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Senator Inn & Spa Introduces Immediate Rewards™ Program

Rewards can be used at hotel and its 21 partner properties



(Augusta, ME) The Best Western Senator Inn & Spa has introduced a new guest rewards program that enables members to apply their rewards towards room charges or hotel services upon check out.

Unlike the frequent traveler programs offered by many national chains, the Immediate Rewards™ program is simple to use. There are no complicated points systems, blackout dates or waiting periods; the member receives an Immediate Rewards™ Certificate equal to 10 percent of their room charge at checkout and may use it immediately.

There is no minimum expenditure or number of stays required to qualify, and members receive certificate every time they stay at the Senator Inn & Spa. The rewards can be accumulated or redeemed immediately at the hotel or its 21 partner properties in Maine, New Hampshire, and Michigan.

David Hopkins, manager of the Senator Inn & Spa, said, "This is our way of thanking our return customers for their loyalty while also rewarding new customers on their very first stay. The program was structured to make it easy for members to redeem the rewards and enjoy the many wonderful services offered at our hotel."

Rewards can be used right away for spa and salon services, meals at Cloud 9, beverages in the lounge, gifts from the Senator Inn boutique, health club classes and personal training, or another hotel stay. Immediate Rewards™ members also receive express check-in and a complimentary 2 p.m. checkout when staying at the Senator Inn & Spa.

The program is particularly attractive to business travelers since it includes benefits at properties in Maine's major metropolitan areas. Certificates may also be redeemed in popular vacation destinations such as Boothbay, Bar Harbor, Ogunquit, Old Orchard Beach, Wells Beach, and Portsmouth, N.H. Commercial travelers may save up certificates throughout the year and use them to vacation at the Maine Coast in the summer.

To register, visit www.senatorinn.com/rewards. Guests can also register for the program when they check in or by mailing in the registration form on the Immediate Rewards™ brochure available at the hotel.

Immediate Rewards™ complements and is offered in addition to the Best Western Gold Crown Club® Points program. It is available with discounted and corporate rates. Rewards are based on room charges only..

About the Senator Inn & Spa

The Senator Inn & Spa is an Augusta, Maine based hotel committed to health and relaxation. Privately owned and operated by Lafayette Hotels, the Senator Inn & Spa is a full-service getaway that houses the award-winning Cloud 9 Restaurant, offering all-natural, local, and organically certified dishes that are as healthy as they are delicious. A 125-room property, the Senator Inn & Spa includes banquet facilities and a full-service spa complete with saltwater pool, fitness rooms, and a range of body treatments and products in our Spa Boutique. A member of the Green Hotel Association, the Senator Inn & Spa is a designated Environmental Leader, and pioneer in bans on smoking and trans fat. For more information, visit www.senatorinn.com or contact David Hopkins at 207-622-5804.