



## **The Choice Connection Integration Update: Integration with Choice Privileges**

Exciting program changes are coming soon, as Radisson Rewards Americas will integrate with Choice Privileges later this year. Loyalty program members generally stay more often, book direct and spend more during their stay. This change will let your guests unlock more rewards, and gives you access to more than 56 million Choice Privileges loyalty members. We are excited to begin this process with initial communications being sent to Radisson Rewards Americas members and website updates today, May 31.


### **What do I need to know?**

- Today, May 31, Radisson Rewards Americas members will receive a customized email message dependent on their status, informing them of the program changes that are coming later this year.
- If they are members of both programs, we will integrate their accounts automatically when Radisson Rewards Americas sunsets; no action is needed.
- If they are not a member of Choice Privileges, they will be invited to join.
- Member points and status will transfer.
- You should continue to enroll guests in Radisson Rewards Americas at check-in until the programs are fully integrated later this year. Members will keep earning points and can









exchange points to Choice Privileges using the [Point Exchange](#).

Click [here](#) for an Ambassador flyer with frequently asked questions to help prepare you and your front desk staff. If members have questions, you can direct them to their emails or the [Radisson website](#) for a full list of integration FAQs. More information will be shared as we move through the integration 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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