

## Start selling Best Western Gift Cards today!

Gift Cards are the #1 gift during the holidays!

### Best Western Gift Card Program Overview:

The Best Western Gift Card (formerly known as Travel Card) is a prepaid closed-loop gift card that drives new business to the brand and incremental room nights to Best Western properties. In fact, the Best Western Gift Card delivers more than \$15 million in revenue to properties every year!

### Property Benefits:

Hotels that sell Best Western Gift Cards earn a substantial 10% commission on every card sold! (Activations). There is a 10% processing fee for all Best Western Gift Cards redeemed at your hotel. (Redemptions).

You can use the Best Western Gift Card as a customer retention tool for disputes and to provide a refund (instead of crediting back a credit card).

- Your hotel receives a 10% commission per activation and the customer is satisfied with an immediate solution.

Best Western Gift Cards are a powerful marketing tool:

- **Corporate Events:** Host corporate events and offer Best Western Gift Cards as prizes or give aways.
- **Industry Partnerships:** Collaborate with local business to cross-promote gift cards.
- **Sales Performance Bonuses:** Partner with companies to offer gift cards as sales incentives.
- Partner with **community organizations & radio stations** and donate a Best Western Gift Card as a raffle item (in exchange for promoting your local establishment)
- **Donate** a portion of your gift card sales to local charities to generate positive publicity.

### How to Request Gift Card Inventory:

There is NO COST to request Best Western Gift Card inventory for your hotel! Corporate covers the cost of the physical gift cards and shipping\*.

To request Best Western Gift Card inventory for your hotel, email [GCInventory@bwh.com](mailto:GCInventory@bwh.com) or submit an inquiry through the Hotel Portal > Marketing > Best Western Gift Card and select "Request Gift Cards\*."

You can also direct customers to purchase Best Western Gift Cards directly from our website at [giftcard.bestwestern.com](http://giftcard.bestwestern.com)

### Further inquiries:

To learn more about the Best Western Gift Card program or to submit questions, visit the Hotel Portal or reach out to [GCInventory@bwh.com](mailto:GCInventory@bwh.com)

\*Shipping costs only covered for Hotels in US, Caribbean and Canada.

