



# NEWS<sup>TO</sup>USE

September 25, 2023

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

### In This Edition:

1. Get to Know Your Rate Plan Updates
2. Online Travel Agencies Special Rates Update
3. Notice: Upcoming Guest Insight Survey Program (Medallia Survey) Integration and Enhancements
4. Discover Choice's CHERP Program: Helping Drive Revenue through Digital Marketing
5. Last Call! Capture More Travelers with \$500 RevUp Match (*properties in the U.S. and Canada*)
6. Enroll in the Emergency Lodging Assistance Program (*properties in the U.S.*)

---

### Get to Know Your Rate Plan Updates

As part of your integration into the Choice system, we are in the process of updating your rate plans to match those available at Choice.

### What's changing?

1. **Rate Plan Names and Structures:** We are updating Third Party, Brand, and Wholesaler rate plan names and structures in waves.
  - This process should be fully completed by November.

- **Take action:** Familiarize yourself with the different rate plans available to your hotel [here](#). We update this overview frequently as rate plans change during integration.
2. **Expedia Direct Pay:** On July 1, your hotel moved to Expedia Direct Pay.
- You are responsible for reconciling hotel collect reservations and paying Expedia invoices directly to Expedia Group.
  - **Take action:** If you haven't already, you must verify that your billing contact information is correct in Expedia Partner Central, and your hotel's legal entity is correct on your invoice.
    - If the legal entity is incorrect, submit changes in Expedia Partner Central. You can also use the [North America Properties](#) or [Latin America Properties](#) form.
  - **Take action:** Your August invoice was due to Expedia on September 19. If you haven't already, please pay this invoice as soon as possible to avoid your property being suspended from the Expedia Group platform.
3. **Compensation for Agoda Rates:** Agoda is changing from a commission model to a net rate model.
- Using this net rate model, your hotel will no longer be invoiced by Agoda for a commission. Instead, they will mark up the rate sent by Choice and sell that rate to the guest.
4. **Connectivity Providers:** We are updating two third-party distributors' connectivity providers to align with those used at Choice.
- Agoda: DerbySoft to DHISCO
  - Booking.com: DerbySoft to Choice API (direct connect)
  - Connectivity providers help you send and receive your hotel's rates and reservations between the Choice system and the third-party distributor. This update will not change how you operate, and no action is required.

**Questions?** We have several resources available to help you learn more about these processes.

- Access Knowledge Base articles with answers to common third-party distribution and Wholesaler questions [here](#).
- Submit a ticket on ChoiceNOW with any technical questions about third-party distribution through Choice.
- Search "OTA" on [ChoiceU.com](#) to access multiple available trainings.

- Access a full contact list for Choice's third-party distribution partners [here](#).
- 

## Online Travel Agencies Special Rates Update

We are integrating Choice's presence within Online Travel Agencies (OTAs) and Wholesalers in phases over the next few months. Once completed, this will allow hotels to benefit from Choice's connectivity on the OTAs and Wholesalers.

Many properties provide special rates to Booking.com (Secret Deals) and to Expedia (under Expedia Member Rates), in addition to deep discounts to HotelBeds. While these programs are not supported by Choice, we are extending availability to prevent lost business during migration.

**Please note that this is a temporary exemption period.** We will allow the use of these rate plans until further notice to comply with Choice's IDP in the near future.

**Take action:** Depending on the status of your property's Property Management System (PMS), you may need to take further action to ensure your participation in (or exclusion from) these programs is in line with your property's current strategy. Please pay careful attention to the following actions:

- **For hotels on Opera or other PMS:** Ensure the below RHGA rate codes are reflective of the discount you want to offer (minimum 10%).
  - Note: The Expedia Member Only Rate Plan Y-HCOU\* is currently loaded a 0% at all properties.
  - Discounts need to be added in Rate Code Express (CEX) as Expedia Partner Central offers will no longer be supported after the migration is complete. If your property does not have an RHGA rate plan loaded, you are not participating.
  - To request changes, please contact your Revenue Manager or submit a "Modify or Delete OTA Rate" ticket on ChoiceNOW.

- **For hotels on choiceADVANTAGE®:** The below rate plans were loaded in Rates Center regardless of your hotel's prior participation.
  - If you do not want to participate in any program, you will need to inactivate the rate plan. Learn how to manage rate plans in Rates Center [here](#).

| CA Rate Plan | RHGA Rate Plan | Name/Description                     | Discount + Applicable Commission                | Booking Window |
|--------------|----------------|--------------------------------------|---|----------------|
| SBKSDA       | Y-BKSDA*       | Booking Secret Deals                 | 10%   | 3 days         |
| SEMOU        | Y-EMOU*        | Expedia Members Only                 | 10%   | 3 days         |
| SHCOU        | Y-HCOU*        | Expedia Members Only (Hotel Collect) | 10%   | 3 days         |
| SHBED2       | Y-HBED2*       | HotelBeds Dynamic                    | 26-40% (default will be 26% non-commissionable) | 3 days         |

**Questions?** Please submit a ticket on ChoiceNOW [here](#). You can also call these numbers for direct support:

- +1 (888) 232-4772 (U.S. and Canada)
- +1 (402) 501-5055 (outside the U.S. and Canada)

## **Notice: Upcoming Guest Insight Survey Program (Medallia Survey) Integration and Enhancements**

As we continue the Radisson integration, we're excited to share upcoming enhancements to the Guest Insight Survey (GIS) program and the Medallia Survey portal beginning on January 1, 2024.

