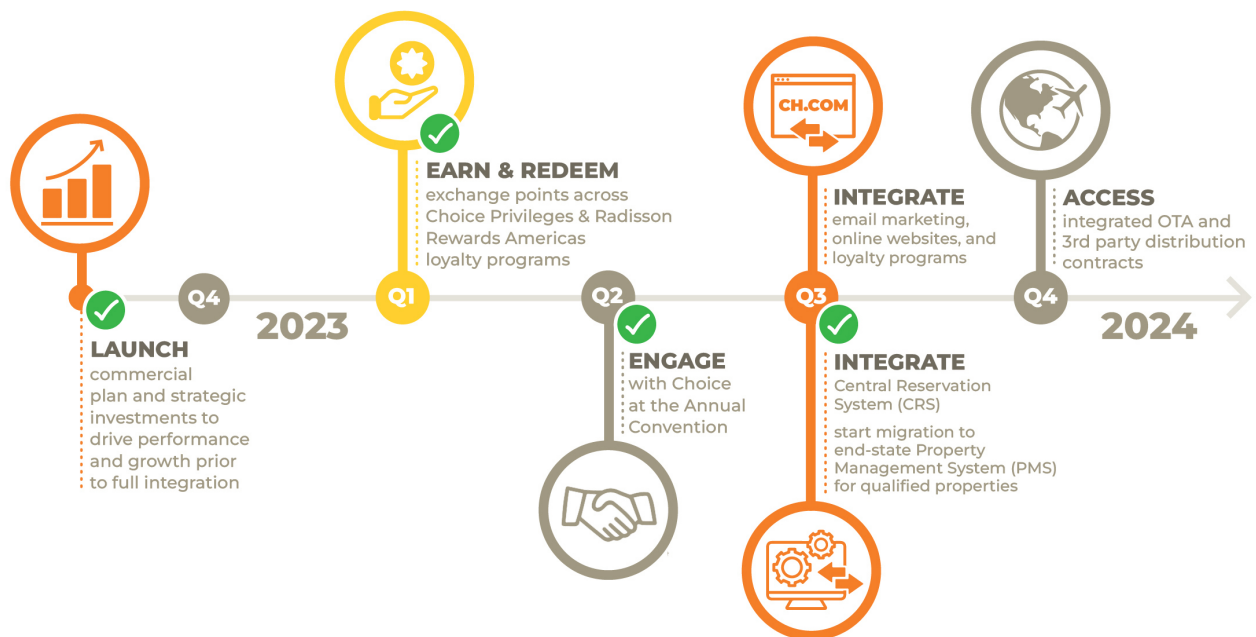




August 2023

The Choice Connection is your source for updates on every step of our integration journey. Be sure to check out the archives posted on the new Integration Hub – your latest source of integration information.



Last month, you became a part of the Choice engine with some key changes:

- You now have complete access to our intranet, ChoiceCentral.com;

- Your hotel is live and bookable on [ChoiceHotels.com](https://www.ChoiceHotels.com); and
- You can now take advantage of the benefits of Choice Privileges[®].

Throughout the excitement of the last few weeks, we hope you took a moment to watch the welcome message from our CEO, Pat Pacious, available on the Integration Hub [here](#).

While the changes last month marked a key integration milestone, there's still work to be done. We're excited to continue working to help you successfully operate your hotel as a member of the Choice system. Let's dive into some key information:

Distribution

Your hotel is live and bookable at 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, which we hope will lead to more direct bookings and a greater return on investment.

Take action: Review and make any necessary updates to your property page in the ChoiceNOW portal.

- Your new hotel URL is:
www.ChoiceHotels.com/CHOICEPROPERTYCODE. Your old hotel URL will automatically redirect to your new URL.
- There are two ways to access the forms needed:
 - Click on the "Forms" button in the upper right corner to view a directory of all available forms, organized by topic.
 - Use keywords in the search bar on the portal to locate the forms that can be submitted to request updates.

Access ChoiceNOW using your OKTA credentials. For detailed instructions about updating your property page, click [here](#).

Marketing

One goal of Choice's marketing strategy is to help increase

awareness and drive traffic to ChoiceHotels.com - with a goal to lead more direct bookings to your hotel. To learn more about the national marketing efforts that support your hotel, click [here](#).

