



Best Western  
**Rewards**

**REWARD IT FORWARD**

## BEST WESTERN® REWARD IT FORWARD<sup>SM</sup>

Best Western Rewards® Elite members have been sent a supply of our new Best Western Rewards Reward It Forward certificates along with details of the new program.

Each time one of our Elite members receives what they consider superior customer care from any hotel associate, they are encouraged to give that associate a voucher. Each voucher will have a unique Redemption Code pre-printed on it along with instructions for the Insider to go to [bwarditforward.com](http://bwarditforward.com) to redeem their certificate for 250 Best Western Rewards bonus points. The Insider will be directed to fill in their name, property number and 3-digit Insider number.



Each month we will track how many Best Western Rewards Reward It Forward certificates have been received at each hotel. Hotels will receive gift baskets according to the number of certificates redeemed by their Insider(s) each calendar month as follows:

- 5 - 10 vouchers redeemed in 1 calendar month
  - » Hotel receives a small gift basket
- 11 - 15 vouchers redeemed in 1 calendar month
  - » Hotel receives a medium gift basket
- 16 - 20 vouchers redeemed in 1 calendar month
  - » Hotel receives a large gift basket

Elite members may also recognize employees by sending an email to us at [thankyou@bestwestern.com](mailto:thankyou@bestwestern.com)

Visit

[bwarditforward.com](http://bwarditforward.com)



Best Western Rewards **REWARD IT FORWARD**

*Thank you for providing superior customer care! Best Western Associate, please enter this unique code to redeem your award.*

Redemption Code:

To redeem visit: [bwarditforward.com](http://bwarditforward.com)





### District 1 – Colorado

My friend and I stayed at the Best Western Inn in Brighton, Colorado. Upon arrival we were greeted by your desk associate, Rockee. She is very polite and courteous along with being friendly. She made our stay at this hotel very enjoyable. We would look forward to coming downstairs or coming back from visiting nearby relatives and seeing her at the front desk. She would engage in a conversation about how our day was, or what we did for the day. She made us feel like she really cared about us, and was not just talking to make us feel good. If I go to Brighton again, I most definitely would stay here again. We have told all our relatives about this place.

I am not just writing this in hopes to get Rockee a reward, though a reward would be good; but I would like for you to know how lucky Best Western is to have such an employee who cares and enjoys her job. - Cathy

### District 2 - Washington

Ms. Ramirez greets us warmly by name each time we see her. She makes sure we get our "favorite" room at the hotel and always inquires about how our grandchildren and our family are doing. - Kirt and Robin

### District 2 – British Columbia

I stayed at the Best Western Uptown, 205 Kingsway, Vancouver, BC on February 22 and Dave went beyond the call of duty. He engaged me in conversation and drew a link between my work and his family. He also had my bag in my room before I got there. Good work, Dave! – Nate

### District 3 – Ontario

I have been a weekly guest at the Best Western Parkway Inn in Cornwall, Ontario for the past 2 years. It became my second home. During my 2 years, I became part of the Best Western family. I was greeted by name when I walked through the door. I was missed when I took vacation. I received upgrades when possible. The staff at the Parkway Inn really took care of me. I find it difficult to pick one employee to Reward it Forward. There are three employees (Dwayne, Steve & Vince) who always made my stays comfortable, enjoyable and worry free.

I hope that you can reward these three individuals because they really deserve it. - Penny

### District 3 – Wisconsin

I received your e-mail for the "Reward It Forward" program on January 9th and could immediately think of the one Best Western employee that has gone above and beyond on more than one occasion to make my stay as enjoyable as possible. Mary, the Guest Services/Marketing Manager at the Best Western Maritime Inn in Sturgeon Bay, Wisconsin has again and again made my stay as comfortable as possible, and has made me feel as though I am staying at my home away from home. While I have stayed on multiple occasions, my most recent stay was on January 22nd.

While I normally find Best Western a comfortable place to stay, because of Mary's enthusiastic nature, I could never think of staying anywhere other than the Maritime Inn while in the Sturgeon Bay area. If there's anything Best Western can do to reward the effort of Mary on a daily basis, it is well worth it as I find her to have all of the best qualities that make Best Western my hotel of choice. - Jayson

### District 4 – Florida

Our excellent service representative is Heather Harris at the Fort Walton Beach Best Western. We stayed there during the Florida State H.O.G. Rally. Heather was excellent at all times. In fact, we are planning to stay again October of this year and have already spoken to her to ready ourselves for the trip. She will handle all of our bookings once we finalize our dates.

Heather made our stays very enjoyable, has always been very helpful, and seemed to have a permanent smile at all times! She surely added to our great time and is a true asset for your business. - Rick

### District 5 – Mississippi

We have recently stayed at your BEST WESTERN PLUS Olive Branch Hotel & Suites in Olive Branch, Mississippi. The hostess at the front desk went above and beyond to make our stay more comfortable. She was very professional and confident in handling our needs. Her name is Allie and we would like to "Reward It Forward" for her. - Glenda and Gary

### District 6 – California

I want to commend Kathy Gutierrez on her pleasant and positive demeanor. My husband and I stayed at the BEST WESTERN PLUS Yosemite Way Station Motel in Mariposa, CA on February 17, 2013. Kathy Gutierrez handled our check-in. She greeted us with a smile and was exceptionally attentive to our special requests. She is an asset to the Yosemite Way Station!

The staff at this Best Western is the best and we will continue to stay there! – Brenda

### District 7 – Virginia

My most recent stay at Best Western Glenn Allen, VA was on Dec. 5, 2012, although I have stayed there multiple times during the year. Albert, General Manager, goes above and beyond good service. He goes out of his way to be gracious, personable, and kind. He is patient and calm when the desk is busy and provides each customer individual time and attention. I'm always glad to see him when I check in because he provides exemplary service. - Vivian

### District 7 – Nova Scotia

I've been staying at your Dartmouth, NS location since April or May of last year. So to pick one staff member to give this award to, in my case would just be unfair. All and I mean all of your staff at this location goes above and beyond for me on a daily basis. It all starts when I show up Sunday night. When I walk through the door and I'm met by Dave on the front desk. He always has my room ready for me. It could have something to do with the treats my fiancé sends with me. Just joking. When I got engaged Amie and Paul picked out the champagne. The reason for this email is just to say I think this is a great idea but in my case I will have to decline. It is impossible for me to pick one staff member to give this to. Without question I believe they all deserve one. Thanks for the great service. - Darrell