

# Best Western International



EXECUTIVE  
RESIDENCY



BW Premier  
COLLECTION

## SAVE 10% OR MORE AND GET 500 BONUS POINTS WITH EVERY STAY

### Winter Promotion 2015 November 23, 2015 – February 7, 2016

#### Offer Details

Book at [bestwestern.com](http://bestwestern.com) by choosing the **BEST VALUE** rate and save 10% or more off the participating hotel's Flexible Rate. Best Western Rewards® members who register and book ANY qualified rate will also receive 500 bonus points per stay between November 23, 2015, and February 7, 2016.

- Promotion registration is not required for the hotel discount, but **IS required** to receive the bonus points
- A “qualifying stay” for the purpose of this Promotion is defined as one or more consecutive nights at the same Best Western branded hotel at a rate eligible for earning points or airline/partner rewards through Best Western Rewards®
- Only one check-in/check-out permitted per qualifying stay
- Offer is valid for new and existing Best Western Rewards members
- Points are usually posted within 2 weeks, however allow up to 6 weeks to post
- Valid 7 days a week, subject to availability (advance reservations recommended; credit card may be required to secure reservation)
- There is no limit to the number of Promotion discounts and booking bonuses a guest can receive.
- Stays made prior to registration will count towards the bonus points, as long as the stay occurred within the promotional timeframe
- Promotion Code: **WINTER15**
- Other restrictions apply. Visit [bestwestern.com/winter](http://bestwestern.com/winter) for complete promotion details.

#### Partner Offer Details

##### AAA/CAA

Registered AAA/CAA Members will receive 1,000 Bonus Points (instead of 500) for every stay.

- AAA Promotion Code: **AAAWINTER15**
- CAA Promotion Code: **CAAWINTER15**

**Other partner discounts vary by rate code. See [bestwesternrewards.com](http://bestwesternrewards.com) for details.**

#### Guest Requirements

1. For the **discounted rate**: Book a stay at the BEST VALUE (WS) rate plan
  - Best Western Rewards membership not required
2. For the **point bonus**: Registration for the promotion is required, and guest must have a qualified stay
  - Guest must enroll in or be an existing Best Western Rewards member
  - Guests can book and stay under ANY qualified rate
  - Front Desk Agents can register the guest in Member Web in the Frequent Guest section under “Register for Promo”, or with the BWR Property Support team at 877-735-1737, or guests can register online at [bestwestern.com/winter](http://bestwestern.com/winter)
3. The guest must be a Best Western Rewards member who resides in a participating country (visit Winter Promotion details at [mybestwestern.com](http://mybestwestern.com) for a list of countries).

**Questions? Contact BWR Property Support at 877-735-1737 or email [bwrpropertiesupport@bestwestern.com](mailto:bwrpropertiesupport@bestwestern.com)**

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## **“Reel In” your OTA Guests!**

**From November 23, 2015 through February 7, 2016**, Insiders who enroll guests that are booked on optional rate plans for BWR points, (i.e. – Expedia, Booking.com, Priceline, Travelocity, etc.) will earn **DOUBLE POINTS!** That means 500 points for any enrollment booked on an optional rate that does not contain an e-mail address, and 1,000 points for enrollments that do. Everyone wins!

### **ALWAYS REMEMBER:**

1. Ask every guest to enroll into BWR regardless of the rate plan.
2. Enrolling guests with a valid e-mail address doubles your Insider incentive points.
3. Always include your 3-digit Insider code with all new enrollments.

For each new enrollment (with a valid email address), Insiders receive **500 points** (250+250)! This is a normal part of the Insider program and points will be awarded each week automatically.

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