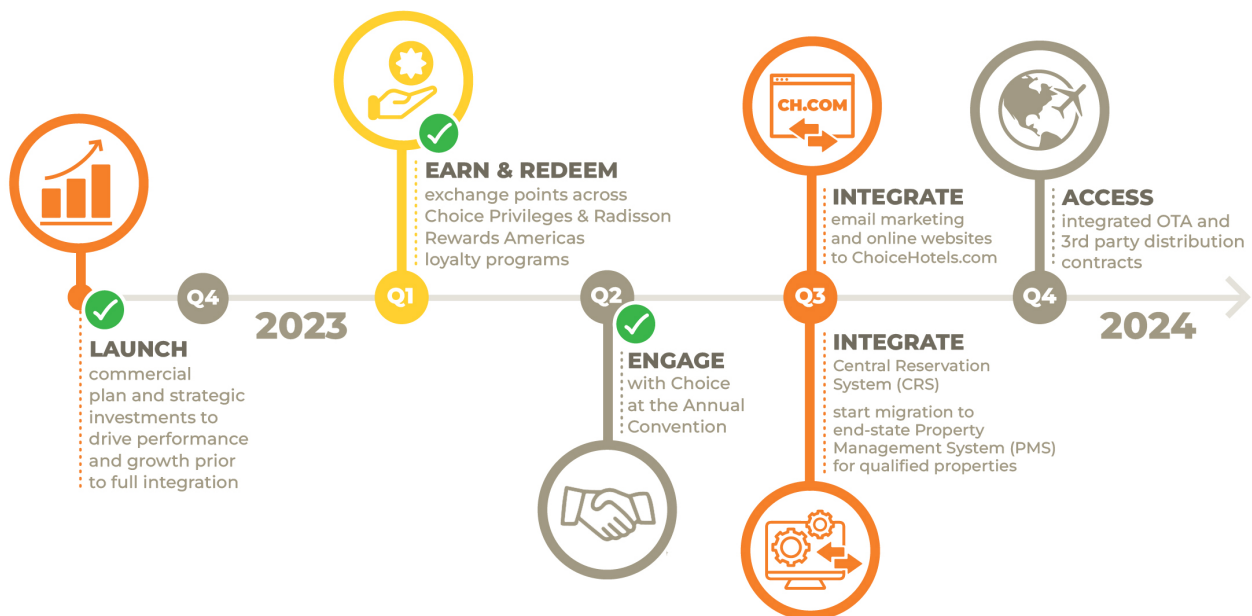




June 2023

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.



We can feel the anticipation grow each day as we work to integrate your hotels further into the Choice system. We're keeping our eyes to the Q3 integration on the horizon, but there are some changes along the way that we're excited to share with you this month. Below you'll find several updates and information on a few changes coming to help you improve profitability, create outstanding guest

experiences, and more.

Educational Resources

As we shared in May, we're now offering you one of the industry's best training programs with the HOST Certification. This certification will help you maximize the value all Choice platforms and tools provide. Here's what you need to know:

- Enrollment will be available this month on ChoiceU.com.
- Taking this training is required. Under the RHGA Leadership Certificate, all hotels must have at least one HOST or RHGA certified team member.
- If you do not have an on-property leader with an RHGA Leadership Certificate, you will need to complete HOST this year.
- The cost is comparable to the RHGA program at \$1,395.

Loyalty

We're getting even closer to the integration of Radisson Rewards Americas with Choice Privileges[®], meaning the pool of members you have access to is going to grow more than 5 times! These guests generally stay more often, book direct and spend more during their stay.

To help our members, we're starting to inform them of what they will need to do to ensure their points and Elite status automatically roll over. The bottom line is, not much. All they'll have to do is set up a Choice Privileges account for free if they haven't already.

- **Next Step:** Since the integration of the loyalty programs won't be finalized for a bit, continue enrolling guests in Radisson Rewards Americas at check-in. Members will keep earning Radisson Rewards Americas points and can use the [Point Exchange](#) to exchange points to Choice Privileges.

Property Management Systems and Revenue Management

In May we shared that Country Inn & Suites by Radisson® and Park Inn by Radisson® brand hotels in the U.S. and Canada will soon begin the process of migrating to our choiceADVANTAGE® Property Management System. This highly functional PMS will help improve performance, maximize revenue, and provide the best guest experiences possible.

These properties will also gain access to our industry-leading revenue management system: ChoiceMAX. This award-winning, mobile-friendly tool will help you optimize your pricing structure, maximize opportunities, and increase revenue production with every new booking.

Hotels **must** be on choiceADVANTAGE in order to implement ChoiceMAX. You will be notified at least 30 days prior to your ChoiceMAX launch date to allow time for you to get comfortable with the system and ensure readiness for cutover. Rest assured that we will be with you every step of the way to ensure you have the resources and training you need to enable ChoiceMAX to help manage your rates and inventory.

So, what's next?

- **choiceADVANTAGE:** Please ensure you've completed the [choiceADVANTAGE Welcome Survey](#) for your property. We've already started hosting webinars and sharing more details with the first phases of properties and will hold more in the months to come.
- **ChoiceMAX:** You will be assigned a dedicated Change Management Coach 30 days prior to your ChoiceMAX launch date. This contact will help guide you through the steps needed to ensure you are prepared to access and successfully implement the ChoiceMAX revenue management system at your hotel.

Hotel Operations Support

Through our platforms, tools and personalized support, we're

committed to helping you be the most profitable you can be. One of the ways we do that is by offering technology support. As we shared in May, you now have access to our [ChoiceNOW Hotel Technology Support Portal](#). Using ChoiceNOW, you can submit and closely manage support tickets, find ready answers to your “how-to” questions, chat with support specialists, and more. That’s right: One place for all your support needs, so you can spend less time worrying and more time running your business.

Now we’d like to introduce you to Choice Brand Pages and Vendor Directory. Using this tool, you will be able to view your brand’s customized brand page, which includes brand standards, programs and more, as well as a catalogue of qualified vendors for your procurement needs. Here are some key details to prepare you for the change:

- **June 15.** This will be the last day you can place an order in SHOP, and the day that Choice Brand Pages and Vendor Directory goes live. We will share more information about accessing this resource in the coming weeks.
- **There will be no changes to brand standards or vendors at this time.** All the vendors you currently access on SHOP will be available. The key difference is that orders will go through the vendor directly—if you’re currently using SHOP for purchasing, keep an eye out for instructions about how to place these orders.

Lastly, we’re changing the way you process your commissions, giving you more control over your payments. Look out for upcoming communications about the migration from TACS to Onyx CenterSource, with details about completing self-registration and reviewing the User Guides for the Onyx Customer Service Portal and Property Set-up and Maintenance. The deadline to complete these actions is July 1.

In Closing

We’re diving head-first into the integration process, and we’re

excited to have you with us on this journey. Along the way, stay tuned for frequent, regular updates with clear information on how to respond to each change. Everything we do, we do to help you drive bookings, create and keep loyal guests, and maximize your return on investment—because at Choice, we want to ensure that while you're in business for yourself, you're never by yourself.



Travel with More



Travel & Relax



Travel Longer



Travel Simply

