



Best Western  
**Rewards**<sup>®</sup>



# POWERUP

BEST WESTERN REWARDS FRONT DESK GUIDE

## Resources

### **Property Resources**

#### *BWR® Property Help Line*

Phone.....877-735-1737

E-mail.....BWRPropertySupport@bestwestern.com

#### *Member Web Help Desk*

Phone.....800-528-1902

E-mail.....helpdesk@bestwestern.com

#### *BWR Customer Care*

Phone.....800-237-8483

E-mail.....rewardscs@bestwestern.com

#### *Property AAA/CAA Service*

Phone.....866-430-9022

#### *Property Best Western Speed Rewards® Service*

Phone.....888-BWRACE1

Josh Day.....828-264-9887 ext. 202

#### *Property Best Western Ride Rewards®*

Phone.....888-BW2BIKE

#### *FREE BWR Marketing Supplies*

*(enrollment forms, counter-displays)*

Phone.....888-613-9895

E-mail.....bestwestdirect@aol.com

Web.....mybestwestern.com

(under the Marketing and Sales tab)

### **BWR Guest Resources**

#### *Guest Service*

Phone.....800-237-8483

#### *Guest Elite Desk Assistance*

Phone Gold Elite.....888-528-2222

Phone Platinum Elite.....866-237-6367

Phone Diamond Elite.....800-444-7646

#### *AAA/CAA Guest Service*

Phone.....866-430-9022

#### *Best Western Speed Rewards®*

Phone.....888-BWRACE1

#### *Best Western Ride Rewards®*

Phone.....888-BW2BIKE

For questions about BWR Seasonal Promotions, go to mybestwestern.com under the Marketing/Sales tab or call Customer Care, 800-237-8483.

## Let's get to the points®

Best Western Rewards® (BWR®) is the world's most comprehensive frequent guest program, with more opportunities to earn more rewards, and better ways to spend them than ever before. With the ability to earn rewards at all Best Western® hotels worldwide, Best Western Rewards is one of the few truly international frequent travel clubs.

Members earn 10 points for every U.S. dollar spent on qualified room rates, 600 Southwest Rapid Rewards® points, 20 AIR MILES® reward miles or at least 250 airline miles on qualified stays. A key feature of Best Western Rewards is how fast and easy it is to redeem rewards points. See [mybestwestern.com](http://mybestwestern.com) for more details.

It's a world of rewards with Best Western. Use yours for shopping, dining, gift cards, car rentals or even FREE nights. With over 4,000\* hotels in 100 countries and territories worldwide your options are endless! Members can also earn points through many selected partners. For a complete list of awards and partners, go to [bestwesternrewards.com](http://bestwesternrewards.com).

\*Numbers are approximate and may fluctuate.



## Best Practices

All Front Desk staff should ask every customer if they are a member of Best Western Rewards.

Appoint a Best Western Rewards "champion" at each property to train all new hires and help manage the program.

Visit [mybestwestern.com](http://mybestwestern.com) under the Marketing/Sales section for information on the latest program updates and promotions.

Did you know... it costs 16 times more to acquire a NEW customer than to retain an existing one?

"When possible, I take walk-in guests on a tour to show them our amenities. I try not to let them leave without booking and enrolling in Best Western Rewards. I also give them a care package at check-in with local coupons and area freebies as well as comedy show tickets or free kids' meals coupons."

- Christina Hannon,  
property 17131, Kansas City, KS

## Exclusive Preferred Partnerships

**AAA/CAA Preferred<sup>SM</sup> Best Western Rewards<sup>®</sup>** Customized, exclusive benefits for AAA and CAA members, including 10% bonus points with each stay. CAA members can choose to earn CAA Dollars<sup>®</sup>. Just select the CAA Preferred<sup>SM</sup> Best Western Rewards<sup>®</sup> program on the enrollment form. (Bonus points are funded and posted by Best Western International.)

[bestwestern.com/aaa](http://bestwestern.com/aaa) • [bestwestern.com/caa](http://bestwestern.com/caa) • 866-430-9022

**Best Western Ride Rewards<sup>®</sup>** Harley-Davidson<sup>®</sup> enthusiasts earn special awards, including automatic Gold Elite status, which entitles you to 10% bonus points. H.O.G. members are automatic Platinum status with a 15% bonus with each stay, and a custom member card. (Bonus points are funded and posted by Best Western International.)

[BWriders.com](http://BWriders.com) • 888-BW2BIKE (888-292-2453)

**Best Western Speed Rewards<sup>®</sup>** offers racing fans a fast track to awards, featuring racing-themed membership cards, special promotions, awards and partner offers.

[BW Racing.com](http://BW Racing.com) • 888-BWRACE1 (888-297-2231)

## Best Practices

Offer the AAA/CAA Preferred BWR program when guests book a special AAA/CAA rate and show their AAA or CAA membership card.

If guests arrive on a bike, make sure to offer them the Best Western Ride Rewards program.



## Using Member Web

*Login at mybestwestern.com, then click on Member Web* under the Frequent Guest section to access these tabs and their functions:

- **Pending Rewards** – issue BWR® points or partner rewards. See page 15.
- **Member Search** – find BWR Member information.
- **Reports** – based on your hotel transactions, report points or partner rewards by date, and billing by month/year.
- **Redemption** – redeem a guest's physical free night VOUCHER for a free night stay (that is booked under FX). See page 14.
- **Register** – guests for BWR/partner promotions.
- **Front Desk Incentive** – enroll/edit your hotel's list of employees in "The Insider" Front Desk Incentive Program. See page 18.
- **Special Offer** – create promotions specifically for your property. Your offer will be posted under Rewards Offers on bestwesternrewards.com which attracts more than 100,000 unique visitors a month.
- **Redeem Points** – redeem guest's BWR Points for a free night stay (booked under FX). See page 14.
- **Additional Points and Partner Rewards** – Please call BWR Property Support at 877-735-1737 to give your guests additional points and partner rewards.

