

Conditions for Best Western Rewards

Membership and membership card

1. These terms and conditions apply to the Best Western Rewards Programme, formerly known as Gold Crown Club International.
2. These terms apply to members residing in Europe. To view terms and conditions of worldwide Best Western Rewards programmes please view www.bestwesternrewards.com
3. These terms and conditions may be communicated to members in account statements or newsletters or on bestwesternrewards.com. The most recent conditions supersede and replace all previous terms and conditions and are subject to change at the sole and absolute discretion of Best Western.
4. A member must be the age of majority in that member's state of residence.
5. Your signature on the membership card Best Western Rewards Card (in short: Card) confirms that you accept the conditions of Best Western Rewards. If the signature does not appear on the card, the card is invalid.
6. The Best Western Rewards Card remains the property of Best Western and cannot be used as credit card.
7. The Card is not transferable and must be submitted at check-in and checkout.
8. Corporations and legal persons cannot be members.
9. If the Card is used as guarantee for a reservation and is not cancelled in time and the booking is not taken up, a cancellation fee amounting to the cost for the first night's stay is due.
10. If the Card is improperly used, then Best Western retains the right to withdraw the Card immediately. All rights, in particular accumulated points or Best Western Rewards Awards (in short: Awards) already issued, lapse.
11. Please inform Best Western immediately about changes in name or address. The corresponding Best Western Rewards Member Service (in short: BWR Service) for the member's country of residence can be found on www.bestwesternrewards.com
12. On loss or theft please contact Best Western, so that a replacement Card can be issued to you; this Card obviously has the same membership number. The accumulated points and the status remain.
13. The member is responsible that the Card is used in accordance with the conditions of his/her company's travel policy.
14. The private use of points, which are accumulated during a business stay, are subject to applicable tax law. The member is responsible for the correct tax payment.
15. The advantages of the individual Cards (Gold Card, Platinum Card, Diamond Card) are only available to the cardholder and are not transferable.
16. Best Western reserves the right to change the conditions or to cancel the Best Western Rewards Programme at any time. Similarly, Best Western reserves the right to change the advantages, the point allocation, the miles allocation, the point basis as well as any other programme conditions at any time.
17. Should Best Western cancel the Best Western Rewards Programme or if the membership expires, all collected points lapse.

Point accumulation

18. For a stay, either points or miles may be earned. The member can decide for each stay if points or miles are collected.
19. Best Western Rewards Points (in short: Points) may be earned at all Best Western brand lodging establishments worldwide.
20. Points are issued for accommodation at a rate of 10 points per US dollar spent. The conversion rate to other currencies is regularly fixed by Best Western.
21. Points are granted on almost all room rates, except for tours and groups, meetings and conferences, tour operator and wholesale rates, Best Western Rewards free nights, price line and other auction sites, hotel-contracted rates (e.g. extended stay) and crew, employee and travel industry discounts as well as unit-based travel cards (AC/UC rate).
22. If the point calculation is not electronically conducted at the hotel, then the member receives a proof of points issued.
23. Points are issued on checkout. A subsequent point allocation for a Best Western Rewards member is only possible within 6 months if a copy of the hotel invoice is sent to the corresponding BWR Service. If the guest has not been a member at the time of stay, a subsequent point allocation is only possible for qualified stays 30 days or less before the beginning of the membership and with the copy of the hotel invoice.
24. Points are not issued if the stay is paid for by Points or a Free Night Voucher.
25. Points are only awarded for the room night expenditure. (Points are awarded for total room bill in Finland, the Baltic States and Poland.)
26. Points are only credited to the member, regardless of who actually pays.
27. Points are not assignable, saleable, transferable, replaceable or redeemable for cash other than as stated herein. Members cannot add their points together.
28. If the member is part of a group, then the points are only credited for the room occupied by the member personally. Points are not credited to other persons of the group.
29. If points have not been credited, the member can contact the corresponding BWR Service.
30. If no points are collected within 12 months after the previous stay, all accumulated points will lapse.
31. Best Western, its agents, employees and travel partners will not be responsible for award requests or correspondence lost or delayed by any postal service or carrier.

Redeeming points

32. All current awards can be viewed and ordered in the login area of www.bestwesternrewards.com or requested at the corresponding BWR Service.
33. Determination and payment of tax liability is the responsibility of the Best Western Rewards Programme participant.
34. Best Western will not be responsible for lost or stolen awards certificates. All Best Western Rewards Awards are subject to revision by Best Western, in its sole and absolute discretion. Point amounts for each Award are subject to change at any time without notice.
35. If the member elects a free night, the required points will be debited from his/her account by the hotel.
36. Unless arranged otherwise, points cannot be utilized in combination with cash payments, special offers, coupons or other special offers.
37. A free night stay as an Award has to be reserved in advance and explicitly requested at the time of reservation. Free nights can be taken up at all Best Western Hotels according to availability. These are valid for one to two persons in a single or double room (including breakfast in some countries) on any day of the week. Free nights cannot be combined with any other promotional offers.
38. Free Night Vouchers are valid for 6 months; this period of validity cannot be extended.
39. The complete terms and conditions of the Best Western Travel Card® can be viewed on travelcard.bestwestern.com
40. Travel Cards/Free Night Vouchers which are not used cannot be paid out in cash.

