



The Choice Connection Integration Update: Elevated Group Management Experience, Now Live

As [previously announced](#), we're excited to launch an enhanced group lead process today, May 8. This free program will help deliver a higher level of service when managing your group business, streamline the delivery of opportunities for your hotel, and support your continued success. We'd like to share a few resources to help you prepare for the change:

- Answers to your questions in our detailed [Frequently Asked Questions](#) document.
- Learn more by viewing this informative [overview video](#).

Starting today, our Inside Sales team manages the Group RFP process on your behalf, sending leads to your hotel from a Choice Hotels email address you can trust. Respond by clicking on the 'Proposal Information' link in the email and provide your rates and availability. From there, the Inside Sales team will submit proposals on your behalf to group planners and corporate customers. Look for emails from the Inside Sales team, review the above resources, and get ready to receive additional support for your group business through this exciting new RFP process.

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.



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