We encourage you to ALWAYS use the property management system to enroll new members. It is fast and easy!

## Best Practices

Make sure more than one person is trained on Member Web.

If you create a special BWR promotion for your property, notify and train your Front Desk staff on how it works.

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*Technical Assistance  
for Member Web:*

**BWR:**  
**800-528-1902**

**Best Western Travel Card®:**  
**866-574-6470**

## Our Elite Programs - Recognition Guaranteed®

We recognize our most valued BWR® members with three levels of Elite status based on their stay frequency. They receive exclusive Elite member benefits including point bonuses, superior front desk recognition, including room upgrades, and Elite-only offers.

*Gold Elite status is achieved after completing 10 qualified nights OR by earning 10,000 points for stays at any Best Western® branded hotel worldwide during a calendar year.*

*Gold Elite guests are entitled to:*

*10% point bonus per stay\**

*Exclusive Elite-only offers*

*BWR® branded key packet upon arrival (hotels in U.S., Canada and Caribbean only)*

*Dedicated Gold Elite toll free service line*

*Platinum status is achieved after completing 15 qualified nights OR by earning 15,000 points for stays at any Best Western branded hotel worldwide during a calendar year.*

*Platinum Elite guests are entitled to:*

*15% point bonus per stay\**

*Exclusive Elite-only offers*

*BWR branded key packet upon arrival (hotels in U.S., Canada and Caribbean only)*

*Dedicated Platinum toll free service line*

*Best available room (may not include specialty rooms or suites)*

*Welcome snack and beverage OR 250 bonus points† (hotels in U.S., Canada and Caribbean only)*

*Diamond status is achieved after completing 30 qualified nights OR by earning 30,000 points for stays at any Best Western branded hotel worldwide during a calendar year.*

*Diamond Elite guests are entitled to:*

*30% point bonus per stay\**

*Exclusive Elite-only offers*

*BWR branded key packet upon arrival (hotels in U.S., Canada and Caribbean only)*

*Dedicated Diamond toll free service line*

*Best available room (may not include specialty rooms or suites)*

*Welcome snack and beverage OR 250 bonus points† (hotels in U.S., Canada and Caribbean only)*

## Best Practices

You can have a welcome letter addressed to the member and have USA Today® delivered to their room. Canadian properties can provide Globe & Mail or a local newspaper.

You can also offer preferred parking spaces for BWR members.

All Elite guests should be greeted with a warm smile and thanked for their loyalty to Best Western.

If you are offering bonus points to Elite guests, let them know at check-in that they will receive 250 bonus points and also stamp their folio at check-out with the “Bonus Points added” stamp.

*\*Funded and posted by Best Western International. No action required from the hotels.*

## Keep 'Em

Members of loyalty programs have high customer service expectations. *Failure to recognize loyal guests as special sends a message that they are not valued, and risks losing them to the competition.*

To help ensure proper recognition at the property to our most valuable guests, the Board of Directors has approved a mandatory pre-registration program for all BWR® guests arriving at your property. All Best Western properties are required to pre-register BWR guests holding advance reservations before they check-in. Approved BWR key sleeves must be used, and pre-registration racks are also available. If able, please upgrade Elite members to your best available room.

All Platinum and Diamond Elite Members must be recognized with a welcome snack/beverage OR 250 bonus points.

Please make sure you follow the required steps on the following page. Failure to do so will result in a point loss on your next Quality Assurance assessment.



## Best Practices

Train all Front Desk staff to ask guests if they are BWR members. For valued repeat guests, send a bottle of wine or gift baskets around the holidays.

Use your PMS to print an arrivals list every morning. Front Desk staff can then look for BWR members and try to either book them a room on a floor with a view OR give them room upgrades whenever possible.

## Mandatory BWR® Pre-Registration Program

### *Steps To Pre-Register BWR Guests*

1. Pull arrivals lists from your PMS daily and designate the BWR guests that are checking into your property.
2. Pre-assign rooms for all BWR guests. If available, assign the BWR guest an "upgraded" room type.
3. Prepare key sleeves with Elite guests' names for pre-registration.
4. Place the BWR guest's key sleeves (must use BWR approved key sleeves) inside the designated BWR registration bucket at front desk.
5. When BWR guest arrives, **THANK THE GUEST FOR BEING A VALUED BEST WESTERN REWARDS® MEMBER.**

*NOTE: While the steps above are highly recommended to implement a successful pre-registration program, all properties must at a minimum conduct steps 2, 3 and 4 as outlined above (print registration cards and activate keys). Points may be deducted on the Quality Assurance assessment for non-compliance. **PLEASE SEE PAGE 11 FOR NEW MARKETING TOOLS FOR RECOGNIZING BWR GUESTS.***

## Best Practices

Encourage Front Desk staff to be enthusiastic and ask the guests if they would like to receive points for staying with us. This helps to increase sign ups. In addition, elicit feedback when there is a problem and reward the guest with 500 to 1000 points for helping the hotel keep future guests happy.