### **Why?**

These enhancements will optimize the survey experience for guests and strengthen our ability to provide actionable insights about guest experiences. With these insights, you can recognize staff performance and understand key influences impacting the way you manage your property. Ultimately, the GIS program and Medallia surveys provide real-time guest feedback, helping drive loyalty and keeping your guests coming back again and again.

### **Introducing Likelihood to Recommend**

As part of the integration into Choice's Medallia experience, your hotel is being upgraded to the 10-point Likelihood to Recommend (LTR) scale.

- With this exciting change, we are aligning your hotel's key metrics to those used to measure guest experiences across all Choice hotels.
- LTR is simpler to use and easier to interpret—helping you better understand feedback and drive positive guest experiences at your hotel.
- While you learn this new metric in 2024, the LTR score will not impact your hotel's overall Quality Assurance Review (QAR) score and status until 2025.

### **What else is changing?**

You will continue to leverage the Medallia portal to monitor guest feedback at your hotels, with some enhancements:

- **Login with Single Sign On (SSO):** You will use Okta to login to Medallia. When your hotel integrates to Choice's Medallia experience, a Medallia tile will appear on your Okta home screen.
- **Restructured Survey:** The survey is being redesigned to be more user-friendly, with backend enhancements to display feedback across all Choice and third-party platforms.
- **Translations:** The survey will be available in twelve languages for international guests including English, French (Canadian), French (European), Spanish, Italian, German, Turkish, Portuguese, Czech, Dutch, Hungarian, and Arabic.

The overall Guest Insight Survey program is not changing, but there will be some changes to the related Reputation Management and Quality Assurance programs and processes. Stay tuned for specific program announcements and more details soon.

**Questions?** Please contact [reputation\\_management@ChoiceHotels.com](mailto:reputation_management@ChoiceHotels.com).

---

### **Discover Choice's CHERP Program: Helping Drive Revenue through Digital Marketing**

In August, the Digital Promotions Program (DPP), Radisson Hotel America's

pay-for-performance enterprise marketing program, merged with Choice's comparable program: Choice Hotels Enhanced Reservations Program (CHERP).

**There are many similarities between DPP and CHERP, ensuring you see no interruption in the revenue-focused program.**

- Just like DPP, CHERP is an enterprise pay-for-performance program focused on helping grow visibility and drive direct bookings to your hotel.
- Both programs charge a 10% commission fee on consumed stays driven by specific marketing tactics, including paid search, metasearch, and Tripadvisor Business Advantage.

**How does this affect my monthly invoice?**

- On your legacy Radisson monthly franchisee invoices, DPP was included in the Travel Agent Commissions line item and details could be viewed in the processing platform (NTT Data).
- On your Choice monthly franchisee invoices, CHERP commissions will appear under Stay Processing > Marketing Fees > CHERP – USA or Affiliate eMarketing. Stay details can be found within the “Stay View” and entering the confirmation number from the CHERP line item found on your hotel’s online invoice into the “Property Confirmation #” field.

**Questions?**

- Review the CHERP Frequently Asked Questions [here](#).
- Learn more about how Choice marketing supports your hotel [here](#).

---

**Last Call! Capture More Travelers with \$500 RevUp Match**

*Through September 30, we'll match your digital marketing investment\**

This is the last week to capitalize on our \$500 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.

## Act now – don't miss out on this opportunity to increase your dollars to help capture more travelers!

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

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

---

## Enroll in the Emergency Lodging Assistance Program

The hospitality industry plays an important role in assisting our communities during disasters. Through the Emergency Lodging Assistance program (ELA), CLC Lodging contracts with FEMA to provide housing for emergency workers and displaced victims in disaster situations.

### How does ELA benefit my hotel?

Pre-registered hotels are given priority opportunity by CLC for lodging needs during crisis situations. ELA is activated depending on the severity and need of an emergency event and you will be notified if you need to be prepared to welcome eligible guests. Additionally, you will not need to designate a rate until there is an actual need for emergency lodging rooms.

Hotels chosen to house disaster relief workers may receive several benefits:

- A higher occupancy opportunity during a disaster period, helping offset displaced guests.
- A strong ADR: Most CLC Rapid Response customers book using government per diem rates.

- If your hotel loses power or other services, or even sustained damage, workers may address your hotel's issues first to accommodate work crews.

By registering for ELA, your hotel also receives five points towards your CLC CheckINN Certification Status.

**Take action:** Now is a great time to review your hotel's registration status for the ELA program.

- If your hotel is not registered for the ELA program, click [here](#) to get started.
- If your hotel is registered, click [here](#) to login and review your account information.
- Once you're logged in, we recommend setting your flag to "Accepting Survivors." This ensures you are prepared ahead of future emergencies.
  
- If you need help with your login or have any questions about the program, please call the CLC ELA Team at 866-545-9865.

Thank you for all you do to support your neighbors. Visit the [CLC website](#) for additional information or go to the [ELA page](#) on [ChoiceCentral.com](#) to learn more.

*\*Applies to properties in the United States.*

---

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