



**The Choice Connection Integration Update:
Getting Prepared for System Integration - What You Can
Expect Next**



Efforts are well underway to transition your rates and inventory processes to Choice systems as part of your overall integration strategy. Our Revenue Managers, Change Management Coaches, and members of the Skytouch Technology team are prepared to work closely with you over the next few months to provide the guidance, resources, and training you need to help set your hotel

up for success.

Your Choice revenue management experience is built upon three interworking systems that will be implemented at your hotel through the phases outlined below. Together these systems allow you to effectively manage revenue management activities at your hotel through automated pricing and inventory decisions.

- **Phase 1: choiceADVANTAGE**

choiceADVANTAGE serves as your Property Management System, offering rate and inventory synchronization with Choice's Central Reservation System to help maximize your revenue and occupancy yields. choiceADVANTAGE acts as the foundation for property and rate management functionality and is therefore the necessary first step in your systems journey. Your assigned Project Coordinator from SkyTouch Technology, a division of Choice Hotels, will help you with the process of transitioning to choiceADVANTAGE.

- **Phase 2: Rates Center**

Rates Center serves as your reservation management system, similar to Radisson CEX – Rate Code Express, to help you manage your rate plans and inventory distribution. Your Revenue Manager or Change Management Coach will lead a majority of the data configuration on your behalf and meet with you regularly to review the integration progress.


- **Phase 3: ChoiceMAX**

ChoiceMAX is an award-winning, mobile-friendly tool that will help optimize your pricing structure, maximize opportunities, and increase potential for revenue production with every new booking. ChoiceMAX delivers automated pricing recommendations based on your specific market conditions and helps manage inventory on your behalf to allow you to focus on what is most important, your guests.









What do I need to do now?

- Look for more information and regular communications about your hotel's migration to choiceADVANTAGE, Rates Center, and ChoiceMAX.
- You can expect to be contacted by your Revenue Manager or receive an introduction from your Change Management Coach with hotel-specific timelines and resources you need to help guide you through the process.
- If you haven't already, be sure to complete your [choiceADVANTAGE Welcome Survey](#).
- Take the ChoiceMAX and Rates Center training modules in Choice University. These modules will be assigned to you directly, so keep an eye out in your [ChoiceU.com](#) account!
- Visit the [ChoiceMAX site](#) on ChoiceCentral.com to get familiar with the RMS platform.









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.









Travel with More












Travel & Relax

Travel Longer **Travel Simply**

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