## Best Western Rewards® Guest Recognition Program

To continue growing Best Western Rewards and ensure more repeat business for member hotels, the Board of Directors approved additional requirements to our existing BWR pre-registration program. These enhancements to BWR member recognition require at a minimum:

- Customized BWR key sleeves for all BWR® guests.
  - Shop online at [bestwesternsupply.com](http://bestwesternsupply.com) and search BW Rewards® or contact Best Western Supply:
    - U.S. Members 800-528-3601
    - Canadian Members 800-297-8775
- Platinum and Diamond members must receive a free beverage and pre-packaged snack item or fruit OR 250 BWR bonus points.
  - These members generate 50% or more of all BWR property revenue.
  - Snack/beverage and 250 bonus points paid for by hotel.
- Platinum and Diamond members receive a free upgrade to the “best available room” when available.



# Best Western Rewards® - Required Recognition Program

REWARDS	<b>BASE</b> 	<b>GOLD</b> 	<b>PLATINUM</b> 	<b>DIAMOND</b> 
Warm Smile & Friendly Welcome	●	●	●	●
Branded Key Packets	●	●	●	●
Best Available Room			●	●
Bonus Points		10%	15%	30%
Welcome snack/beverage OR 250 Bonus Points			●	●

# Optional Best Western Rewards® Merchandise

We have several BWR® branded items to help you recognize BWR guests at your hotel.

Check [bestwesternsupply.com](http://bestwesternsupply.com) for additional BW Rewards® merchandise. We now have pens, notepads, hot/cold cups and Do Not Disturb signs.



Front Desk Check-In Sign



Gift/Tote bag



Water Tags



Stickers



Snacks

## Best Western Rewards = Guest Recognition

Why is it so important to recognize our guests, and how can we keep them coming back?

- Customer recognition helps make guests feel VALUED and creates BRAND ADVOCATES.
- Building relationships with a **simple smile**, warm welcome and a **thank you**. Saying, "Thank you for being a Best Western Rewards Member!" really makes a difference in a guest's stay. And it costs nothing!
- Be sure to offer your Best Western Rewards guests superior customer care to keep them coming back again and again!

**Relationships = Repeat Business**



## Free Night Redemption

***Free Night Redemption is the #1 award choice for BWR® Members.***

**Notes to keep in mind:**

- Reservations are made under rate code FX\* and can be booked through CRO or bestwestern.com.
- Reservations with a rate plan of FX will be delivered to your property management system at a room rate of \$30.00, through the Best Western Two-Way. The default rate has been changed to \$30.00 which is the reimbursement rate when your hotel is less than 95% occupancy. You may change this rate to the higher reimbursement rate to make it easier for you to track reimbursement, if you're above 95% occupancy or if your reimbursement is 30% of ADR. Please note that the \$30.00 is tax-inclusive and should be verified in your PMS application. Remember, guests do not pay for any charges except incidentals. Properties may do a rate adjustment the following day to match what your reimbursement will be from BWI. Then send the folio to an accounts receivable account. You will receive your reimbursement from BWI within 60-90 days.
- Guests must provide their voucher at check-in.
- The hotel may also redeem BWR points through Member Web for a free room night at check-in.
- Honor walk-ins with vouchers, if room is available.
- Printed vouchers show a point level, certificate number and expiration date.
- Promotional vouchers may not show a point level. These should be treated like any other free night voucher.
- Printed vouchers come in three formats, BWI issued certificates, personally printed vouchers, and e-mail vouchers (HTML or Text). All vouchers are transferable to another person.
- In order for hotels to be properly reimbursed, all vouchers must be redeemed in Member Web.
- Reimbursement will appear as a credit on the hotel's Best Western property statement.
- Upgrade Elite BWR members, when possible.

## FX Point Levels:

Level 1 = 8,000

Level 2 = 12,000

Level 3 = 16,000

Level 4 = 20,000

Level 5 = 24,000

Level 6 = 28,000

Level 7 = 32,000

Level 8 = 36,000

*\*Interested in opening up your FX inventory over the 4% mandatory allocation during a slow time at your property? Please e-mail: eds@bestwestern.com*

## Instant Point Redemption and Free Night Voucher Redemption

Best Western Rewards® members can instantly redeem BWR® points at the property for free room nights. This process allows the guest to benefit quickly without waiting for a paper voucher in the mail, creating a streamlined and paperless procedure.

*To redeem points instantly, go to Member Web, click on Frequent Guest, go to Redeem Points:*

1. Enter the BWR member's account number. Click *Display*.
2. *Enter the date of stay and the number of nights for which guest would like use their BWR points as payment.* Click *Display*.
3. The dates of stay and the number of points needed for a free room night will automatically be displayed. If all information is correct, press *Submit*. You may adjust the number of rooms for which the guest is using points, as well as the number of points being redeemed.

*If a guest comes in with a free night voucher in hand, please follow the following steps:*

1. On Member Web, select Frequent Guest, then Redemption.
2. Enter Voucher No: XXXXXXXXXXX, enter Sequence No: XXXX, enter Issue Date: XX (choose Month and Year from drop down)
3. Enter Date of Free Night Stay: XX (choose Month and Year from drop down). This date should be the date that the guest actually consumed the free night.
4. Enter Reference: (should be the guest's name and BWR #) and then click *Submit*.