41. All Awards listed are from independent suppliers with the exception of Best Western Travel Cards® and Free Room Night Awards and are subject to the terms and conditions imposed by that supplier. Each independent supplier reserves the right to change, suspend or terminate any or all rules, regulations or offers at any time without notice. Best Western shall not be liable for any supplier change(s).
42. Free Night Awards can only be ordered through www.bestwesternrewards.com, the BWI Service or booked directly at a Best Western Hotel. Third parties like travel agencies can not exchange Points into Free Night Awards.

Miles accumulation

43. In order to earn airline miles you must be a member and indicate your preference to either earn airline miles or programme points. You must expressly indicate your airline programme preference and provide your frequent flyer membership number to the BWI Service. When registering in a Best Western Hotel, the data can be collected there.
44. The current list of partner airlines can be viewed on www.bestwesternrewards.com
45. Each airline reserves the right to change their programme rules, regulations, travel awards and special offers at any time without notice and each airline is not responsible for programmes, products or services offered by other participating companies. Best Western shall not be liable for any airline change(s).
46. Miles may be earned at all Best Western brand lodging establishments worldwide.
47. Miles are awarded per qualified stay. A qualified stay is defined as one or more consecutive nights at the same Best Western Hotel, regardless of numbers of check-ins and checkouts, at a Best Western Rewards qualified rate. Qualified rates are almost all room rates, except for tours and groups, meetings and conferences, tour operator and wholesale rates, Best Western Rewards free nights, price line and other auction sites, hotel-contracted rates (e.g. extended stay) and crew, employee and travel industry discounts as well as unit-based travel cards (AC/UC rate).
48. Miles will accumulate on the basis of a minimum of 250 miles per qualified stay.
49. For a stay, either points or miles may be earned. The member can decide for each stay if points or miles are collected.
50. In order to assure that miles are awarded, members must present the Card or the airline programme membership card at check-in and checkout.
51. Miles are only credited to the member, regardless of who actually pays.
52. If the member is part of a group, then the miles are only credited for the room occupied by the member personally. Miles are not credited to other persons of the group.
53. If miles have not been awarded, the member can contact the customer service of the corresponding airline programme or the BWR Service. A subsequent mileage allocation is possible for qualified stays 30 days or less before the first registration at Best Western. For registered Best Western Rewards members a subsequent allocation is possible according to the terms and conditions of the corresponding airline programme.

Platinum and Diamond membership

54. As soon as a member has spent 15 nights within 12 months in Best Western Hotels, the membership is automatically upgraded to Platinum and after 30 nights within 12 months automatically to Diamond.
55. In order to retain the Platinum or Diamond status beyond a calendar year, the member must spend 15 or 30 nights in Best Western Hotels respectively within the following calendar year.
56. Platinum members receive 10% bonus points per qualified stay, Diamond members 15%. Platinum and Diamond members receive a room upgrade, early check-in or late checkout upon request and on availability. The advantages for Platinum or Diamond members can vary from hotel to hotel.
57. In order to make use of the advantages, a reservation reference has to be made to the particular status and the Card has to be displayed at check-in.
58. Best Western retains the right at all times to change the conditions for Platinum and Diamond members.

Data protection and privacy policy

59. By signing the Card you give your consent that Best Western Hotels in the framework of the Best Western Rewards Programme may save, utilize and use and transfer your personal data to business partners in order to manage the programme's activities and communications. You are free not to disclose this client data. However, in this case it may not be possible to deliver you the benefits of the Rewards Programme.

The Rewards Programme is a worldwide programme, which allows you to obtain your advantages nearly all over the world. We must have the possibility to exchange or share our client information with Best Western International, Inc. and the corporations belonging thereto (BWI corporations) so that these advantages can be delivered in other countries with Best Western Hotels. We would also like to have the possibility to share customer information with particularly selected partner corporations (marketing partners) to offer you additional services or assist us in offering you additional services as a Best Western Rewards member. The headquarters of some BWI companies and marketing partners are located outside EU (Switzerland). Whenever we transfer your personal customer information to them or make it available to them, one of the following conditions is respected: (1) a company is located in a country committed to implementing regulations on data privacy protection in order to provide an appropriate level of protection (e.g. Canada, EU) or (2) we have conducted appropriate examination to ensure that the company in question implements the necessary measures to guarantee the protection of your confidential information.

You can check the customer information which we have stored for you on the Internet under www.bestwesternrewards.com. You can access and change the customer data we have stored for you by logging onto your personal account by calling your Best Western Rewards Service Centre or on www.bestwesternrewards.com. However, please remember that we or our marketing partners may then be unable to provide you with certain services. Should we wish to change the manner we treat confidential information, we shall contact you via the data given by you prior to this to obtain your consent.

Liability exclusion

60. If the use of the Card is restricted by occurrences which are subject to an act of God, such as strikes, fire, war and the like, Best Western cannot be held liable.

All information was valid on printing in February 2009. Best Western cannot be held liable for changes after printing or for printing errors.

Best Western Rewards is owned and operated by BW GCCI Inc., a wholly owned subsidiary of Best Western International, Inc. © 2009 Best Western International.

Each Best Western hotel is independently owned and operated.