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”.

<table>
<thead>
<tr>
<th>Art</th>
<th>Dept</th>
<th>Guest Name</th>
<th>Company</th>
<th>Ad</th>
<th>CO</th>
<th>CU</th>
<th>R</th>
<th>Cd</th>
<th>Hold</th>
<th>ETA</th>
<th>ETD</th>
<th>Type</th>
<th>Room Conf #</th>
<th>Shares</th>
<th>NER #</th>
<th>Tier</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb8</td>
<td>March</td>
<td>INGE, STANLEY</td>
<td></td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>gold</td>
<td>GT</td>
</tr>
<tr>
<td>Feb8</td>
<td>March</td>
<td>JOHN, JACLYNN</td>
<td></td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>gold</td>
<td>RS</td>
</tr>
</tbody>
</table>

**Totals**

- Rooms: 2
- Resus: 2
- Shares/Other Names: 0
- Ad: 3
- CO: 0
- CU: 0

Questions? Please send an email to BWRpropertysupport@bestwestern.com
2. **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.

![Rack Holder Images]

3. **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.

![Key Sleeve Images]

4. **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
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

![Image of Best Western Rewards gift bags]
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

   ![Soda](image1)

   16 FL. OZ Bottled Water

   ![Water](image2)

   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)

   ![Snacks](image3)
• 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, RR Donnelley, Prisma Graphic, A.S. Hospitality or Western Printing
   - BWR Rack Holders – bestwesternsupply.com or Spindle Co.
   - Astor Chocolates – bestwesternsupply.com or an Astor Rep (732)901-1000
   - Torn Ranch – bestwesternsupply.com
   - Bottled Water – Costco, Sam’s, BestWesternsupply.com or your local supplier
   - Pre-packaged Snacks - Costco, Sam’s, 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
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*