## Pending Rewards in Member Web

Name	Member Number	Edited	Y/N	Conf #	Arr Date	Dep Date	No. of	No. of	Total	Airline	Rate	Allow	Method of	Submit
							Hights	Ras	Pts/Mls/Credits	Plan	Pts	Payment	DOP	Pts
BERGOTT/BRICK	7150212579	N		371351273	11-SEP-10	12-SEP-10	1	1	1060/0/0.0	RP		<input type="checkbox"/>		<input type="checkbox"/>
HANDBSTER/RUTH	7248899817	N		276237777	10-SEP-10	12-SEP-10	2	1	2180/0/0.0	9T		<input type="checkbox"/>		<input type="checkbox"/>
WESTER/ASHRAE	7311554109	N		167051872	11-SEP-10	12-SEP-10	1	1	1090/0/0.0	RACK		<input type="checkbox"/>		<input type="checkbox"/>
O'CONNOR/KP/IN	796658800	N		796658800	10-SEP-10	12-SEP-10	2	1	2910/0/0.0	RACK		<input type="checkbox"/>		<input type="checkbox"/>
SKINNER/LLOYD	6030971826	N		262806375	11-SEP-10	12-SEP-10	1	1	860/0/0.0			<input type="checkbox"/>		<input type="checkbox"/>
FREELAND/DODG	6738651514	N		398881877	12-SEP-10	13-SEP-10	1	1	820/0/0.0	KCZ22		<input type="checkbox"/>		<input type="checkbox"/>
JOHNSON/STEPHEN R	67422050174	N		485120707	12-SEP-10	13-SEP-10	1	1	1160/0/0.0	QQCN32		<input type="checkbox"/>		<input type="checkbox"/>
CASTLE/JOHN	6742374546	N		740668875	13-SEP-10	14-SEP-10	1	1	1090/0/0.0	QQCN32		<input type="checkbox"/>		<input type="checkbox"/>
BERNARD/ANDREAS	7267268886	N		261548879	13-SEP-10	14-SEP-10	1	1	770/0/0.0	QQCN32		<input type="checkbox"/>		<input type="checkbox"/>
ERRITT/MARILYN	7268921087	N		355768070	13-SEP-10	14-SEP-10	1	1	820/0/0.0	RACK		<input type="checkbox"/>		<input type="checkbox"/>
WELLS/JOHN	6722596436	N		274768473	13-SEP-10	14-SEP-10	1	1	910/0/0.0	RACK		<input type="checkbox"/>		<input type="checkbox"/>
LARGO/JOHN	260668871	N		260668871	13-SEP-10	14-SEP-10	1	1	820/0/0.0	DCD32		<input type="checkbox"/>		<input type="checkbox"/>

1. Go to Member Web, click on Frequent Guest, go to Pending Rewards.
2. You will see that many of your rate plans will automatically be eligible to earn points. In other words, you do NOT have to click a box to allow points.
3. In rare circumstances when you want to prevent points from being posted for OPTIONAL RATE PLANS, you will have to uncheck the box under "allow points" in the auto points page in Member Web. This box will automatically be checked by default for all OPTIONAL RATE PLANS (except third-party and opaque/wholesale rates).
4. At the bottom of the page you can click on a box to select all the records for processing. You can use this box if you have already reviewed all the rate plans. Once you click this box, all of the guest records will be selected for processing.
5. You have up to 72 hours after a guest checks out to submit their record for points. After that, the guest records will be removed from the "Pending Rewards" screen.

## Issuing Points and Partner Rewards

**Guests may choose BWR® Points or Partner Rewards.** Issue 10 points for every dollar spent on the room rate per night, 20 AIR MILES® reward miles, 600 Southwest Rapid Rewards® points or at least 250 airline miles on qualified stays.

Did you know? It costs 16 times more to acquire a NEW customer than to retain an existing one!

**Members switch to competitors when they don't get credited for points or other partner rewards.** To prevent this from happening, please post all points or partner rewards for all BWR stays. A customer complaint about late or non-posting will be applied to your property's overall Customer Care ratio. Properties will receive a Member Web notification from customer service for each late posting. A late posting constitutes as posting points more than 72 hours after a BWR guest checks-out. On the third late entry/notification you will also incur a \$100 fine beginning with the 3rd late posting within a rolling 12 month period.

**Best Western Rewards® expanded rate plan eligibility.** Qualified rate plans that are eligible for earning BWR points, miles and partner rewards were expanded as of March 1, 2012. All rate plans (other than those excluded by way of the approved ballot proposal) will be auto-posted in the "Pending Rewards" screen in MemberWeb. See excluded rates below. Hotels still have the option to "Allow Points" for the remaining rate plans that are excluded/optional. Hotels still have three days (72 hours) to post all points, miles or partner rewards. Auto-points will post within 68 hours of date of departure.

## Best Practices

**We recommend all BWR guest stays receive points or partner rewards.**



## Best Western Rewards® Required Rate Plans

Effective August 1, 2012 (or soon afterwards), all hotels are required to award points/partner rewards for all rate plans with the exception of the following rate plans:

### Excluded Rate Plans

92	Aeroplan® FI Rate Plan	44 / 45	Orbitz® Promotions
FI	Global F.I.T.	1P / 2P	Priceline® Promotions
X2	Dynamic Net Tour Rate	PL / PN / D2	Priceline
Z9 V	IP Dynamic Net Rate Plan	PL / D2	Hotwire®
X2 / D2	Online Travel Agents Merchant Rate Program	EP	Employee Rate
D3 / TH	Travelocity® Promotions	FX	Free Night Program UC Unit Card

## Best Western Rewards Maximum Point Eligibility

Best Western Rewards (BWR®) participants are allowed to earn BWR points, miles or partner rewards for up to 10 rooms if paid for by the participant in conjunction with his or her qualified stay. All BWR guests who stay on qualifying rate plans appear on the "Pending Rewards" screen in MemberWeb. The first 10 qualified-rate rooms paid for by the BWR member will Auto-Post. Any additional rooms (above the 10) would be OPT OUT (i.e., you need to un-check the "Allow Points" box if you do not want to issue points/partner rewards on these additional rooms).

