



## Message from Pat Pacious

### New Agreement with Expedia

We know the cost of operating your hotels is on the rise as wages and interest rates continue to increase. We are constantly working to boost your hotels' profitability. In addition to our efforts to drive more lower-cost direct bookings, I am excited to announce that we have just signed a **multi-year Expedia agreement with lower commission rates for your brands.**

The agreement also includes the following additional benefits for your hotels:

- Expanded distribution via Expedia's Optimized Distribution program, giving you access to partners such as Chase Travel and Walmart+ while maintaining your ability to yield inventory.
- Continued access to all of your hotels' current Expedia products until the new internet distribution policy (IDP) is introduced.
- Continued ability to yield all online travel agency (OTA) channels at the same time and to differentiate direct channels via member rates, benefits, and offers.
- Coming in Q4, access to a proxy email address to contact guests before stay and 7 days post-stay.

We're also delivering more direct bookings at a lower cost to your hotels through our *owned* channels: Since we added the Radisson Americas brands onto our reservation delivery engine in July, we've seen **more traffic on the Choice website and mobile apps** than the *combined* traffic on ChoiceHotels.com and RadissonHotelsAmericas.com during the same timeframe last year, plus **higher conversion rates for the Radisson brands.**

Thank you for your continued partnership with Choice Hotels. We will keep working to provide you with new opportunities, help lower your operating costs, and bring more business to your hotels.

Sincerely,

Pat Pacious  
President & Chief Executive Officer  
Choice Hotels International



Travel with More



Travel & Relax



Travel Longer



Travel Simply



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