



NEWS ^{TO} USE

August 14, 2023

Weekly News to Use Updates for Radisson-Branded Hotels

Okta Email Verification Method to be Retired August 16

Okta is a multi-factor authentication (MFA) system that provides enhanced and secure single sign-on access for Choice applications and systems. Over time, all Choice applications will leverage Okta to provide you with enhanced system security. Okta currently allows for multiple MFA verification methods, including email, the Okta Verify app, text, and phone call.

What's changing?

- On August 16, the email verification method will be retired. You will be able to continue to utilize the Okta Verify app, text, or phone call methods.

Click [here](#) for instructions on how to download and utilize the app. If you have been using email as your only MFA verification method, you will be asked to **set up** your MFA again the next time you log in to Okta.

If you have any questions, you can contact Choice Property Support at 888-544-3200.

Take Action: Choice Privileges Member Discount Alignment

Now that your hotel is a part of Choice Privileges, we are aligning the

Member Discount across the program.

What's changing?

- Under Radisson Rewards Americas, members were offered a Member Discount of 10%. The discount will now be 5%.

What action should I take?

- Adjust this discount according to your Revenue Management Strategy in Rates Center.
- If your hotel does not yet have access to Rates Center, please continue to use Rate Code Express (CEX).

Choice's Marketing Efforts Help Support Your Hotel – Now Including Our Refreshed TV Commercial!

Our marketing strategy helps increase awareness and drive traffic to ChoiceHotels.com. We're excited to share a refreshed commercial featuring our entire family of brands. Here are some quick facts about the commercial:

- The commercial drives potential guests to ChoiceHotels.com, where your hotel is now bookable!
- You may recognize Zooey Deschanel as the "Fairy Hotel Mother," a creative spin to show how Choice takes away travelers' anxieties around booking the right hotel.
- Celebrity partnerships help us maximize our reach and stay top-of-mind for our current guests, all while driving awareness and getting the first (and the second!) stay with new guests.
- We are leveraging the "Fairy Hotel Mother" creative in places where our target customers spend time, including traditional and digital TV, social media, online radio and more.

Click [here](#) to watch the refreshed commercial. Click [here](#) to learn more about how Choice's national marketing efforts help support your hotel.

Reminder: Register for Our Next Transition Tuesdays Webinar – Property Management Tools

Tomorrow's Transition Tuesdays webinar is dedicated to choiceADVANTAGE®, our industry-leading property management system!

Join us tomorrow at 2 p.m. ET: Click [here](#) to register and submit questions ahead of time.

Watch ahead and view past recordings: You can view our Property Management Introduction, as well as recordings of past Transition Tuesdays, on the [Integration Hub](#).

Mark your calendar: If your hotel is transitioning to choiceADVANTAGE, we hope to see you tomorrow. If not, we'll see you in future weeks to learn about the following topics:

- August 22: Driving Revenue with the Global Sales Organization
- August 29: Optimizing Your Hotel's Performance
- September 12: Drive Business to Your Hotels with Marketing Tools

Choice In The News

Choice Reports Second Quarter 2023 Results

On August 8, we reported our second quarter 2023 earnings. Check out these highlights:

- Domestic revenue per available room (RevPAR) increased 50 basis points for second quarter 2023 compared to the same period of 2022, driven by a 2.8% increase in average daily rate. Occupancy levels for second quarter 2023 exceeded 60%.
- 65% of the franchise agreements awarded for conversion hotels for the first half of 2023 have already opened or are expected to open by the end of the year. We're proud to help many franchise owners open conversion hotels in less than 100 days.

- The total number of international hotels, as of June 30, increased 9.0% from June 30, 2022. International growth strengthens the entire portfolio, helping drive more traffic and potential bookings to ChoiceHotels.com.

Thanks to your hard work as we've integrated your hotel into the Choice system, we're continuing to grow and strengthen our award-winning brand portfolio. As we grow, helping expand our customer reach to a broader demographic of travelers and drive more traffic to ChoiceHotels.com, we remain committed to helping you maximize your profits and grow your business with us. Click [here](#) to read the full press release.

Choice Receives Accolades in USA Today's 2023 Readers' Choice Awards

We're happy to announce that we placed in two categories for USA Today's 2023 Readers' Choice Awards:

- Choice Privileges® – second place for [Best Hotel Loyalty Program](#)
- Choice Privileges® Mastercard® – second place for [Best Travel & Hotel Credit Card](#)

We're proud to have your hotel as a part of Choice Privileges, our award-winning loyalty program with a growing base of nearly 60 million members.

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