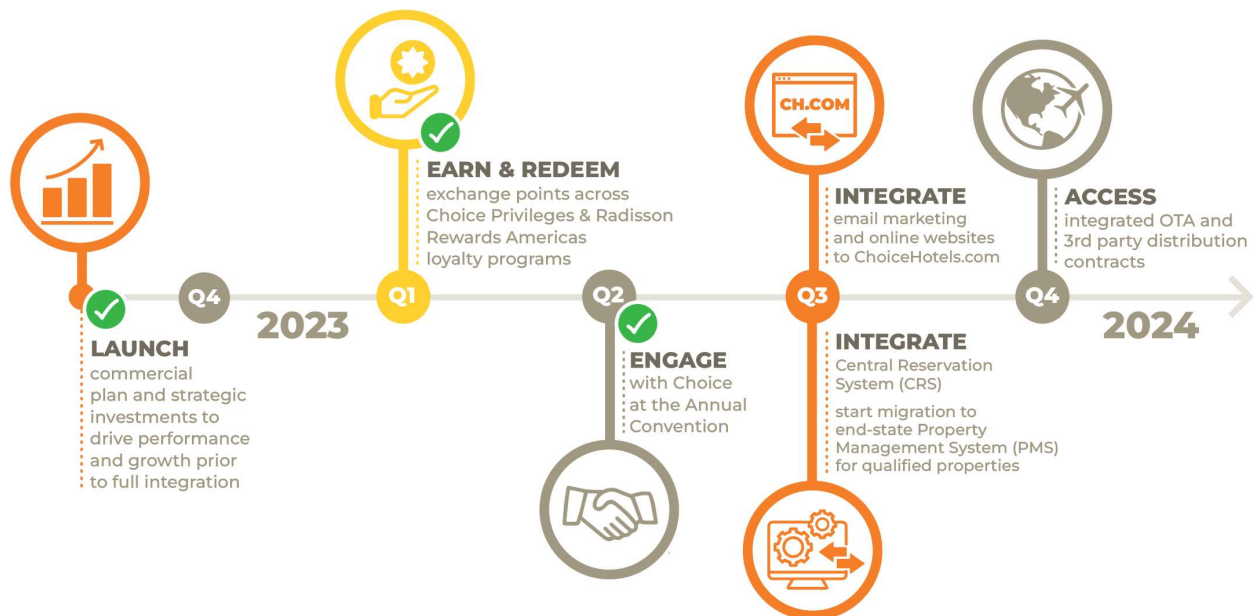




May 2023

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.



Spring brings change, and this spring brings several exciting updates as we integrate your hotels into the Choice system. We had the pleasure of seeing many of you last week at the Choice Hotels Annual Convention, sharing updates and bringing you into the Choice experience. Below you'll find several reminders, as well as new information on how we're preparing to better support you,

your business and your guests—because at Choice, we want to ensure that while you're in business for yourself, you're never by yourself.

Educational Resources:

We're bringing one of the industry's best training programs to your team with the HOST Certification. As a robust, fully virtual operations certification program, HOST applies a unique blended learning approach to provide hotel managers with the knowledge needed to lead their team to success as part of Choice Hotels. In a continuation of your existing requirements under the RHGA Leadership Certificate, all hotels are required to 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. Enrollment via [ChoiceU.com](https://www.choice.com/ChoiceU.com) will be made available at the beginning of June.

Did You Know: HOST certified hotels experience (on average) Guest Satisfaction scores .83 points higher and RevPAR Index 9.89 points higher than hotels that are not certified (based on 2020 statistics).

Distribution:

Have you completed the Choice PROP-EL form for each of your properties? This form will allow your hotels to be bookable through the Choice system later this year, which includes [ChoiceHotels.com](https://www.choicehotels.com), Online Travel Agencies (OTAs) and other third-party distribution channels. These high-traffic channels can help drive direct bookings, ADR and RevPAR growth to your hotel. All we need from you is one simple thing:

- Complete the Choice PROP-EL form so that we can move your hotel to the Choice distribution system (booking engine), and it can continue to be bookable online.

