



NEWS^{TO}USE

July 24, 2023

Weekly News to Use Updates for Radisson-Branded Hotels

Coming Soon: Your Hotel on ChoiceHotels.com

This week is a key integration milestone as your property will be listed and available for booking on ChoiceHotels.com. Thank you for your partnership in updating your hotel's selling data in PROP-EL, educating your teams on Choice systems, reading our regular integration updates, and engaging with our Transition Tuesdays webinars. We're excited to begin marketing and driving traffic to your hotel through ChoiceHotels.com.

How do you market my hotel?

One goal of Choice's marketing strategy is to help increase awareness and drive traffic to ChoiceHotels.com - with a goal to lead more direct bookings to your hotel. Our marketing team regularly makes improvements to the site, optimizing performance.

- To learn more about other national marketing efforts that support your hotel and your ChoiceHotels.com property page, click [here](#).
- If you have any questions about marketing, you can use [this form](#) in ChoiceNOW.

What about social media?

The Radisson Hotels Americas social profiles will join with Choice's social platforms. Here's what to expect:

- Legacy Radisson brands, properties, news, offers, and more will be posted on relevant Choice social media pages reaching new audiences in the Americas.
- By early August Radisson Hotels Americas corporate pages will join Choice's pages, retaining the nearly 200,000 followers who have been engaging with your content up till this milestone.
- **Take Action:**
 - If you have social media accounts for your property, please review and verify that the information featured on them is accurate. Be sure to update your hotel's website address to your new ChoiceHotels.com URL:
www.ChoiceHotels.com/CHOICEPROPERTYCODE.
 - Review the Local Marketing Support Suite's [Social Media page](#) for up-to-date recommendations, best practices, content ideas and templates.

How do I update my ChoiceHotels.com listing?

Review and make necessary updates to your property page through ChoiceNOW, as soon as it's live on ChoiceHotels.com. There are two ways to access the forms needed:

1. On the ChoiceNOW portal, click on the "Forms" button in the upper right corner to view a directory of all available forms, organized by topic.
2. Use keywords in the search bar on the portal to locate the forms that can be submitted to request updates.

To access ChoiceNOW, log in using your OKTA credentials. For detailed instructions about updating your property page, click [here](#).

How will my distribution costs change when I'm on ChoiceHotels.com?

Choice is recalibrating many on-going fees to ensure alignment across all hotels moving forward. Over a period of time, and as new functionalities become available to you, some fees will be lowered, some will be raised, a few will be added, and some will be eliminated altogether. In addition to helping drive more business to your hotels, we are focused on your total cost of ownership and the value of being a Choice franchisee. As more details are finalized, we will communicate those at the appropriate time.

- **WEA - WebExtra Atlas**
 - WEA - WebExtra Atlas is being retired as well as the associated fee. Hotels will use ChoiceNOW to update property page information on ChoiceHotels.com. Hotels will no longer have to pay a fee to update property page information.
- **Direct Bookings**
 - ChoiceHotels.com receives exponentially more traffic per year than RadissonHotelsAmericas.com, exposing your hotel to more travelers than before, including our nearly 60 million Choice Privileges members. We anticipate this will lead to an increase in direct bookings for your hotels, your lowest cost booking channel.
- **Global Distribution System (GDS)**
 - This integration is opening up your hotels to more booking channels with the GDS, specifically driving midweek business. To cover the expenses of our partners including Sabre, Amadeus, and Travelport, GDS fees will become \$7.70 per reservation.
- **Pay for Performance Consortia Program**
 - This isn't going away, it's just simplifying to help save you money. You will continue to benefit from the Pay for Performance Consortia Program but now only pay 2.7% of the room revenue generated, which will be less, on average, than you are paying now.
- **Coming Soon: OTA (Online Travel Agency) Commission Rates:**
 - We are in the process of securing contracts with different third-party distributors and will communicate these rates with you as we confirm them. While we don't control these timelines, our plan is to make the new OTA commission rates available before the end of the year.

Our franchisees are at the core of everything we do at Choice. 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.

Notice: Weekly STR Report Delay

As part of the integration plan, the weekly STR report for the week of July 16-22 will be delayed as we complete the migration of historical data. Once we complete the data connection to STR for your hotels, we will work with STR to deliver weekly reporting for that week and future weeks as soon as possible.

Reminder: Access Critical Apps on ChoiceCentral.com

Last week, we shared an update of all the applications you have access to through [ChoiceCentral.com](#). As a reminder, General Managers should use the **User Admin** application to add, change, activate, or deactivate user accounts for the following applications:

- **Choice Billing Online Portal (ECB):** This system is where you will view and submit payment for your monthly franchise invoice. Access to the portal is automatically granted to the GM account in ChoiceCentral.com.
- **Revenue & Occupancy (Rev/Occ) Reporting:** This application is where you will submit daily and monthly revenue and occupancy data for your hotel.
- **Reserve an Employee Rate (SED), Friends and Family Rate (LFF) or an International Hotel Employee Rate (LEMPL):** Reserve SED, LFF and LEMPL is where you can book employee rate and friends and family rate hotel rooms for all Choice properties.
- **Property Info Manager (PIM):** You will use this to access your hotel reporting starting August 1.
- **Guest Resolution Form and Guest Relations Response:** These apps are tools to help you efficiently manage your guest experience. The Customer Service Application (CSA) in CONNECT is now decommissioned, and you will use these apps instead.

For more details about each app and how to access them, review last week's communication [here](#).

If you are having trouble accessing ChoiceCentral.com, please contact Choice Property Support at 800-528-3118 for help. You can also learn more about ChoiceCentral.com by watching [this introduction](#) on [ChoiceU.com](#).

Choice Privileges Integration is Coming Soon – Use these Resources to Get Ready

This week, your hotel will officially be a part of Choice Privileges, our loyalty program with a growing base of nearly 60 million members. As you prepare for this change, please use these resources to answer all your questions:

- Check out the [Welcome to Choice Privileges Hub](#) on [ChoiceCentral.com](#), a quick start guide for the Choice Privileges program featuring topics like enrolling guests, member benefits and recognition, on-property collateral and resources for further learning.
- Review our new Welcome to Choice Privileges one-pager on [ChoiceU.com here](#).
- Attend our Choice Privileges Open Office Hours:
 - 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](#)
- For targeted help, call 888-544-3200 or email choice_privileges_hotels@ChoiceHotels.com.

If you have any questions about News to Use, please contact your Area Director.