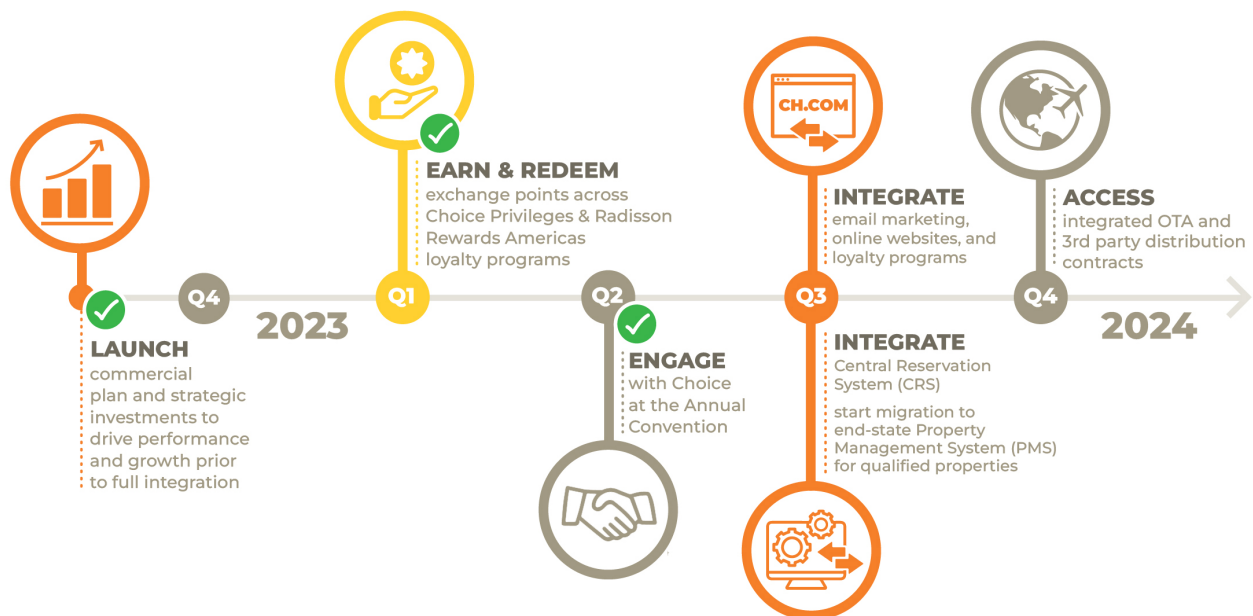




July 2023

The Choice Connection is your source for updates on every step of our integration journey. Be sure to check out the archives posted on the new Integration Hub – your latest source of integration information.



Summer is officially upon us, and with it, many changes as we move toward the target integration date of July 25. We're working hard to bring your hotels fully into the Choice system, and we want to make sure you always have the latest and greatest details about the changes that are coming soon. This month's update is packed with great information, so let's jump right in:

Hotel Operations Support

At the end of last week, you received a major update to the integration timeline – [Early Access to ChoiceCentral.com](#)! We hope you are starting to explore your new robust brand page and the Vendor Directory, and are exploring the essential integration apps you received access to:

- **User Admin.** This allows a General Manager to add, change, activate, or inactivate user accounts for Choice applications.
- **Reserve SED, LFF and LEMPL.** This is where you can book employee rate and friends and family rate hotel rooms for all Choice properties.

We'll be sharing new tools and usages with you throughout the rest of the integration process. In the meantime, you can click [here](#) to view the recording of the “Understanding Sourcing and Brand Standards Resources” Transition Tuesdays webinar on the Integration Hub. Our experts shared their tips on how to use these tools and answered some questions from the audience – maybe yours is one of them.

Speaking of the Integration Hub, have you had a chance to explore your new tool for integration updates? If not, here's how you can gain access:

- Click [here](#) for a direct link – you must be logged in to [ChoiceU.com](#).
- You can also use the [ChoiceU.com](#) landing page, where you should see an “Other Sites” box with a link to the Integration Hub on top.
- If you have questions about access or are unable to see the “Other Sites” box when you log in, please contact ChoiceU@ChoiceHotels.com.

The Integration Hub features a lot of great information, with more to come. It's also the home of Transition Tuesdays, where we focus each week on a different aspect of your integration into the Choice

family. You can watch recordings from past weeks and make note of the upcoming schedule.

Lastly, we wanted to remind you that **ChoiceNOW** is here to serve as your hotel technology support portal. Radisson Lobby has retired, and you should leverage ChoiceNOW to submit and track support tickets, chat with support specialists, and more.

ChoiceNOW is available for you to use right now – just log in with your OKTA credentials. Click [here](#) to learn more.