It is recommended that you award points/partner rewards on all rooms that the guest is paying for. You still have the opportunity to review all BWR guest accounts posting points, miles or partner rewards to ensure accuracy of the points, miles or partner rewards that have been posted.

Request BWR Tracking Self Inking Stamp to use on guests' folios informing them how many points or partner rewards were issued. Order on [mybestwestern.com](http://mybestwestern.com), BW Rewards® tab, Order BWR Materials.

## Being an Insider Rewards You for Enrolling Guests into Best Western Rewards®

The Insider is an incentive program for Front Desk staff that rewards employees for enrolling **NEW** guests into BWR®. They earn points toward the same rewards our BWR guests enjoy.

### *Earn Points Two Ways*

1. **BWR enrollment.** Be the first to sign up a **NEW** guest and earn 250 points for each of their first five qualified BWR stays. Earn even more when they reach Elite levels, up to 2,000 points.
2. **Your Hotel Stays.** As a Insider & BWR member, you also earn points when you stay at any Best Western® hotel worldwide at a qualified rate. A qualified rate is any rate for which you receive points or partner rewards.

Enroll new employees, and remove names of those who no longer work at the hotel:

1. Access mybestwestern.com
2. Go to Member Web (link on top right of screen)
3. Click on Frequent Guest
4. Click on Front Desk Incentive

*You can redeem your points for many great reward choices from the long list of BWR rewards, including Best Western Travel Card®, Best Buy®, Dunkin Donuts®, Kohl's®, Olive Garden®, Target®, The Home Depot® and more. See complete list on [bestwesternrewards.com](http://bestwesternrewards.com).*



## Best Practices

Make sure you ask guests for a valid e-mail address during enrollment. Then they can receive information about special offers.

Use your Two-Way system to enroll new guests. It's fast and easy!

*"I interest guests in BWR by telling them some of the items I've been able to purchase with my points, like an HD TV for my daughter in college, an i-Pad and i-Phone for myself."*

- Fran Gray,  
Property 36140, Zanesville, OH

We started contacting guests who left valuables behind like phone chargers, clothing, jewelry, cameras, stuffed animals, etc. The response has been overwhelmingly received with gratitude by our guests saying they have never before been contacted by a hotel - Outstanding customer service!

Unwanted items are donated to local shelters, Goodwill or other thrift stores. We offer forgotten phone chargers for guests to use or take.

- Raquel VanNatta,  
property 38121, Hood River, OR

## Your 3-Digit Insider Employee Number

The screenshot shows a web form titled "GCCI Lookup / Enroll". It is divided into several sections:

- GCCI Lookup:** Includes fields for "GCCI Number:" and "Tier:". To the right is a "Search / Enroll Option" section with radio buttons for "GCCI #:", "Alternate:", and "Enroll:", and a "LOOK UP" button.
- Alternate Search Criteria:** Includes fields for "\*First Name:", "\*Last Name:", "\*City:", "State:", "Zip:", and "Country:".
- GCCI Enrollment:** Includes radio buttons for "Mail: Opt In / Opt Out" and "E-Mail: Opt In / Opt Out", and an "ENROLL" button.
- Personal Information:** Includes fields for "Insider Number:" (with a red arrow pointing to it), "Title:", "\*First Name:", "Middle Name:", "\*Last Name:", "Suffix:", "Address 1:", "Address 2:", "\*City:", "State:", "Zip:", and "Country:" (set to "United States").
- Contact Information:** Includes fields for "Front Desk ID:", "Phone Type:" (set to "Voice"), "Phone Loc:" (set to "Home"), "Phone Number:", "E-Mail Type:" (set to "Home"), and "E-Mail Address:".

At the bottom, there is a legend: "\* Required fields" and "Title = (Mr, Mrs, Dr) Suffix = (MD, PhD, III)". There are "OK" and "CANCEL" buttons at the bottom center.

Every Insider member has a 16-digit BWR® Insider number. Within that number is a 3-digit employee number. Use the example below to identify your employee number.

### **Insider BWR number 6006639111540104**

All BWR accounts begin with 600663. 9 indicates an Insider's account.

The next five digits indicate the hotel's property number (11154).

The next three digits are your 3-digit employee number (010).

The last digit is an internal number for use by Best Western International (4).

### **Why is understanding this 3-digit number important?**

This is how BWI can track your sign-ups and issue you points. Your 3-digit Insider employee number **MUST** also be included on the enrollment forms or sign-up screen when enrolling a *new* BWR guest into the system in order to receive credit.

*Please see the screen shot for an example of placing your 3-digit Insider number in the enrollment screen of your property management system. Please note your PMS enrollment screen might vary – this is for instructional purposes only.*

## Best Western Rewards® – Member Enrollment Forms

Best Western Rewards enrollment forms no longer have pre-printed BWR® membership numbers on the temporary cards. When you enroll someone in your PMS, a new BWR member number is automatically generated. On the current enrollment forms, you will see an empty space on the temporary cards in lieu of a temporary number. Please write in the guest's new BWR member number to ensure that we do not generate duplicate accounts.

