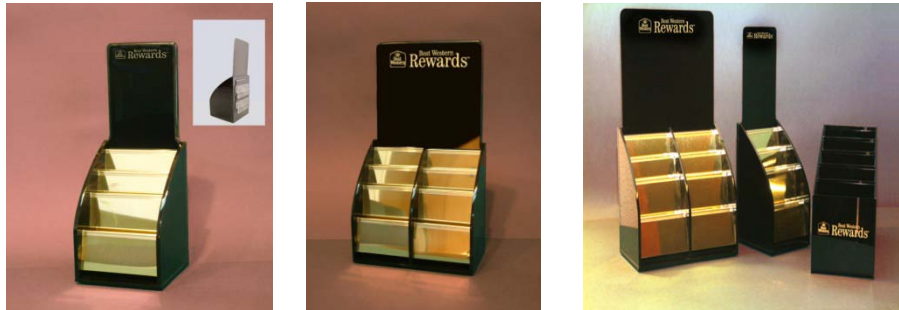
The Best Western Rewards Member Recognition Program shall include the following requirements:

1. **PRE-REGISTER** - Best Western Properties (the "Properties") shall pre-register all advanced BWR member reservations via arrival reports. (screen shot in PM System below). Rooms should be pre-blocked when possible. If available, Platinum, Diamond and Diamond Select members should be upgraded to the "best available room".

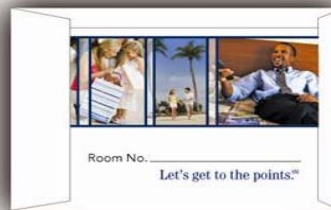
MSI PM System	Guest Name List - Expected Arrivals	Page 1 of 1																
MSI WinPM Test Server	Date Range: 2/28/10 - 2/28/10																	
Business Date: Saturday, February 20, 2010																		
Printed: Friday, February 26, 2010 11:27:01 AM																		
Source of Business/Other Filters: None																		
Arr	Deprt	Guest Name	Company	Ad	CO	CU	Rt	Cd	Hold	ETA	ETD	Type	Room	Conf #	Shares	MBR #	Tier	Status
Feb28	Mar01	INGE, STANLEY		1	0	0	RACK	CA				DD	3			6006630804644696	Gold	GTC
Feb28	Mar01	JOHN, JACLYNN		1	0	0	RACK	8P				KNSM	1			6006636720774944	Gold	RES
Totals																		
Rooms	Resvs	Shares/Other Names	Ad	CO	CU													
3	2	0	2	0	0													



- RACK HOLDER** – Best Western Properties may use a rack holder (available through Best Western Supply) or a reasonably similar system for pre-registering **ALL** BWR members.



- BWR KEY SLEEVES** - Properties shall be required to use BWR customized branded key sleeves that shall be issued to **ALL** BWR members at Property check in. Several versions of the approved key sleeves can be purchased through Best Western Supply.



- Standardized Greeting at Check-in** - Front Desk personnel shall offer a standard greeting to all Best Western Rewards Elite Members, which shall include at a minimum saying, “Thank you for being a Best Western Rewards Member.”

Questions? Please send an email to [BWRpropertysupport@bestwestern.com](mailto:BWRpropertysupport@bestwestern.com)



5. **BEVERAGE/SNACK or POINTS** - Properties shall be required to provide to all **Platinum** , **Diamond** and **Diamond Select** Elite members, at a minimum, a complimentary beverage and an approved snack/gift **OR** 250 bonus BWR points per stay, with the 250 bonus points to be administered and paid for by the Property.
- a) The 250 bonus points need to be posted in Member Web, not in your PM system.
  - b) To sign up for auto-posting of the 250 bonus points, please go to mybestwestern.com, BW Rewards tab, and download the form to request auto-posting in Member Web.
  - c) For properties choosing to provide the beverage and snack, they **must** use the Best Western Rewards-branded bag shown below. It is available for purchase on the bestwesternsupply.com. Product ID # 8620051



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*BEST WESTERN REWARDS*  
**Gift Bags**

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6. These items can be given out at the front desk or can be placed inside the guest room.

A. Complimentary Beverage at minimum (one of the following below):

12 FL. OZ Soda



16 FL. OZ Bottled Water



B. Complimentary Snack item at minimum (one of the following below)

- 1 package of: BWR snacks from Torn Ranch  
(Example – Pretzels, Dried Apricots, Trail Mix, Cookies)



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- 1 pre-packaged 1 OZ snack of your choice  
(Example – Pre-Packaged Famous Amos Cookies or pre-packaged pretzels)



- 1 piece of whole fruit  
(Example – A whole banana or apple)



- 2 packages of: BWR candy from Astor Chocolates  
(Example - M&M's, Jelly Beans, Chocolate Raisins, Gummy Bears)





### **Compliance:**

1. A Property shall be subject to a 60 point loss on its Brand Standards Property inspection for non-compliance with any requirement of the Best Western Rewards Member Recognition Program for a first offense. Point losses will double for non-compliance on any consecutive assessment up to a maximum of 240 points.
2. All BWR recognition complaints shall be handled and resolved in accordance with, and may result in fines pursuant to, Best Western Rules & Regulations sections 500.35, 500.53 and 500.54.

### **Where do I order the mandatory items for this program?**

#### 1. USA Properties

BWR key sleeves - [bestwesternsupply.com](http://bestwesternsupply.com), RR Donnelley, Prisma Graphic, A.S. Hospitality or Western Printing

BWR Rack Holders – [bestwesternsupply.com](http://bestwesternsupply.com) or Spindle Co.

Astor Chocolates – [bestwesternsupply.com](http://bestwesternsupply.com) or an Astor Rep (732)901-1000

Torn Ranch – [bestwesternsupply.com](http://bestwesternsupply.com)

Bottled Water – Costco, Sam's, [BestWesternsupply.com](http://BestWesternsupply.com) or your local supplier

Pre-packaged Snacks - Costco, Sam's, [BestWesternsupply.com](http://BestWesternsupply.com) or your local supplier

#### 2. Canadian Properties

BWR Key Sleeves – call Canada Supply

BWR Rack Holders – call Canada Supply

BWR Candies – call Canada Supply

Bottled Water – call Canada Supply

Pre-packaged Snacks – call Canada Supply

Questions? Please send an email to [\*\*BWRpropertysupport@bestwestern.com\*\*](mailto:BWRpropertysupport@bestwestern.com)



## Best Western Rewards Guest Recognition Letter (Optional)

Below is a letter template you can download and customize for each Best Western Rewards Elite member. This letter can be presented to the guest at check-in along with the complimentary beverage and snack/gift, or to explain the 250 bonus points.



### SAMPLE LETTER FOR BEST WESTERN REWARDS GUESTS AT CHECK-IN

Insert Guest's Name

Address

City, State, Zip

Dear (INSERT GUEST'S NAME),

Welcome to the Best Western (*INSERT Hotel Name*)! We are delighted to welcome you to our property and thank you for choosing to stay with us.

Please accept this snack and beverage gift as a token of our appreciation for being our valued Elite member.

**OR**

We are posting 250 bonus Best Western Rewards points to your account as a token of our appreciation for being our valued Elite member.

*INSERT property specific information such as breakfast time and location, gift shop hours, pool location and hours, brief information on local attractions and events, etc.*

As a valued Best Western Rewards member, we hope your visit is pleasant and memorable. If at any time during your stay there is anything that we can do to make you feel more at home, please do not hesitate to contact our front desk staff at extension (*INSERT extension number*).

Warmest regards,

Insert General Manager's Name