



## The Choice Connection Integration Update: Integration with Choice Privileges – What's Next?

Radisson Rewards Americas is integrating with Choice Privileges, and we've started to inform our members. We think this will be great for members – they now have access to even more properties across more brands – and for you, since the pool of members is over 57 million, more than 5X bigger than you've had access to before.

### Key dates:

- **July 11:** Transition Tuesdays - Loyalty: Understanding the Value for Your Hotel
- **July 18:** Radisson Rewards Americas will begin integrating with Choice Privileges, and members will no longer be able to earn, redeem or transfer Radisson Rewards Americas Points. Existing Award Night reservations will continue to be honored, and there is no need for members to reconfirm their reservations.
- **July 25:** Radisson Rewards Americas is targeted to integrate into Choice Privileges.

**Please note that these are anticipated dates that are subject to change.**

**What do I need to do?**

Between now and July 18, continue supporting Radisson Rewards Americas the same way you always have:

- Continue enrolling guests into Radisson Rewards Americas.
- Continue recognizing Radisson Rewards Americas members and providing them with benefits according to their status.
- Members will continue earning Radisson Rewards Americas points, Elite Night Credits, and Elite Night Stays for qualifying stays.
  - For stays completed prior to July 18, the member will earn Radisson Rewards Americas points.
  - For stays completed after July 18, the member will earn Choice Privileges points if they are a Choice Privileges member.
- Members will still be able to redeem points for Awards Nights and Points + Cash stays at your hotels, and they will continue booking Awards Nights via [RadissonHotelsAmericas.com](https://www.RadissonHotelsAmericas.com). There will be no change to the number of points required for an Award Night booking.
- Members can continue to exchange points between Radisson Rewards Americas and Choice Privileges until July 18.

### **What else is changing?**

The Radisson Rewards for Business Americas Travel Agent Program will sunset at the end of June, and the Radisson Rewards for Business Americas Planners Program will sunset on July 18. While there is currently no travel agent program as part of Choice Privileges, meeting planners can begin taking advantage of **Choice Planner Points** for qualifying events after July 18:

- After Radisson Rewards for Business Americas sunsets, all meeting planners must be Choice Privileges members to take advantage of Choice Planner Points.
- Planners can earn 3 points per \$1 on eligible charges – including meeting space, guest rooms, and food and beverages charged to a master bill.

**New loyalty benefits:** We are also excited to share some of the new benefits you will be able to offer loyalty members when Radisson Rewards Americas integrates with Choice Privileges:


- **Complimentary Breakfast for Two:** Choice Privileges members with Diamond status, the top tier in Choice Privileges, will enjoy complimentary breakfast for two at Radisson Blu, Radisson, Radisson RED, Radisson Individuals, and Park Plaza hotels. This is a change from Radisson Rewards Americas, where Platinum members received only one complimentary breakfast.
- **Elite Welcome Gift of 250 Points:** Gold, Platinum, and Diamond Choice Privileges members receive 250 points per stay as a “Thank you” from us. The awarding of the points will be automatic, and you do not need to do anything on your end to award these points. This Elite Welcome gift replaces the physical Radisson Rewards Americas Elite welcome gift required to be given to all Gold and Platinum members upon check-in. The cost of the 250 Choice Privileges points will be automatically invoiced to hotels, and replace any costs associated with the prior physical gift.
- **Your Extras:** Choice Privileges members will enjoy Your Extras benefits with every qualifying stay when they check-in for a stay that includes at least one Sunday–Thursday night. Members can choose between gift cards or points. This legacy Choice Privileges benefit comes at no cost to hotels, and you do not need to take any action to implement it.
- **Award Nights:** Members will continue to be able to redeem points at your hotel in the Choice Privileges program in a similar fashion to how they do today. Award Night bookings are made on ChoiceHotels.com, and members may choose to redeem points for an Award Night or use Points + Cash. A few changes you will notice:
  - Premium Room types will no longer be a redemption option in Choice Privileges, so members will not be able to redeem for a premium room.
  - RewardSaver will also no longer be a redemption option.

- Points + Cash awards: No cash will be collected by the hotel when a member books a Points + Cash award. Instead, hotels will be reimbursed as if it were a full point redemption.

We know that a lot is changing, and that your loyalty program is just as important to you as it is to your guests. That's why we'll be here every step of the way as you prepare to say *Goodbye!* to Radisson Rewards Americas and *Hello!* to Choice Privileges.









Keep an eye out for more information about the benefits you'll soon be able to offer guests through Choice Privileges, and don't forget to mark your calendar for **July 11 at 2 p.m. ET**, when we'll address all your loyalty questions in an especially exciting edition of Transition Tuesdays. If you have any questions, please contact [choice\\_privileges\\_hotels@choicehotels.com](mailto:choice_privileges_hotels@choicehotels.com).

*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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