

# Brand Anatomy: How Best Western leveraged loyalty and refined messaging to attract today's travelers

Audio

On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, Briefings director Jeremy Goldman sits down with Dorothy Dowling, CMO of Best Western, to discuss the changing needs of today's travelers given rising inflation and pent-up post-pandemic demand, and the importance of loyalty programs to better serve customers.

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### US Adults Who Are Members of a Travel Loyalty and Rewards Program, by Demographic, Feb 2022

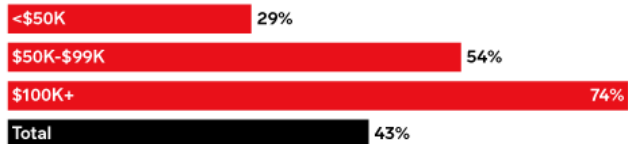
% of respondents in each group

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#### Age



#### Income



Source: Morning Consult, "State of Travel & Hospitality Q1 2022" as cited in company blog, March 17, 2022

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