



The Choice Connection Integration Update: Driving Revenue with Choice Revenue Management

We hope you were able to join us for our Transition Tuesdays webinar on August 8, where we discussed the revenue management tools and programs we have available to support you. We have put together a brief recap to help you better understand how revenue management can be a critical lever in improving your property's performance and achieving top-line growth.

Choice Revenue Management:

Our Revenue Management teams have joined together. Our combined force can help you maximize revenue from guest rooms, meeting spaces, and other profit centers. We look forward to working with you and helping you maximize your revenue potential. Feel free to reach out to our Revenue Management team at ChoiceRM@ChoiceHotels.com if you have any questions.

Revenue Management Program:

The ChoiceRM program is a consultation program designed to help drive increased revenue at your hotel through pricing and strategy recommendations from an experienced, highly trained revenue manager. Properties that are a part of ChoiceRM have the opportunity to work with a dedicated revenue manager, and those that fully engage in the program for at least 12 months have seen

as much as a 5.1% increase in RevPAR year-over-year compared to similar hotels who do not leverage the program*. If you're interested in learning more about ChoiceRM, check out the [ChoiceRM page](#) on ChoiceCentral.com. All properties that currently leverage Revenue Optimization Consulting Services (ROCS) will be rolled into the ChoiceRM program. You will see no disruption to the level of service your dedicated revenue manager provides.

Revenue Management Systems:

Most of you leverage G3 as your revenue management system today. As part of the integration, we evaluated what property management system and revenue management system would work best for each property type.

- Radisson Individuals, Radisson RED, Radisson, and Radisson Blu-branded hotels will continue to leverage G3 as their revenue management system.
- Country Inn & Suites by Radisson, Park Inn by Radisson, and Park Plaza brand hotels in the US, Canada, and Mexico will leverage ChoiceMAX, our proprietary revenue management system, later this year. Properties will transition to ChoiceMAX when they migrate to choiceADVANTAGE over the coming months. After choiceADVANTAGE has been installed, a dedicated revenue manager will guide you through the ChoiceMAX installation and show you how to use the system. Prepare now and take the ChoiceMAX training modules that are available to you on ChoiceU, which will show you how these tools work and how you can maximize their effectiveness.


Each of these tools is custom fit for your particular hotel operating model and has been chosen to provide you with excellent support.

You can find a link to the webinar recording on the Integration Hub [here](#), and all the questions asked and answered during the webinar will be uploaded to the Integration Hub within a couple of weeks.









We look forward to working with you to help maximize your revenue potential. If you have any questions, please contact ChoiceRM@choicehotels.com.

**Individual results may vary*









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.









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