



NEWS^{TO}USE

November 6, 2023

Weekly News to Use Updates for Radisson-Branded Hotels

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News and Resources

Introducing Your New Hopper Experience

We continue to diversify third-party distribution opportunities, helping deliver incremental business to your hotel at the lowest cost. As a part of Radisson Hotel Group Americas, your hotel was enrolled in Hopper to help improve exposure to their core audience

of younger travelers. We are excited to announce that later this month, your hotel will join the Choice experience with Hopper.

- **What is Hopper?** Hopper is an online travel agency (OTA) combining traditional travel agency offerings with proprietary fintech products. Their core audience is Gen-Z and Millennials, with 70% of their booking customers under the age of 35.
- **What's changing?** Your commission and rate plans will be updated:
 - **New Commission:**
 - 13% for Friday and Saturday nights; 15% for Sunday-Thursday nights; and 15% or 20% for Wholesale bookings.
 - Hopper works on a merchant model, paid by a virtual credit card (VCC), and you will not need to reconcile commission monthly.
 - **New Rate Plans:**
 - **For hotels on choiceADVANTAGE:** Best Available Room-equivalent Rate (SHOPPR), Advance Purchase (SAPR1P, SAPR2P), Length of Stay Promo Rate (SP1P, SP2P, SP3P, SP4P, SP5P, SP6P), and Wholesale (SITC & SIT).
 - **For hotels on Opera:** If your property is still using Rate Codes Express (CEX) and Curtis-C, then you will continue using the previous Radisson codes and commission until your property converts to the Choice Opera connection (choiceEDGE) later this year. After that, the above rates will apply.
- **Can I opt out?** Yes. If you would like to opt out, please submit [this form](#) on ChoiceNow by November 13.

Questions? We have multiple resources available to help you:

- For answers to more Frequently Asked Questions, as well as full Terms & Conditions, click [here](#).
- To review the Distribution Program Guidelines, click [here](#).
- You can also contact your Choice Revenue Manager, Revenue Analyst, or Revenue Optimization Operations, or email

Notice: New Hotelbeds Wholesale Rate Plans

Wholesalers are a valuable part of revenue generation and distribution strategy, diversifying your portfolio as they reach hundreds of source markets around the globe, hold relationships with key demographics, and have relationships with domestic and international travel agents we normally could not reach on our own.

Introducing two new rate plans for Hotelbeds, our biggest wholesale resource.* These special rate plans (SRPs) are essential for Hotelbeds to continue their momentum in finding bookings across their customer base, helping generate revenue for your hotel. We are currently working on contract negotiations with Hotelbeds and anticipate that in early November, we will begin using these SRPs:

- **SHBUSF:**
 - This is a Semi-Flexible, yieldable rate plan designed for consumer bookings further out.
 - The expected discount of this yieldable rate is 6% off BAR + Margin.
 - If your property is on Rates Center, please ensure your PCT2A rate bucket reflects a 6% discount to stay in parity across all channels.
 - If your property is on Rate Codes Express (CEX) or on Rates & Inventory, the default is 6%.
 - There is 4-day minimum advance booking for this rate.
 - This rate includes a 3-day cancellation policy, and then it is non-refundable.
- **SHBED2:**
 - This is a Participation Optional dynamic, yieldable rate plan designed for close-in business needs.

- The yieldable discount is between 26-40% off BAR.
 - If your property is on Rates Center, Participation will soon be defaulted to “No”. If you would like to participate, please update the Participation drop down to “Yes” and save. You can update the discount WHSL4 bucket to your desired amount within the range.
 - If your property is on CEX or Rates & Inventory, this rate plan is loaded and mapped to CEX rate Y-HBED2*.
 - Y-HBED2* rate amounts are distributed to Choice through the mapping. Please ensure it is at the appropriate discount level in CEX. You may still control this rate plan in CEX to close off distribution when necessary.
 - If you want to adjust the discount level, please submit the [Revise Existing Rate Plan/Package](#) form in [ChoiceNOW](#).
 - If you have Y-HBED3* and/or Y-HBED4* loaded in CEX, those will no longer distribute to HotelBeds.
- There is a 0–3-day maximum advance booking for this rate.
- This rate includes a 2-day cancellation policy, and then it is non-refundable.

Do I need to take action? Choice is setting up these rate plans on your behalf, but action may be required by November 10:

- For SHBUSF, if your hotel is on Rates Center, please ensure the discount level is at 6% and adjust if needed. No action is needed for SHBUSF if your hotel is on CEX or Rates & Inventory.
- For SHBED2, if your hotel wants to participate or adjust discount levels, please follow the instructions above.

Questions? Please contact your Choice Revenue Manager or Revenue Analyst, or Revenue Optimization Operations. For a

complete listing of SRPs, click [here](#).

