



What is Choice Revenue Management?

ChoiceRM is a comprehensive consultation program designed to help drive increased revenue at your hotel through forecasting and strategy recommendations from an experienced, highly trained revenue manager.

What are the benefits of ChoiceRM?

When hotels are fully engaged in the program for 12 months, they have experienced a 5.1% increase in RevPAR YOY compared to similar hotels who are not program participants. *Your results may vary and no specific results are guaranteed.*

What kind of reports will I receive?

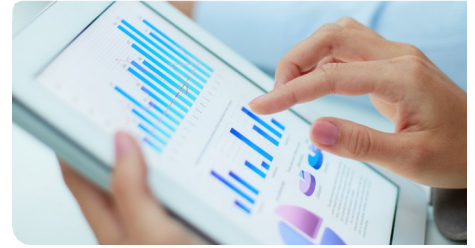
All ChoiceRM hotels will have access to a comprehensive set of reports. Some examples are a Pick Up Change, Rate Room Efficiency, Future Yield Management, Property Pace and Selling Limit Report.

For a flat monthly fee, hotels receive the reports and services outlined, as well as the consulting advice of a highly trained revenue manager. A line item will be added to monthly franchise bills for the total cost of the service. An initial 12-month contract is required and can be extended thereafter.

Services Include
Annual Performance Review
Pricing Structure Analysis
Business and Channel Analysis and Strategy
Historical Booking Review, Future Pace and Pick Up Analysis
Pricing Optimization and Recommendations
Group, LNR and Special Event Strategy
Rate and Inventory Adjustments
Revenue Strategy Meetings
Email Touchpoints
Dedicated Revenue Manager

Who can participate in Choice Revenue Management?

ChoiceRM is open to all franchisees, as we believe all hotels can benefit from a focus on revenue management. Hotels from brands that include revenue management as a brand standard are required to participate in ChoiceRM. All other hotels, however, may enroll in the service. ChoiceRM offers various service options.



What is the required training I will need to take?

You must complete the free training in ChoiceU under the Revenue Management section for the onboarding process.

I already pay a fee for choiceADVANTAGE, Rates Center and ChoiceMAX. Why isn't this included in that cost?

ChoiceRM is an optional service and requires additional resources and infrastructure to support. Our revenue managers are highly trained specialists hired specifically to serve the revenue management needs of our franchisees.

What services are included in ChoiceRM?

ChoiceRM is a multi-faceted program that provides franchisees with a variety of revenue management services and support depending on the needs of your hotel. Some examples of the services our revenue managers provide include revenue meetings, STR analysis, pricing review and strategy recommendations.

“ChoiceRM has been huge for me ... teaching me things I didn't know ... and setting a good strategy to maximize revenue.”

“Together with the data and tools from ChoiceRM and the relationship between our General Manager and Revenue Manager we can easily identify trends and pivot quickly to stay ahead of the competition.”

“I advise other franchisees and owners to sign up for revenue management. We signed up about a year ago and have seen a significant increase in ADR and occupancy.”

“Our revenue manager has a wealth of experience and knowledge to guide hotel owners and GMs in the right direction. We are very happy with the help she has provided to us.”

CHOICE
HOTELS

CAMBRIA
hotels

Radisson

Radisson

RED
by Radisson

ASCEND
HOTEL COLLECTION

RADISSON
COLLECTION

RADISSON
Individuals.

PARK PLAZA
BY RADISSON

Comfort

COUNTRY
INN & SUITES

Quality
INN

Sleep
INN

CLARION

clarion
pointe

park inn
by Radisson

RADISSON
INN & SUITES

EVERHOME
SUITES

WOODSPRING
SUITES

MainStay
SUITES

Suburban
STUDIOS

EconoLodge

RODEWAY
INN

CHOICE
privileges.