



Best Western Hotels & Resorts Makes it Easier Than Ever for Loyalty Members to Achieve Elite Status

Earning just got even easier with ‘**Holiday Your Way with Best Western**’ campaign

Best Western Hotels & Resorts announced that its award-winning Best Western Rewards (BWR®) program is cutting its Elite Status eligibility qualifications in half for 2021 – enabling travellers worldwide to earn Elite Status with just five nights, three stays or 5,000 points. Additionally, the reduction in thresholds applies to each BWR Elite Status *tier* – making it easier than ever for guests to climb the loyalty ladder.

“As the world embraces 2021 with a renewed sense of hope, Best Western is pleased to help guests rediscover the power of travel and reward them along the way,” said BWH Hotel Group Australasia Director of Sales & Marketing, Leanne Stocks.

“By reducing our Elite Status eligibility qualifications, our guests now have the opportunity to earn greater perks with fewer stays. With valuable offers such as this one, we look forward to reigniting the magic of travel while helping our guests save big.”

“We’re further supporting our Rewards members with the launch of our latest ‘[Holiday Your Way with Best Western](#)’ campaign. Guests who stay during the campaign period from 15 February to 9 May 2021 will receive a \$25 USD travel card after every night stay (up to a maximum of 4 nights), valid for redemption by 31 August 2021.”

Elite Status members receive elite rewards including 500 bonus points, as well as up to 50% bonus points each and every time they stay. These benefits are in addition to the perks that already come with being a member of one of the richest and most rewarding programs in the industry.

Best Western Hotels & Resorts is the only major hotel chain to offer a loyalty program whose rewards points never expire – so travellers don’t have to worry about losing their points if their plans get delayed or disrupted. Members can also earn gift cards redeemable with popular shopping partners; access special rates; and earn points with each stay that can be redeemed for free nights at any Best Western-branded hotel worldwide, with no blackout dates.

Best Western Hotels & Resorts was the first in the industry to extend loyalty status to its BWR members whose travel plans have been greatly impacted by travel restrictions and cancellations resulting from the COVID-19 pandemic. Additionally, the company launched an industry-leading cleanliness program, *We Care Clean*SM, which delivers an enhanced commitment to keeping guests safe and healthy when staying at Best Western-branded hotels across Australasia.

For more information on BWR or to sign up, please visit [BestWestern.com/Rewards](https://www.bestwestern.com/Rewards).

About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel Group® global network. With 16 brands and approximately 4,700 hotels in over 100 countries and territories worldwide*, BWH Hotel Group suits the needs of developers and guests in every market. Brands include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, GLō®, Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection®. Through acquisition, WorldHotels™ Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted collections are also offered. Completing the portfolio is SureStay®, SureStay Plus® and SureStay Collection® franchises**. For more information visit www.bestwestern.com, www.bestwesterndevelopers.com, www.worldhotels.com and www.surestay.com.

* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

**All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated.

###

MEDIA CONTACT:

Andrea Plawutsky

andrea@amplifyme.com.au

0419 970 984