



GO. GET. REWARDED.SM

OTA enrollment tips

- ✓ Use the current promotion as another way to get OTA enrollments.
 - **Suggested script:** *"Not only will you get 500 points for enrolling today, you'll also receive (insert current promo offer here) as part of Best Western's current National promotion."*
- ✓ Remind the guest of the low rate guarantee and that Best Western Rewards® (BWR) is a free program.
 - **Suggested script:** *"If you enroll in our free loyalty program, Best Western Rewards, we'll give you 500 points to get you started in our program. Next time, book your reservation on bestwestern.com where you'll always find the lowest rate – guaranteed."*
- ✓ Ensure the guest knows the 500 points will stay on their account and they won't lose the points because BWR points never expire.
 - **Suggested script:** *"You won't ever have to worry about losing your points as Best Western is the only hotel loyalty program whose points do not expire."*
- ✓ Guests can donate those 500 points to a charity – BW partners with a few charities and the donations start at just 500 points.
 - **Suggested script:** *"Did you know Best Western partners with a few worthwhile charities? If you wish, you can donate your 500 points to a charity such as Make-a-Wish or The National Children's Cancer Society."*
- ✓ Best Western Rewards members receive 10% off if they book the BWR rate and of course, they get points when booking this qualified rate.
 - **Suggested script:** *"If you enroll in Best Western Rewards and become a member of our free loyalty program, you'll receive 10% off with our exclusive Best Western Rewards rate. In addition, you'll receive 10 points per dollar based on your room rate booked."*
- ✓ Encourage staff to enroll guests by creating additional incentives at your property, such as friendly competitions among front desk agents, or offering gift cards for earning a certain number of enrollments.
- ✓ Print off an arrivals list each morning from your PMS or MemberWeb and highlight those that are not BWR members, especially those booked on an OTA rate.
- ✓ Hold staff accountable for not enrolling members into BWR. Use a log to track enrollments and have a discussion about what hurdles your staff may be encountering. Offer tips and suggestions that may help them to be successful the next time.
- ✓ Adapt the motto of enrolling "every single guest... every single time".
- ✓ Insiders get DOUBLE the incentive points when they enroll a guest booked on an OTA rate. When an e-mail is captured at the time of enrollment, Insiders get 1,000 points. Just 7 enrollments will get the Insider enough points for a \$25 gift card.



Elite recognition of BWR members

Best Western Rewards® members, and elite members in particular, are truly our BEST customers. They typically are less price conscious, pay a higher ADR, and have a longer average length of stay. We want to continue our strong relationship with our members, especially our elite members, so that they continue to stay with Best Western. Properly recognizing these

elite members is a necessity if we want to ensure they remain loyal to Best Western.

Having a strong loyalty program in place does help insulate us from the competition. But, our elite members are looking for recognition, great service and those little extras that really demonstrate that we truly value their business.

Elite recognition requirements

- ✓ Gold, Platinum, Diamond and Diamond Select members must be given an elite recognition welcome gift
 - *Elite Members are required to be offered a choice of 2 welcome snacks and 2 beverages or 500 bonus points*
 - *Welcome snacks/beverages must be distributed in the BWR branded gift bags*
- ✓ All BWR members must be verbally recognized and thanked for their loyalty at check-in
- ✓ Elite members shall be offered the best available room upon check-in. Upgrades may consist of:
 - *Room with a better view*
 - *Quieter part of the hotel*
 - *Slightly larger room*
- ✓ All BWR members must be given a BWR branded key packet



Be sure to check your arrivals list daily and highlight the elite members that will be checking in. Prepare enough welcome gifts for those members, should they choose this option at check-in. Pre-block upgraded rooms for these members.

Remember to check your Medallia reviews and see what your elite members are saying about their experience with elite recognition at your property.