Once you enroll the new guest into Best Western Rewards, you do not have to keep the enrollment form or send it in the mail. Remember to use the Two-Way system to enroll any new members. It's quick and easy!

### Find Product Specific Information for your PMS:

Go to [mybestwestern.com](http://mybestwestern.com), select Two Way Interface, then Product Specific Information to find Reference Guides and Videos on how to Run an Arrivals List, Enroll a Walk-in Guest, Enroll and Existing Guest and Look up a guest's Best Western Rewards number.

AUTOCLERK	MEDALLION	OPERA
BRILLIANT PMPRO	NITEVISION	VISUAL MATRIX
FRONT CLERK	NOVA PLUS	WINPM

## Best Western Rewards® Mandatory Enrollment Thresholds

To help further increase the membership in our Best Western Rewards (BWR) loyalty program and to make sure all hotels are contributing to this goal, the Board approved a motion requiring new minimum enrollment thresholds for the properties.

Effective December 1, 2011, hotels are required to enroll in BWR .50 percent (half of 1 percent) per day of their total available room inventory during a rolling 12-month period.

For example, an 80-room property x .005 equals .4 enrollments per day, or 12 enrollments per month, or 146 enrollments per year.

Enrollment activity is being tracked and reported to all properties monthly. Beginning December 1, 2012, properties not meeting their minimum enrollment goal in a rolling 12-month period based on the prior 12 months will be assessed a 60-point loss deduction on their Brand Standards. Point losses double for non-compliance in subsequent assessments, capped at 240 points. Each assessment may only include one BWR-related point loss, which can either relate to BWR sign-ups or the BWR Recognition Program, with either serving as a “multiplier” for any other BWR assessment.

### How did Best Western come up with the .50% threshold?

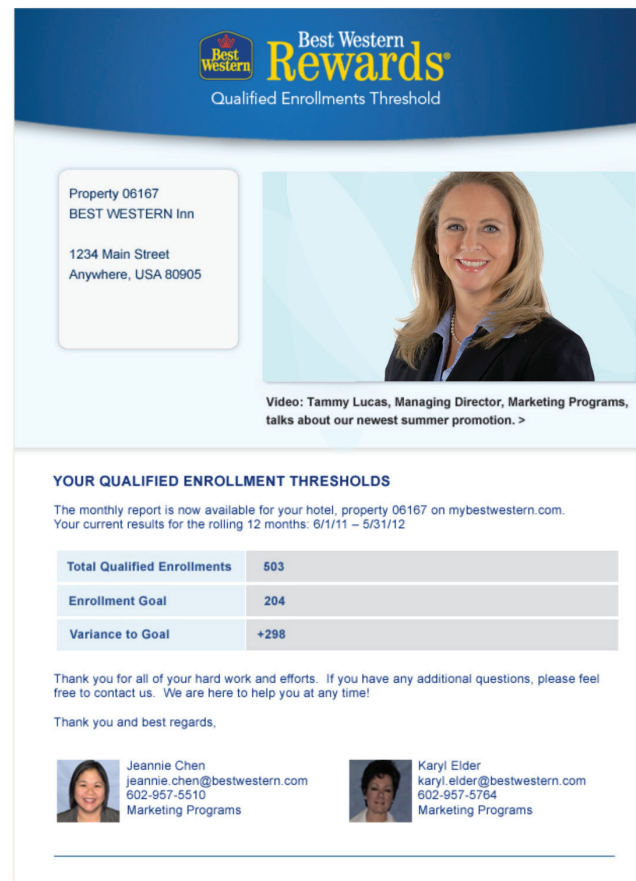
When evaluating the threshold targets, we took into consideration what many of the properties are already achieving currently under our “one-a-day” program, what would be fair and reasonable thresholds for all our properties to achieve regardless of size and seasonality, and what the competition is doing to ensure that they are capturing this market share.

## Best Western Rewards® Email Thresholds

Each month Marketing Programs will send this email to Voting Members and General Managers so that each property will know exactly where they are on their qualified enrollment thresholds.

You can also look up your enrollment threshold results on [mybestwestern.com](http://mybestwestern.com), BW Rewards® tab, Enrollment Report. The report is updated monthly.

Please contact [marketingprograms@bestwestern.com](mailto:marketingprograms@bestwestern.com) for a free 1 on 1 webinar for your front desk staff if they need help with anything Best Western Rewards-related.



The screenshot shows an email header with the Best Western Rewards logo and the title 'Qualified Enrollments Threshold'. Below the header, there is a property information box for 'Property 06167 BEST WESTERN Inn' located at '1234 Main Street, Anywhere, USA 80905'. To the right of this box is a portrait of Tammy Lucas, Managing Director of Marketing Programs. Below the portrait is a video link: 'Video: Tammy Lucas, Managing Director, Marketing Programs, talks about our newest summer promotion. >'. The main body of the email is titled 'YOUR QUALIFIED ENROLLMENT THRESHOLDS' and contains a message stating that the monthly report is available for property 06167 on mybestwestern.com for the rolling 12 months of 6/1/11 to 5/31/12. A table follows with enrollment data: Total Qualified Enrollments (503), Enrollment Goal (204), and Variance to Goal (+298). The email concludes with a thank you message and contact information for Jeannie Chen and Karyl Elder, both in Marketing Programs.

