



The Choice Connection

March 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.



Our integration efforts continue to gain momentum across all areas of the business, and we are making great strides towards the milestones that are significant to fully integrating your hotels into the Choice system. Please continue to check your email and respond to requests for information as we work to bring the full power of the Choice systems to your hotel.

Integration of Your Regional Director

Your Regional Director, now known as your Area Director, is here to focus on providing you with high-impact support to help you drive revenue and improve the guest experience at your hotel. We have completed the integration of your Area Director into the Choice hotel operations support teams. Some of you will be assigned a new Area Director. They are in the process of reaching out to get to know all of you. They are excited and getting powered up to introduce you to new programs from Choice that will help increase the operating performance of your hotel.

Technology Roadmap Update

In the coming weeks you will be asked to verify your hotel's data, such as room types, amenities, and more through ChoicePROP-EL. ChoicePROP-EL is the equivalent of the Radisson Property Information Manager (PIM) for the Choice system. Be sure to complete this process which will integrate your hotel's information into the Choice Hotels platform as we work to bring the full power of the Choice distribution engine to your hotel, allowing you to sell on ChoiceHotels.com, OTA channels, GDS, and more later this year.

Finance Updates

Your February invoice included updated payment instructions with new bank details. To avoid inconvenience, delayed posting of payment, and late fee assessment, please make sure that all remittances are being sent to our new account.

Did you know you can pay your monthly bill via Choice's automated Direct Debit program? Please reach out to credit@choicehotels.com for details and to enroll.

Hotel Email Distribution System Transition

Earlier this week, we completed the transition to the Choice hotel email distribution system. Standard communications including the weekly News to Use, Special Edition News to Use, The Choice Connection and Integration Updates are now being sent from Choice News to Use corporate_news@choicehotels.com. The weekly News to Use and The Choice Connection and Integration Updates will be sent to the property email address, General Manager, Sales Director, Owner, and Management Company Representative.

Join Us at the Choice Hotels Annual Convention April 25-27

Don't forget to register for the Choice Hotels Annual Convention by March 27. Our Annual Convention at the Mandalay Bay Resort and Casino in Las Vegas features three days of UNSTOPPABLE events, including Education Sessions, Brand Sessions, Marketplace, and the Closing Beach Party featuring Grammy®-nominated OneRepublic. Visit the [Convention website](#) for everything you need to know as you make your plans to join us in Las Vegas. If you have any questions, please email ChoiceHotelsEvents@choicehotels.com.



Travel with More



Travel & Relax



Travel Longer



Travel Simply



The following brands, logos and icons are trademarks of Choice Hotels International, Inc. and its subsidiaries. All other brands, logos and icons are trademarks of their respective owners.