



**The Choice Connection Integration Update:
Your System Integration Journey Continues: Access
to ChoiceMAX Is Coming Soon!**



As the next step in your transition to Choice systems, we look forward to introducing you to ChoiceMAX, our award-winning and industry-leading revenue management system designed to fit your hotel's needs. ChoiceMAX was developed using proven technology to help franchisees effectively manage rates and help maximize their revenue opportunity. Built on the foundation of being

automated, advanced, and adaptable, the system leverages one of the most advanced pricing decision engines in the market to deliver a mobile-first, intuitive, and user-friendly interface, helping you save time and optimize your revenue management strategy.

Your hotel's system migration has already started with choiceADVANTAGE® onboarding sessions hosted by SkyTouch Technology. Within the next few weeks, you will gain access to choiceADVANTAGE, then Rates Center, followed by ChoiceMAX during your activation week. This phased rollout allows time for you to work with your Revenue Manager or Change Management Coach to manage configuration and learn more about ChoiceMAX.

What happens next?

Over the next few weeks, we will work closely with you to provide you with the training and resources you need in advance to access and successfully implement the ChoiceMAX revenue management system at your hotel. You can expect to hear from your Revenue Manager or Change Management Coach within the next few weeks with more specific information about launch timelines and migration progress. Here are a few things you can do now to get prepared:

- 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.

Questions or need more information?

We are here to help. Please, contact your Revenue Manager, or email ChoiceMAX@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.



Travel with More



Travel & Relax



Travel Longer



Travel Simply



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