



The Choice Connection Integration Update: Congratulations! Your hotel is now live on ChoiceHotels.com

The moment you've all been working toward has arrived – your hotel is live and bookable on [ChoiceHotels.com](https://www.ChoiceHotels.com). We're proud to market your hotel as part of the Choice system to a wider audience than you've ever experienced before.

ChoiceHotels.com receives exponentially more traffic per year than RadissonHotelsAmericas.com, and we expect to keep growing as our team makes continuous improvements. We regularly conduct behind-the-scenes testing to optimize our website, directing guests effectively and efficiently to where they need to go. We also invest more in marketing across meta channels. This means we help you get more eyes on your hotel, which leads to more direct bookings and a greater return on investment.

Take these actions to ensure your property is marketed on ChoiceHotels.com properly:

1. You know your hotel best. Please view your [ChoiceHotels.com](https://www.ChoiceHotels.com) property page and ensure everything migrated properly.
 - Your old hotel URL will automatically redirect to your [ChoiceHotels.com](https://www.ChoiceHotels.com) property page.
 - Your new hotel URL is:
www.ChoiceHotels.com/CHOICEPROPERTYCODE.

- Important items to promptly review include your hotel alerts, hotel and room photos, pet policies, room occupancy for sofa beds (SFB1 for 1 person, SFB2 for 2 people), hotel and room level amenities, and room rates, taxes, and additional per room, per night fees.
2. Correct any inaccuracies and add any missing information using the [ChoiceNOW](#) portal. There are two great ways to find the necessary forms to make changes:
- Click on the “Forms” button in the upper right corner of the ChoiceNOW portal to view a directory of all available forms, organized by topic.
 - Use keywords in the search bar to locate the forms that can be submitted to request updates.
 - All photo requests now need to be submitted through ChoiceNOW, not directly into ICE. We are working with ICE to have this capability removed to avoid any confusion.
 - For detailed instructions, click [here](#).
3. Check your social media accounts (if applicable). Radisson Hotels Americas social media marketing is also joining with Choice Hotels social media. This means that you’ll start to see legacy Radisson brands, properties, news, offers, and more posted on the Choice social media pages, reaching our expansive following across platforms.
- 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.
 - Review the Local Marketing Support Suite’s [Social Media page](#) for up-to-date recommendations, best practices, content ideas and templates.

Take these actions to capitalize on the power of Choice Privileges:

You’re now officially a part of Choice Privileges, our award-winning loyalty program with a growing base of nearly 60 million members. These valued guests spend more, stay longer,

and are twice as likely to complete a second stay than non-members. Here's what you need to do, starting today:

Guests and Members

- Begin welcoming Choice Privileges members at check-in. Recognize any existing Choice Privileges member's tier by looking at the "Comments" in the reservation on Opera.
- Start delivering member benefits based on each Choice Privileges member's status. Learn more [here](#).
- **Start enrolling new Choice Privileges members at check-in.** Learn more [here](#).

Front Desk Associates

- Effective today, associates in the United States and Canada can begin earning up to 200 Choice Privileges points per enrollment through the [Engagement Ambassadors Rewards Network \(E.A.R.N.\)](#) program when they enroll new members into Choice Privileges.
- Please encourage each front desk associate to [enroll in Choice Privileges](#) to start earning points today. The E.A.R.N. rewards process is simple—all your associates will have to do is include their own Choice Privileges membership information when they enroll a new member and they will receive their points within 48 hours of the guest's departure.

Collateral

- You should have recently received a box with your new Choice Privileges collateral.
 - Please unpack the box, read the enclosed instructions, and display all the items accordingly.
 - If you do not receive your box by July 31, contact 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 to request your account.

- Include your Choice Property Code, country, Radisson property email address, first and last name, and your brand in the request.
- Please ensure all Radisson Rewards Americas materials, including materials at the front desk, in the lobby, and in the guest rooms, have been discarded.


Review these resources to answer any outstanding questions:

- For an overview of the systems you have access to through Choice, and how they compare to your previous systems, click [here](#). We will update this frequently throughout the remainder of the year.
- For general questions, dive into the [Integration Hub](#) on ChoiceU.com. There, you'll find:
 - Past Integration Updates, organized by topic
 - Recordings from past Transition Tuesdays webinars
 - The Integration Video Library, providing an overview of different aspects of the Choice system
- For questions about updating your ChoiceHotels.com property page:
 - ChoiceNOW is the best resource to update your property page. You will log in using your OKTA credentials.
 - If you have further questions, contact Choice Property Support at 800-528-3118.
- For questions about Choice Privileges:
 - 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.

Our franchisees are at the core of everything we do at Choice. You're in business for yourself, but you'll never be by yourself. Our integration provides us with an opportunity to reach more customers, and it gives you more options to grow your business with us. We will continue to capitalize on the consumer trends fueling future demand for travel, and together we will ensure that tomorrow will be even better than today.









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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