Loyalty

Big things are happening this month as Radisson Rewards Americas prepares to integrate with Choice Privileges®. We can only begin to express how excited we are to bring this program – one that is 5X bigger – to your properties. Loyalty members generally stay more often, book direct and spend more during their stay, and you're about to have access to over 57 million of them!

Today, we're excited to share a few more details:

- **Engagement Ambassadors Rewards Network (E.A.R.N.)**
 - The Radisson Rewards for Ambassadors Americas program will retire on July 18, but don't worry – your front desk associates will have access to E.A.R.N., Choice Privileges' member referral program for front desk associates.
 - Associates can earn up to 200 points per enrollment into Choice Privileges, and gain access to resources, reporting, and rewards. They can also get employee discounts on gift card redemptions. After just 25 enrollments, they can redeem for a \$25 gift card!
 - **Take Action:** Please ensure that each front desk associate is [enrolled in Choice Privileges](#), so they will be ready to start earning points on July 25. E.A.R.N. offers a simple rewards process for your associates – all they'll have to do is include their Choice Privileges membership information when they enroll a new member.
- **Enrolling New Members**

- Starting July 18, you will stop enrolling members in Radisson Rewards Americas, and on July 25, you will begin enrolling members in Choice Privileges. Between July 18 and July 25, hotels will be provided with enrollment QR codes that will enable guests to enroll directly in Choice Privileges.
- No matter your property management system, we make enrollment easy by providing an easily accessible form.
- **Take Action:** The best way to prepare your staff to enroll new members is to have them complete the Choice Privileges training on ChoiceU.com. You will find detailed information about how Choice Privileges benefits your hotel and its members, enrolling new members and more:
 - [Choice Privileges Management Training](#)
 - [Choice Privileges Front Office Training](#)

We know that your loyalty program is just as important to you as it is to your guests, and we'll be here every step of the way to help you with these changes. In fact, we are currently developing a **Welcome to Choice Privileges Hub** on ChoiceCentral.com. This will be a one-stop-shop for valuable information about the program and the changes coming to your hotel, including a program checklist to help ensure you get the maximum benefit from the program. We're working hard on this now and will share an update as soon as it's ready.

Take Action: We're turning our undivided attention to loyalty for our next Transition Tuesdays webinar: **July 11 at 2 p.m. ET.** Register and submit your questions [here](#).

Property Management Systems, Revenue Management, and Direct Pay

Country Inn & Suites by Radisson® and Park Inn by Radisson® brand hotels in the U.S. and Canada are starting to migrate to our choiceADVANTAGE® cloud-based Property Management System. In June, you also learned about ChoiceMAX, our industry-leading

revenue management system, which will help properties on choiceADVANTAGE optimize pricing, maximize opportunities, and help increase revenue production with every new booking.

Soon, hotels with choiceADVANTAGE will also have access to Direct Pay, a free program allowing you to target incremental midweek corporate business, streamline your invoicing processes, and get paid within 10 business days, guaranteed. This functionality provides corporate customers with consolidated, centralized invoices when booking reservations at participating hotels. Did you know:

- The average Direct Pay length of stay is over 4+ nights.
- Nearly 80% of Direct Pay stays are on Sunday-Thursday.
- Reservations are being booked by customers in various markets and across multiple verticals including corporate business, medical, construction, and government.
- Properties migrating to choiceADVANTAGE will receive more information about the Direct Pay program and how to enroll during the choiceADVANTAGE onboarding process.

Take Action: [Click here](#) to visit the Direct Pay ChoiceCentral.com site to learn more.

Mark Your Calendar: Whether you are preparing to use new PMS or RMS tools, or your hotel is staying on Opera, be sure to mark your calendar for two upcoming Transition Tuesday webinars where our experts can answer all your questions:

- **July 25 at 2 p.m. ET:** Revenue Management Tools
- **August 1 at 2 p.m. ET:** Property Management Tools

Educational Resources

Your HOST Certification Learning Map in ChoiceU.com is almost here! In the meantime, if you want to learn more about HOST and other benefits of ChoiceU.com, you can watch the “Education & Technology Tools” Transition Tuesdays webinar recording [here](#).

In Closing

July 25 is almost here, but we're just getting started with the updates and resources we're bringing to your hotel throughout the rest of the year. Rest assured, when that integration day arrives, you will still hear from us with as much – or even more – frequency as you are now.

We will be there every step of the way to ensure that you know how to leverage all of the Choice systems to be as successful as you can be. Above all else, we want to ensure that while you're in business for yourself, you're never by yourself.

We hope to see all of you attending and engaging in our weekly Transition Tuesday webinars, exploring the Integration Hub, and asking questions when you need help.



Travel with More



Travel & Relax



Travel Longer



Travel Simply



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