



NEWS ^{TO} USE

August 28, 2023

Weekly News to Use Updates for Radisson-Branded Hotels

Help Capture More Travelers with RevUp

*Through September 30, you can earn a \$500 match on your digital marketing investment**

We're excited to offer a match incentive for RevUp, a turnkey marketing program that makes localized digital marketing easy. This is an opportunity to double your paid placements, helping boost your hotel's online visibility and drive more bookings—on us!

How does it work?

1. Invest \$500 in your hotel's Media Plan on RevUp by September 30.
2. Spend the \$500 on metasearch and sponsored placements through RevUp.
3. Get \$500 deposited into your RevUp account to use towards additional direct channel marketing.

What are metasearch and sponsored placements?

- These paid placements help position your hotel (with a link to ChoiceHotels.com) above the competition and OTAs in aggregators, such as Google Hotel Ads.

Don't miss out on increasing your dollars to help capture more travelers!

- Learn more and get started with RevUp [here](#).

Update: Your Hotel's Invoice in the Choice Billing Online Portal

We appreciate your understanding as our accounting department worked diligently to issue corrected franchise invoices. We are happy to share that updated invoices are now available in the Choice Billing Online Portal (ECB).

How do I find ECB?

- Access the Choice Billing Online Portal by clicking on Quick Links in the upper left menu on the ChoiceCentral.com homepage, then click on Choice Billing Online Portal.
- Once you are in the portal, you can access your invoice by clicking on the “Monthly Bill” tab or “Download Invoices and Credit Memos” tab.

Where can I find more information?

- Click [here](#) for a Quick Reference Guide with screenshots and detailed instructions.
- Click [here](#) to learn about ACH Payments through the Choice Billing Online Portal.
- Click [here](#) to learn more about reviewing and validating the stay-based charges on your hotel's invoice.
- You can also click [here](#) to watch the Introduction to the Choice Billing Online Portal training on [ChoiceU.com](#).

Notice: GDS Code Changes

Details for Your Local Accounts

Earlier this month, we began to integrate Choice's presence within the Global Distribution Systems (GDS), which is rolling out in phases over the next few months. Once completed, corporate customers and travel agents will be able to book all Choice and Radisson brands under a single chain

code within their preferred GDS and within their corporate booking tool.

Action Needed:

- Click [here](#) to download a flyer and send it to your local accounts explaining the changes.
- If a corporate customer or travel agent needs help cancelling or modifying an existing reservation in the GDS, follow your standard processes to change the reservation or direct them to their GDS Help Desk if they have specific questions about their booking experience.
- There is no impact to existing reservations and your hotel will automatically be transitioned over to the Choice EC chain and remain bookable by corporate customers or travel agents under your specific subcode.

What is changing?

Legacy Radisson brands will begin to appear under the Choice Hotels 'EC' code instead of the Radisson 'CW' code. The rollout will progress within each GDS weekly by brand.

- SABRE – Week of August 9 -> the week of August 22
- AMADEUS – Week of August 23 -> the week of September 4
- TRAVEL PORT – Week of September 6 -> the week of September 19

Brands will also have a new subcode/affiliate code for booking in the GDS:

- CR - Radisson, Radisson Blu, Radisson Individuals, and Radisson RED
- PQ - Park Inn by Radisson
- PJ - Park Plaza
- CX - Country Inn & Suites by Radisson (existing chain code – no change)

Please contact ThirdPartyDistribution@ChoiceHotels.com if you have any questions.

Notice: Access to Quality Assurance Reporting

On August 31, the link on CONNECT to TrueView to access your Quality Assurance Review reports will be decommissioned. You can continue to access TrueView using one of the methods below:

- Log in to Okta and click on the TrueView tile.
- Log in to [ChoiceCentral.com](https://www.choicecentral.com) and click on Quick Links in the upper left menu > Property Info Manager > Report > Quality Assurance Review Reports.

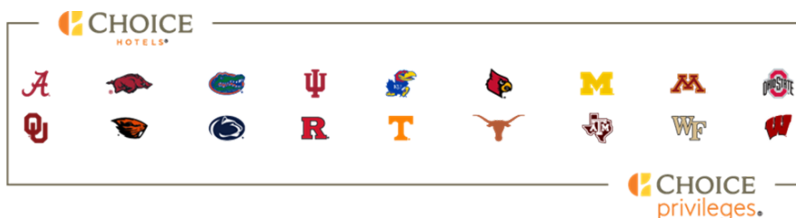
Now Introducing: Season Two of Choice Privileges Experiences

Choice Privileges members can redeem points for 2023-2024 gameday experiences with LEARFIELD.

In addition to all the other ways Choice supports your property through marketing, we're excited to collaborate with LEARFIELD, the leading media and technology company in college sports, to connect our brands with sports-minded consumers. As part of that program, we will be engaging Choice Privileges members in opportunities to redeem the points they earn by staying with our properties for exclusive college gameday experiences. In an expansion of last year's successful Choice Privileges Colleges Sports Experiences, members can access:

- 18 total schools;
- 47 total redeemable experiences;
- Gold and Silver VIP Gameday opportunities; and
- Complimentary hotel stays for participating Gold VIP Gameday Experiences.

These are redeemable on a first come, first serve basis and range from 25,000 to 175,000 Choice Privileges points.



We're thrilled to offer this exciting benefit to attract more Choice Privileges Members and expand our award-winning loyalty program—one with a growing base of nearly 60 million members who spend more, stay longer,

and are twice as likely to complete a second stay than non-members.

To learn more about College Sports Experiences, click [here](#).

Reminder: Discover How to Optimize Your Hotel's Performance at Our Next Transition Tuesdays Webinar

Tomorrow, please join us to learn about the Your Key to Profit platform, which helps you increase profitability by identifying growth opportunities and potentially lowering operational costs at your hotel.

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

Catch up on past sessions: You can view recordings of past Transition Tuesdays on the [Integration Hub](#).

Mark your calendar: Be sure to join us on September 12 for our last scheduled webinar, which focuses on driving business to your hotels with Choice's marketing tools.

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



Travel with More



Travel & Relax



Travel Longer



Travel Simply



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