**Does not apply to Radisson Individuals[®] properties.*

Notice: Upcoming TrueView Maintenance Window from November 15 – 19

Due to a scheduled server migration, TrueView will be temporarily unavailable starting at 10 p.m. ET on Wednesday, November 15 through Sunday, November 19.

- **What to expect:** During the maintenance window, you will not have access to Quality Assurance reports and any TrueView functionality online, as well as the TrueView self-assessment app.
- **How to prepare:** If you will need to access reports, please download them prior to the scheduled maintenance window.

After the server migration, you may be asked to reinstall the TrueView app when you attempt to complete a self-assessment. Thank you for your understanding.

Medallia Concierge (formerly Zingle) Integration with choiceADVANTAGE[®]

Medallia Concierge is a real-time guest text messaging platform allowing you to better serve your guests and optimize processes. From pre-arrival and check-in to service requests, service recovery and checkout, Concierge supports all of your guest engagement and service needs in one seamless platform. This means faster communication with guests for a better experience at the defining moments of every part of their stay, and less stress for your hotel team members.

Since January 1, 2022, Medallia Concierge has been a brand

standard for your hotel and was integrated with your Opera property management system (PMS).

- During your property's migration from Opera to choiceADVANTAGE, we paused the use of Concierge and the monthly subscription fee invoiced for the platform.*
- If your property is continuing to use Opera, no change to your use of Zingle occurred and this integration does not apply.

We're excited to share that Medallia Concierge will soon be re-activated at your property, continuing to support your efforts in delivering a superior guest experience while seamlessly integrating with choiceADVANTAGE!

What happens next: Once your property migrates to choiceADVANTAGE, Concierge will be re-activated, allowing for guest data to securely flow from the PMS to Concierge. For properties that have already migrated, you will be notified in advance of your hotel's re-activation date in the coming weeks.

Take action:

- General Managers still have access to the Zingle application via Hotel Applications on CONNECT. Access the Zingle application via Single Sign On (SSO) by logging into **CONNECT > Hotel Applications > ZNG - Zingle Guest Text Msg Platform**. For any additional user access, follow the steps outlined in the Program Implementation Kit (PIK) [here](#).
- Encourage your team members who will be using Concierge to refresh their knowledge by directing them to the [Medallia Concierge](#) training courses available on [ChoiceU](#).
- Although we have the same pre-loaded messages in the Concierge system including a pre-arrival, welcome, mid-stay check-in and express check-out message, be sure to review any customized messaging that may be in place for your property to ensure accuracy.

**Applies to properties on or transitioning to choiceADVANTAGE.*

Don't Forget: Nominate Your Favorite Local Charity for a \$5,000 Grant with Your Community, Your Choice

Applications are due by November 10, 2023.

For over 80 years, Choice has been a champion of local businesses, putting our franchisees at the center of what we do. We continue to support your dedication and commitment to your local communities, which is why we are excited to invite you to participate in the Your Community, Your Choice Grant Program.

- **Apply today:** Describe how your hotel and employees make a positive impact in your community, and which charity you would like to nominate to receive a \$5,000 grant. To apply, click [here](#).
- **The prize:** We will award \$5,000 to the selected 15 charities to help you make an even greater difference in your community. Grant checks will be made payable to the local charity or organization of the winning franchisees.

Questions? For more information, please contact MediaRelations@ChoiceHotels.com.

We look forward to continuing our support of your philanthropic endeavors.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO CHOICE HOTELS AND RADISSON AMERICAS HOTELS FRANCHISES (INCLUDING OWNED AND MANAGED) IN GOOD STANDING AND WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES AND D.C. 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Ends 11/10/23. For Official Rules, prize descriptions and odds, please click [here](#).

Sponsor: Choice Hotels International Services, Corp., 1 Choice Hotels Circle, Rockville, MD 20850.

ChoiceU Corner

Earn Badges by Completing Training on ChoiceU.com

Did you know that you and your team can earn badges by completing training on [ChoiceU.com](https://www.choiceu.com)? These badges recognize you and your employees for reaching training milestones and accelerating your skills in important subjects related to sales, operations, and more.

Check out these great features:



You can see a quick overview of your badges on the “Badges” card on the ChoiceU [Welcome Page](#). Click “View All Badges” to check out all the available badges to help grow your knowledge and skills.

- **Learn more:** Watch an informative video about badges [here](#).

Choice in the News

The Heart of the House Tour in Panama City, Florida

On October 30, **Comfort Inn & Suites Panama City Mall** hosted “The Heart of the House Tour” with Congressman Neal Dunn (R-FL-02). During the event, Congressman Dunn; Comfort Inn & Suites owners Mike Shah, Dave Shah, and partners; and Panama City Commissioner Josh Street discussed the key role hotels play in the local community and economy.

- **Learn more:** To read about the event, click [here](#).



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