



# NEWS<sup>TO</sup>USE

September 11, 2023

## Weekly News to Use Updates for Radisson-Branded Hotels

### Promote Repeat Stays with the New Choice Privileges Promotion

Help drive repeat stays and loyal customers to your hotel by encouraging your guests to [register](#)\* for the new Choice Privileges “Stay 2X, Get a Free Night” promotion. Members can earn a free night after completing two qualifying stays during their travel this fall. For a guest to participate, they must be a Choice Privileges member and register for the promotion. Once registered, guests must complete two separate qualifying stays between September 12 – November 6.

*\*Terms & Conditions apply; registration link will be live September 12.*

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### Choice Strengthens Relationship with AARP – Discover Your Hotel’s New Discount and Pay for Performance Rates

AARP has nearly 38 million members who love to travel and book hotel stays often. We work with AARP to negotiate discounts for their members to help drive bookings to your hotel through AARP’s emails, member portal, and more. Please note the following change to this discount agreement:

- AARP Members can earn a 10% discount at your hotel.
  - **Take action:** This is a change from the previous 20% discount rate. If applicable, please take down your hotel’s AARP window

cling stating the up to 20% discount.

Additionally, as part of our AARP agreement, your Pay for Performance rates have changed from \$2.50 per consumed night to \$2.50 per reservation. This reduction in fees helps increase your hotel's profitability potential.

For an overview about AARP Discounts, click [here](#).

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### **Reminder: Capture More Travelers with \$500 RevUp Match!**

*Earn a \$500 match on your digital marketing investment\**

Through September 30, we're offering 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 above the competition 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.

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

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

*\*Terms & Conditions Apply. Applicable to hotels in the United States and Canada.*

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### **Reminder: Discover How to Drive Business to Your Hotels with Marketing Tools at Our Next Transition Tuesdays Webinar**


Tomorrow, please join us to learn about how to drive business to your hotel with the marketing tools available through Choice. From national to local marketing, we're always working to drive traffic to ChoiceHotels.com, - with a

goal to lead more direct bookings to your hotel.









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

**Catch up on past sessions:** Though this is our final scheduled Transition Tuesdays webinar, we are not going anywhere. You will continue to receive weekly updates via the Choice News to Use, as well as continual integration updates along the way. We encourage you to review any Transition Tuesdays you may have missed on the [Integration Hub](#).









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









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**Travel & Relax**

**Travel Longer** **Travel Simply**



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