Property 06167  
BEST WESTERN Inn

1234 Main Street  
Anywhere, USA 80905

Video: Tammy Lucas, Managing Director, Marketing Programs, talks about our newest summer promotion. >


### YOUR QUALIFIED ENROLLMENT THRESHOLDS


The monthly report is now available for your hotel, property 06167 on [mybestwestern.com](http://mybestwestern.com).  
Your current results for the rolling 12 months: 6/1/11 – 5/31/12

Total Qualified Enrollments	503
Enrollment Goal	204
Variance to Goal	+298

Thank you for all of your hard work and efforts. If you have any additional questions, please feel free to contact us. We are here to help you at any time!

Thank you and best regards,

 Jeannie Chen  
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Marketing Programs

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Marketing Programs

### **How long will my property have to comply with this new BWR® property enrollment threshold program?**

This program went into effect December 1, 2011. As of that date we began tracking your property's performance (similar to what we also do for the "one-a-day" goal) against the .50 percent threshold goal.

During your first assessment after December 1, 2011, your RSM will review with you your current standing relative to the .50 percent threshold. When the RSM returns 12 months later, he or she will verify your property's performance against the .50 percent threshold in that rolling 12-month period. If your property is complying with the minimum BWR .50 percent threshold, then you will not be subject to any Brand Standard point loss.

### **What happens if my property does not meet the minimum enrollments required?**

Properties not meeting their minimum enrollment goal in a rolling 12-month period based on the prior 12 months will be assessed a 60-point loss deduction on their Brand Standards. Point losses will then double for non-compliance in subsequent assessments, capped at 240 points.

### **Will the current Enrollment Fee Rebate Program go away with this new program?**

No. Properties will continue to receive a rebate for all new qualified BWR property enrollments on a monthly basis. As a reminder, here is a description of the current enrollment fee rebate program:

Enrollment Fee Rebate Program: Effective January 26, 2010, the Board of Directors approved a temporary Best Western Rewards® fee rebate to all U.S. and Canadian properties, for the 5.5 percent fee charged for issuing rewards to all new Best Western Rewards sign-ups with a qualified stay at your property. The rebate only applies to new qualified Best Western Rewards enrollments that are made at your hotel, when the rewards are posted for that same stay. The rebate will only apply up to the first five (5) nights of the enrollment stay for the new BWR member acquired through your property.

Although initially implemented as a temporary program to encourage properties to sign-up new BWR members, we feel it is important to continue to reward properties for helping us grow this program. No other hotel loyalty program provides this significant an incentive.

We also provide a generous Insider front desk incentive program which rewards front desk employees for signing up new BWR® members. Insider employees earn 250 bonus points for each new qualified BWR member they sign up, plus 250 bonus points for the next 4 stays that new member has and 250 bonus points each time that member achieves elite status. That's a potential to earn up to 2,000 bonus points on one new qualified sign-up.

As you can see, it's a WIN-WIN for everyone!

- A WIN for the property: Through the Enrollment Fee Rebate Program it essentially costs nothing to sign-up a new BWR member. Plus, it's an opportunity to win customer loyalty and shift market share from our competitors.
- A WIN for the front desk employee: With the Insider Program, employees can experience what it's like to be rewarded. The more BWR members they sign-up, the more rewards they get. Points can add up quickly, and with redemption options like gift cards to various retailers and restaurants, it's like cash in their pocket.
- A WIN for the brand: By growing the BWR program we have more opportunities to communicate to our guests through BWR channels and drive revenue to our properties.

### Why is this change being made?

We have seen some great success with our current one-a-day program; however, we still have many of the same properties that continue to be the source of new BWR enrollments, while many other properties are not. 30 percent of the properties were generating 80% of the enrollment revenue at the properties, which is a 10 percent increase over prior years; however, this is not enough for us to sustain the growth that we need to ensure that Best Western Rewards® remains a competitive program in the marketplace. We need to expand the pool of hotels that are signing up new BWR members.

A key to moving market share to Best Western® hotels, both Leisure and Corporate, is the need to ensure continued growth and strengthening of the Best Western Rewards program. The property channel is our number one enrollment channel, and once guests are enrolled into the BWR program, we are able to communicate with these customers, allowing us to retain them and better ensure that these guests remain loyal to Best Western hotels.

- Over a 1-year period, more than 30 percent of BWR members enrolled at the property had additional stays beyond the enrollment stay

If this activity were multiplied across the brand you can see how our BWR program is a WIN-WIN for all Member hotels.



### How will this change affect our efforts to grow our share of the corporate travel market?

During uncertain economic times such as now our quest for shifting corporate market is even more important. All brands are trying to win these value-conscious customers and our competition is aggressively enrolling them into their loyalty programs. We cannot afford to lose this business. How important are loyalty programs to corporate travelers?

Check out these comments:

*"Rewards programs are extremely important to business travelers and travel managers. From the travel manager perspective, this gives us extra leverage (perks for the stakeholder) when influencing travelers to adhere to our program. From their side they get something out of the trials and tribulations of business travel. The first thing I learned when I took over this position is that you greatly need to address the 'what's in it for me' aspect to obtain traveler buy in and support." - Bill Uhlemann, Nokia*

*"I haven't even unpacked my briefcase from the Best Western Forum, but have already presented the Rewards Program detail to an internal corporate travel focus group of road warriors. They are very excited about the opportunity to participate and look forward to experiencing the Best Western product first hand. This group will serve as my internal ambassadors to promote your properties to their coworkers. Thank you all for giving me the tools to provide such information to my internal customer--as they are anxious to become a part of your loyal customer base." - Kathi Schwan, Navteq*

In addition, it is important that we continue to grow membership in our signature programs for our affinity partners like AAA/CAA (AAA/CAA Preferred<sup>SM</sup> Best Western Rewards<sup>®</sup>), Harley-Davidson<sup>®</sup> (Best Western Ride Rewards<sup>®</sup>) and racing fans (Best Western Speed Rewards<sup>®</sup>). Having a sizeable program is important to these partners. There is much to gain from these partnerships in terms of growing market share and driving revenue to our properties. So we need to make enrollment in these programs a priority.

