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The Choice Connection Integration Update: Point Exchange Between Choice Privileges® and Radisson Rewards Americas Now Available

The Choice Connection is your source for updates on every step of our integration journey. Be sure to check out the archives posted on CONNECT — click on the Choice Hotels + Radisson Hotels Americas quick link.

With more than 7,500 hotels now in the Choice family of brands, we are excited to offer our valued Radisson Rewards Americas and Choice Privileges members new opportunities to use their rewards points. Members can now seamlessly exchange points between their accounts in the two loyalty programs and book reward nights across our combined portfolio. This new feature makes travel even more rewarding for our loyal members.

How will this benefit my hotel?

Loyalty program members are some of your most valuable guests. They spend more, stay more, are more likely to book direct, and are more likely to return to your property. With this new opportunity for members to exchange points, your hotel will now have exposure to our 66 million combined loyalty members, helping drive additional revenue opportunities to your hotel.

To exchange points, guests will need to be members of both Choice Privileges and Radisson Rewards Americas, which are free to join. Once joining the rewards programs, members can log into their accounts and follow the prompts to exchange points between the two accounts on ChoiceHotels.com.



The nine Radisson brands, including Park Plaza, Country Inn & Suites, and Park Inn by Radisson, are owned in the Americas regions by Choice Hotels. Outside of the Americas, the brands are owned by Radisson Hotel Group, an unaffiliated company headquartered in Belgium.

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