We are excited about the upcoming enhancement to your group RFP management process that will allow us to help you grow your business. This change streamlines the delivery of new opportunities for your hotel with the help of the Choice Inside Sales team. You will have access to additional new leads and a team of advocates working for you. Keep an eye out for an overview video, frequently asked questions document and additional resources as we prepare to launch on May 8.

Loyalty:

Your guests already benefit from Choice Privileges® through the point exchange with Radisson Rewards Americas, which launched earlier this year, and soon your hotel will join Choice Privileges. This change gives your guests the complete benefits of the award-winning Choice Privileges program, and you join a loyalty program with 5x the number of members as Radisson Rewards Americas. And the new Choice Privileges Mastercard® portfolio, launched in April, will deliver even greater value to you and your guests. It's a win, win, win!

Did You Know: Data shows that loyalty program members with a cobranded credit card stay, on average, 2 times more than members without a credit card and 4 times more than non-Choice Privileges members.

Marketing:

At Convention, we were also excited to share great news about ways you can drive even more bookings to your hotel. Radisson's Revenue Amplifier program was rebranded as RevUp, and post-website integration, if you invest \$500 in RevUp's direct marketing channels, Choice is offering a \$500 program match. [Sign up](#) today, so you can start using RevUp and get the \$500 match, post-website integration!

Revenue Management:

Our combined Revenue Management teams are working tirelessly to help you maximize your revenue potential. Starting in Q3, the ROCS Revenue Management Service will integrate with ChoiceRM. This is just one of many systems migrations to take place: keep an eye out for new features and service levels to be unveiled later this year.

Hotel Profitability:

As mentioned during Convention, all hotels will soon have access to everything that Your Key to Profit (YK2P) has to offer, including:

- Profit Playbook: An online resource with tools, best practices, and professional services to help discover targeted solutions aimed at boosting profitability.
- Choice's proprietary channel-mix calculations, budget templates, hiring resources and vendor information.

YK2P helps owners drive profitability and take more to the bottom line with a wide array of services and resources, and we're excited to bring the full breadth of this incredible tool to your business.


In addition, we know that sustainability is as important to you as it is to your guests, helping you achieve greater savings and drive more business. Sustainability and profitability do go hand in hand with the Commitment to Green program. We designed this program, and its accompanying ECM Utilities Savings Dashboard and Room to be Green[®] certification, to support your sustainability efforts while identifying cost savings opportunities and potential energy reduction to improve your bottom line. Commitment to Green will gradually be replacing the Radisson THINK Planet program.

Lastly, don't forget that the process to migrate commission processing and payment from TACS to Onyx CenterSource is in progress. As part of onboarding, please be sure to complete the self-registration and review the User Guides for the Onyx Customer

Service Portal and Property Set-up and Maintenance by July 1. We will send additional emails as we build your hotels into the Onyx systems.

In Closing:

With Convention come and gone, we're excited to dive into the integration process and prepare for several changes that will take effect in Q3 to benefit your business. Through these changes, we will provide frequent, regular updates with clear information on how to respond to these changes and help drive bookings, create and keep loyal guests, and maximize your return on investment.



Travel with More

CAMBRIA hotels, Radisson Blu, Radisson, RED, ASCEND HOTEL COLLECTION, RADISSON COLLECTION, RADISSON Individuals, PARK PLAZA BY RADISSON

Travel & Relax

Comfort, COUNTRY INN & SUITES BY RADISSON, Quality INN, Sleep INN, CLARION, clarion pointe, park inn by Radisson, RADISSON INN & SUITES

Travel Longer

EVERHOME SUITES, WOODSPRING SUITES, MainStay SUITES, Suburban STUDIOS

Travel Simply

EconoLodge, ROADWAY INN

CHOICE
privileges.

RADISSON
REWARDS
AMERICAS