You can help boost your hotel's visibility and boost bookings by participating in RevUp, a turnkey marketing program that makes localized digital marketing easy. Now through September 30, you'll get a \$500 match when you invest \$500 in direct channel marketing, including metasearch and sponsored placements, using RevUp.

- **Take action:** Learn more and get started with RevUp [here](#).

If you have any questions about marketing, please visit the [Local Marketing Support Suite](#) or submit your questions through [ChoiceNOW](#).

Loyalty

Your hotel is 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.

Take action:

- 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](#).
- Display your new Choice Privileges collateral. If you have not received your collateral, contact loyaltyintegrationquestions@ChoiceHotels.com for help.
- Please ensure all Radisson Rewards Americas materials at the front desk and in the lobby have been discarded. Please use

your inventory of Radisson Rewards Americas coffee cups and plates before switching over to Choice Privileges materials.

What if I have questions about Choice Privileges?

- Check out the [Welcome to Choice Privileges Hub](#) on ChoiceCentral.com, a quick start guide for the program featuring topics like enrolling guests, member benefits and recognition, on-property collateral and resources for further learning.
- Search for trainings on [ChoiceU.com](#). These are available on-demand, anytime with videos on everything you want to know about Choice Privileges, from how to enroll new members into Choice Privileges to the new Choice Privileges cobrand credit card.
- Loyalty Integration Office Hours are a great place to get your questions answered!
 - August 3, 2 p.m. ET – Register [here](#)
 - August 9, 2 p.m. ET – Register [here](#)
 - August 10, 2 p.m. ET – Register [here](#)
 - August 16, 2 p.m. ET – Register [here](#)
- For targeted help, email loyaltyintegrationquestions@ChoiceHotels.com.
- If you have a question you can't find the answer to anywhere else, you can call the Choice Property Support line at 888-544-3200.

Property Management System (PMS) and Revenue Management System (RMS)

The first wave of Country Inn & Suites by Radisson[®] and Park Inn by Radisson[®] brand hotels in the U.S. and Canada will transition to our choiceADVANTAGE[®] cloud-based PMS this month, with all applicable hotels targeted to transition by December.

Additionally, our combined Revenue Management teams are working tirelessly to help all hotels, no matter their PMS, maximize revenue potential. In the coming months, ROCS will integrate with

ChoiceRM, so keep an eye out for the new features and service levels coming soon.

If you're using G3 as your RMS, the Revenue Management team is still available to assist you through this new contact:

- rhgarevsupport@ChoiceHotels.com
- 1-888-232-4772 option 4 *
- Hours of operation remain Monday through Friday, 7 a.m. – 5 p.m. CT.

Mark your calendar: Whether you are preparing to use new PMS or RMS tools, or your hotel is staying on Opera, be sure to mark your calendar for the new dates for the upcoming Transition Tuesday webinars where our experts can answer all your questions:

- **August 8 at 2 p.m. ET:** Revenue Management Tools
- **August 15 at 2 p.m. ET:** Property Management Tools

Hotel Operations Support

Hotel reporting has transitioned to ChoiceCentral.com and is now accessible through the Property Info Manager (PIM) application. The reports you will see may have different names and content than what you are used to, but you will soon gain access to many new reports to help you run your business. Additionally, several legacy Radisson reports are also being rebuilt and will be available throughout the next 6 months.

- **Take action:** Click [here](#) to review the steps to access your reports.

We're also continuing to make updates to the [Integration Hub](#) as we develop new resources to help you successfully operate your business as a member of the Choice family. Check out these new features:


- [Radisson to Choice System Mapping](#). This chart shows you which systems you'll be using as a part of the Choice engine, and its Radisson equivalent.

- [Transition Tuesdays Frequently Asked Questions \(FAQ\) Index](#). We collected the questions and answers from past Transition Tuesdays and organized them for your review.









In Closing

Our franchisees are at the core of everything we do at Choice, and we're just getting started with the updates and resources we're bringing to your hotel. We will be with you every step of the way, ensuring that our tomorrow will be even better than today. You're in business for yourself, but you'll never be by yourself.









We hope to continue seeing all of you exploring the [Integration Hub](#), attending our weekly Transition Tuesdays webinars, and asking questions when you need help.







Travel with More



Travel & Relax











Travel Longer

Travel Simply



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