### What if my property is not open all months during the 12-month rolling period?

If a property is seasonal and open only for certain months during the year, the minimum enrollment thresholds will be based and measured only for the timeframe in which the property is open. For example, if an 80-room property is only open six months of the year (180 days), the minimum enrollment threshold target would be calculated as follows:  
 $80 \times .005 = .4 \text{ per day} \times 180 \text{ days} = 72 \text{ minimum enrollments required.}$

### **How will I know my status against the threshold targets?**

Progress against each property's threshold target will be reported on a monthly basis, similar to the current enrollment reports provided against the "one-a-day" goal. Regional Services Managers will be provided with these reports in preparation for the QA assessment.

### **What if I am not meeting my threshold? What kind of assistance is available to help properties meet the targets?**

In addition to the monthly progress reports referenced above, we have a variety of tools available to support properties with enrollment:

- Monthly emails to Voting Members and General Managers on the status of where their property(ies) stands against their enrollment target.
- Customized, one-on-one property webinars led by the BWR® property team. Webinars are geared toward specific property needs regarding enrollment and recognition, as well as sharing best practices.

### **Is there an incentive for properties to exceed their minimum annual enrollment threshold?**

We are currently evaluating additional incentive programs for properties over and above the .50 percent of total room inventory goal.

### **What happens to the current one-a-day BWR program?**

The one-a-day marketing program will continue, as this is really where we want to be as a brand in terms of daily enrollment performance. We will continue to offer the tools and property support. This includes free, one-on-one property webinars customized for your hotel, online training programs and modules, front desk scripts, tips and "best practices" from your fellow Members, and so much more.

### **What if I have other questions or would like to sign-up for a free one-on-one property webinar?**

Contact Best Western Rewards at [marketingprograms@bestwestern.com](mailto:marketingprograms@bestwestern.com)

## The Best Western Rewards® MasterCard® Credit Card – Give your Guests a FREE Night on Us

*The Best Western Rewards® MasterCard® is the Key to Making Your Guests' Stays More Rewarding.*

U.S. and Canadian residents who sign up for the Best Western Rewards® MasterCard® can earn enough Best Western Rewards points with their first purchase for a free night at many Best Western hotels (16,000 points in the U.S., and 20,000 points in Canada). Plus, cardholders will earn Best Western Rewards points with every purchase they make. Cardholders who spend at least \$6,000 on the card within a calendar year will even earn a one tier elite upgrade within the Best Western Rewards program!

### *We'll Make it Worth Your While.*

Just encourage your guests to apply for the Best Western Rewards® MasterCard® and we will give you 2,500 BWR points for every application that gets approved – that's the equivalent to \$5 per approved application. All you have to do is provide your 5-digit property ID number and 3-digit employee ID\* in the designated location on the credit card application prior to distributing the applications to receive your points. Need more Best Western Rewards® MasterCard® applications? Visit the Best Western Rewards order form located on [mybestwestern.com](http://mybestwestern.com).

*\*Forgotten your employee 3-digit number? Turn to page 18 to learn how to find it.*

## Best Practices

- Familiarize yourself with the benefits of the credit card.
- Visibly display applications and offer to all guests.

## The Best Western Rewards® MasterCard® Credit Card - Give your Guests a FREE Night on Us



### ***The Best Western Rewards® World MasterCard® (U.S.)***

- 16,000 Best Western Rewards points upon first use
- Up to 5,000 additional Best Western Rewards points on balance transfers
- 15 Best Western Rewards points for every \$1 spent at Best Western\*
- 1 Best Western Rewards point for every \$1 on all other purchases
- No annual fee
- Great low introductory rates on balance transfers



### ***The Best Western Rewards® Platinum Plus® MasterCard® (Canada)***

- 20,000 Best Western Rewards points with first qualifying purchase
- 1.5 Best Western Rewards point for every \$1 in net retail purchases
- 50 Best Western Rewards points for every cash advance transaction over \$50
- No annual fee

*In addition Insider members can earn 2,500 Best Western Rewards points with every approved application!*

*\* BWR members will earn 15 points per dollar spent, based on 10 points per dollar earned through the BWR membership and 5 points per dollar changed to the BWR MasterCard linked to the same membership.*

## Best Western Travel Card® Basics

### *Anywhere, Anytime.*

Guests can use Best Western Travel Cards toward stays at any Best Western hotel world-wide.

### *Flexibility.*

(increments of \$25 - \$1,000 USD)

### *Availability.*

- [travelcard.bestwestern.com](http://travelcard.bestwestern.com)
- 877-CARD-2TVL (227-3288)

### *Convenience.*

### *Earn Commission.*

Hotels earn 10% commission for all Travel Card sales.





# Best Western Rewards®



**BEST WESTERN REWARDS FRONT DESK GUIDE**  
[bestwesternrewards.com](http://bestwesternrewards.com)

Each Best Western® branded hotel is independently owned and operated. Best Western and Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2012 Best Western International, Inc.