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FOR IMMEDIATE RELEASE

**GUESTS OF WISCONSIN'S HOTEL MARSHFIELD ARE GETTING A SURPRISE NEW PERK**

MARSHFIELD, Wis. (October 19, 2016) – Overnight guests of Hotel Marshfield in Marshfield, Wis. ([www.HotelMarshfield.com](http://www.HotelMarshfield.com)) are in for a new perk, loyalty rewards points with every stay. That news comes on the heels of the announcement that the hotel was officially selected for the BW Premier Collection® of luxury boutique hotels, part of the Best Western® brand portfolio. The Premier Collection is a curated global assortment of upscale properties chosen for their high-end services and amenities while also highlighting local charm and character. To even be considered, a hotel must hold the top ranking on TripAdvisor.com for their location, which Hotel Marshfield has since it reopened after a complete renovation three years ago, and have at least a Three Diamond rating from AAA.

“We’re one of just 13 properties currently in the North American Premier Collection, it’s a very selective process, so we’re thrilled with the company we’re keeping in that group,” said Cory Latourell, general manager of Hotel Marshfield. “What made this partnership so attractive for us was that we could retain our local identity and individuality while introducing our hotel and the city of Marshfield to a national audience of travelers.”

Latourell emphasized that guests will not see any change in the operations of the hotel aside from the added bonus of rewards points. “Our sign will always read Hotel Marshfield, yet now guests can earn points when they stay with us and those points never expire,” said Latourell.

Best Western Rewards® program points may be redeemed for free room nights, airline miles, car rentals, shopping, dining, and entertainment gift cards. Now through the end of the year, guests staying at Hotel Marshfield will receive bonus points as a thank-you for their loyalty. Reservations may be made online at [www.HotelMarshfield.com](http://www.HotelMarshfield.com) or through [www.BestWestern.com](http://www.BestWestern.com).

“Now more people are going to learn what makes our hotel and our community so special,” added Latourell.

**About the BW Premier Collection**

The BW Premier Collection continues Best Western Hotels & Resorts’ rich history of providing guests with unique and local hotel experiences around the world. In turn, the partnership gives independent hoteliers the opportunity to retain their local identity and individuality while harnessing a global powerhouse.

## About Hotel Marshfield

Hotel Marshfield, located at 2700 S. Central Ave., was completely renovated in 2013. It has 99 guest rooms, nine of which are extended stay suites; ballroom and meeting space large enough to accommodate up to 500; on-site restaurant Libby McNeill's; large fitness center; and landscaped outdoor courtyard with pool, fireplace and four-season soak whirlpool and sauna. Amenities include free high-speed WiFi, complimentary hot breakfast, free outdoor parking and complimentary shuttle service to Marshfield Clinic, the Marshfield airport and other local businesses. Hotel Marshfield is Travel Green Wisconsin certified and pet-friendly. Along with being the premier offering in the market for corporate and association meetings, wedding celebrations and special events, Hotel Marshfield is also the preferred full-service choice for those traveling to the area's hospital and clinic, youth sports groups, family reunions and weekend leisure visitors to central Wisconsin. The property is managed by [IDM Hospitality Management](http://www.IDMHospitalityManagement.com) based in Madison, WI. For more on the hotel, log on to [www.HotelMarshfield.com](http://www.HotelMarshfield.com).



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