



## **The Choice Connection Integration Update: Radisson Rewards Americas Integration with Choice Privileges Begins Today**

The integration of Radisson Rewards Americas with Choice Privileges is underway, and we anticipate this being finalized on July 25. We know that you're going to love being a part of Choice Privileges and tapping into its growing base of over 57 million members globally. As we drive to make this happen, here are a few things to keep in mind:

### **Guests and Members**

- Stop enrolling guests in Radisson Rewards Americas today.
- Continue to provide in-house guests with all the benefits of their Radisson Rewards Americas tier until the integration period ends, anticipated on July 25.
- Continue to capture Radisson Rewards Americas member numbers in guest reservations until the integration period ends. However, please encourage guests to enroll into Choice Privileges directly by downloading the Choice Hotels app, or online at [ChoiceHotels.com](https://www.ChoiceHotels.com).
- After the integration period ends:
  - Begin welcoming Choice Privileges members at check-in. Recognize any existing Choice Privileges members tier by looking at the "Comments" in the reservation.

- **Start enrolling new Choice Privileges members at check-in.** Learn more [here](#).

### **Front Office Staff and Ambassadors**

- Engage your team with the Choice Privileges training on [ChoiceU.com](#) and encourage them to **enroll** in Choice Privileges if they have not already done so. This will ensure that they can receive Choice Privileges points through the E.A.R.N. program when they enroll guests in Choice Privileges.

### **Collateral**

- Recycle or discard all Radisson Rewards Americas materials—this includes materials at the front desk, in the lobby, and in the guest rooms.
- New Choice Privileges collateral is coming your way!
  - A box will arrive at your property before the end of the integration period.
  - Please unpack the box when it arrives, read the enclosed instructions, and display all the items accordingly on July 25.
  - If you do not receive your box by July 31, contact [loyaltyintegrationquestions@ChoiceHotels.com](mailto:loyaltyintegrationquestions@ChoiceHotels.com) for help.
- To order new collateral in the future, follow these steps to create an account with **VALO Commerce**:
  - Email [Support.ChoiceHotels@hhglobal.com](mailto:Support.ChoiceHotels@hhglobal.com) to request your account.
  - Include your Choice Property Code, Radisson email address, first and last name, and your brand in the request.

### **Questions?**

Several resources are available to help make this exciting process as seamless as possible:

- First, visit the **Integration Hub** on [ChoiceU.com](#), where you'll find:
  - All Transition Tuesdays webinars, including the most recent one covering Choice Privileges and our co-

- branded credit cards.
- A new video about the Choice Privileges loyalty program.
- Past communications about the loyalty integration.
- We also recently launched the [Welcome to Choice Privileges Hub](#) on [ChoiceCentral.com](#), a quick start guide for the Choice Privileges program, featuring topics like:
  - How to Enroll Guests
  - Member Benefits and Recognition
  - On-Property Collateral
  - Resources for further learning
- Next, attend our Choice Privileges Open Office Hours:
  - July 19, 2 p.m. ET – Register [here](#)
  - July 20, 2 p.m. ET – Register [here](#)
  - July 26, 2 p.m. ET – Register [here](#)
  - July 27, 2 p.m. ET – Register [here](#)
  - August 2, 2 p.m. ET – Register [here](#)
  - August 3, 2 p.m. ET – Register [here](#)
- Lastly, you can leverage these contacts for targeted help:
  - During Integration: Call 888-544-3200 or email [loyaltyintegrationquestions@ChoiceHotels.com](mailto:loyaltyintegrationquestions@ChoiceHotels.com).
  - After Integration: Call 888-544-3200 or email [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.*