



November 30, 2022

November Business Update

Special Edition News to Use

Our integration efforts are rapidly gaining momentum across all fronts of the operation, building a strong foundation as we unlock the full value of our new family of brands.

We are committed to providing you with regular updates in each of these areas, along with the information you need to run your hotel and plan for the future. Beginning in January, you will receive regular communications following the schedule below:

- Summary of upcoming integration milestones on the first Wednesday of the month
- Detailed information / instructions to assist you with integration milestones; to be distributed on Wednesdays throughout the month.

What's Coming in December

Choice University Learning Portal Integration

We are excited to welcome you and your team to Choice University, our award-winning learning platform and ecosystem, next month. Whether you're an owner, manager or team member, Choice University can help empower you to achieve results and build value for your future. You will receive complete information on the ChoiceU.com system and how to access your account and create accounts for new users next month. Once your account is live on ChoiceU.com, you will find:

- Personalized learning maps to guide you through the system and the wealth of training and resources that will be available.
- Activity transcripts that will include a record of all your completed training and certifications from Radisson Academy Online.
- Information on your new family of brands and our rich history as one of the industry's leading franchisors.

- Choice University content, interactive training modules, videos, training aids and more, on a wide variety of property-level and industry topics to help you onboard new associates and continue to engage your existing team.
- A selection of content from Radisson Academy Online to support the systems you are currently using to operate your hotel.

Watch your email in the coming weeks for complete details as we finalize the integration and get ready to take advantage of the Choice University platform.

Driving Website Conversion

We are investing in the RadissonHotelsAmericas.com shopping and booking engine to help drive higher website conversion and more direct bookings in the short term, even before we integrate our websites. By leveraging consumer research, data insights and industry best practices, we are also identifying and rolling out changes that will make it easier than ever for guests to find and book the hotel, the room and the rate that are perfect for their needs.

Technology Roadmap Priorities

We are currently working on a multi-faceted plan to bring the power of Choice's systems to your hotel. During the second half of 2023, we plan to integrate the central reservation system (CRS) capabilities that will allow qualified properties access to choiceADVANTAGE®, our industry leading property management system. We are also analyzing requirements for hotels where segment or region-specific functionalities are required and will share more details later in 2023.

Organizational Structure Integration

We are well on our way to completing our internal organizational structure, working to capitalize on the benefits of the combined Choice and Radisson platforms and maximizing the value proposition that the new organization brings to you. We will provide more information to you in early 2023.

Global Sales Teams Join Forces

Our Global Sales teams have joined forces to create a fully united, dynamic sales organization. We have integrated our customer data and our team is already taking full advantage of the greater size and coverage to drive even more business through our corporate and national accounts. Stay tuned for a full introduction to the new team and more information on how our expanded operation can benefit your hotel next month.

General Announcements

Save the Date – Choice Hotels 67th Annual Convention

Please mark your calendar to join us at the **Choice Hotels 67th Annual Convention, April 25-27, 2023**, at the spectacular Mandalay Bay Resort and Casino in Las Vegas. We are also pleased to announce that your registration fees will be lower than the fees you have paid in

the past to attend the annual Radisson Conference. Registration will open in early 2023, so stay tuned for more information.

If you have any questions, please contact your Regional Director.



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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