



NEWS TO USE

October 23, 2023

Weekly News to Use Updates for Radisson-Branded Hotels

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Reputation Management Program Overview

Last month, we [shared details](#) about upcoming changes to the Medallia survey program. Today, learn more about the related Reputation Management Program, which works to help you effectively manage the comments and feedback provided by your guests regarding their recent stay through your post-stay Medallia surveys and Real Guest Reviews on ChoiceHotels.com.

What do I need to do?

- An alert will be triggered for any post-stay surveys and reviews on ChoiceHotels.com that fall below Likelihood to Recommend (LTR) Score brand thresholds. These reviews and surveys must be responded

to within 72 hours. This is a change from the previous 96-hour requirement.

- Brand thresholds that will trigger an alert are as follows:

Brand	LTR Score (Medallia)	Star Rating (ChoiceHotels.com)
Radisson Blu	8 and below	2 and below
Radisson	8 and below	2 and below
Radisson RED	8 and below	2 and below
Radisson Individuals	8 and below	2 and below
Country Inn & Suites	7 and below	2 and below
Park Plaza	7 and below	2 and below
Park Inn	5 and below	2 and below

- A \$175 fee will apply for each survey and review not responded to within 72 hours.
 - Medallia will alert you to respond.

We encourage you to continue responding to your third-party reviews, however, no fee will be applied for non-responses to third-party reviews until further notice.

As an extended courtesy, reputation management fees have been waived since August 2023, and will continue to be waived until end of 2023.

The above referenced fees will begin on January 1, 2024

Where can I find more resources?

- You can find all reputation management related resources [here](#).
- Learn more about the Guest Relations and Reputation Management Programs [here](#).

Introducing Loyalty Integration with PENN Entertainment

Expanding your hotel's exposure

We are excited to announce that we have worked with PENN Entertainment to enhance the benefits of our relationship by directly marketing Choice

Hotels' inventory to PENN Entertainment's PENN Play loyalty members through a link to ChoiceHotels.com from the PENN Play website (the "Choice Link"). This collaboration will help expand your reach to PENN Entertainment's 2.4 million loyalty program members, helping provide your hotel with additional revenue opportunities through this wider audience. We began working with PENN Entertainment, formerly known as PENN National Gaming, in January 2021, allowing Choice Privileges members to unlock new ways to book casino hotels and earn and redeem points at PENN Entertainment properties. PENN Entertainment operates 43 facilities in the United States and Canada, many of them under the Hollywood Casino brand.

What is the benefit to my hotel?

- Expanded reach, helping increase your customer base through exposure to PENN's 2.4 million members and helping generate new booking and revenue opportunities for your hotel.

What do I need to know?

- The majority of Choice branded hotels will have their inventory marketed from a link from the PENN Play website.
- The hotel brands included in this program and which will be required to pay a commission to PENN are Comfort[®], Cambria[®], Quality Inn[®], Sleep Inn[®], Econo Lodge[®], Rodeway Inn[®], Everhome Suites[®], Suburban Studios[®], and MainStay Suites[®], all Radisson[®] brand hotels, which include Radisson[®], Radisson Blu[®], Radisson RED[®], Radisson Individuals[®], Radisson Inn & Suites[™], Park Plaza[®], Park Inn by Radisson[®], and Country Inn & Suites by Radisson[®]. The Ascend[®] brand is included, but expressly excluded from the program are certain non-franchise, platform distribution arrangements that may appear under the Ascend banner on Choice's website and mobile app, with Choice being the sole arbiter of which Ascend hotels fall into the excluded category.
- This program began on June 7, 2023.
- PENN Play will charge a 15% commission for each booking by a PENN Play member generated through the Choice Link. This stay-based fee will be part of the Marketing Fee section on your franchise invoice.

If you have any questions, please email peter.yoder@ChoiceHotels.com.

**Excludes WoodSpring Suites®*

Registrations Open: Yes I Can! Train-the-Trainer Certification Program

At Choice, we're dedicated to providing resources that help you create the best, most welcoming environment possible for your guests. We're excited to share that registrations are open for the fall Yes I Can! Train-the-Trainer Certification through ChoiceU.com. This 2-hour virtual workshop is designed for anyone responsible for service culture training at a Radisson hotel.

Come prepared to share the best practices used by your hotel's team to surprise and delight guests, resolve any issues and create positively memorable experiences. You'll leave this workshop with a refreshed understanding of the value of the guest experience and how to build loyalty by saying "Yes, I Can!" to every challenge.

Click [here](#) to register for one of two Yes I Can! workshops offered this fall:

- Friday, November 10
- Friday, December 8

If you have any questions, please contact the Choice University team at ChoiceU@ChoiceHotels.com.

Reminder: Join us for a Special Edition Transition Tuesdays Webinar to Learn More About Distribution

We're excited to host a Special Edition Transition Tuesdays webinar based around diving deep into distribution! Join us to learn about some progress we've made on distribution through Choice. This includes updates on Online Travel Agency (OTA) contracts like Expedia, a discussion on current distribution fees and how they are changing, information about the Global Distribution System changes, and some big wins on ChoiceHotels.com!

- **Join us tomorrow at 2 p.m. ET:** Please register and ask any questions in advance [here](#).
- **Catch up:** We hosted Transition Tuesdays webinars all summer long. You can view recordings of past Transition Tuesdays, including the July 18 edition focused on distribution, on the [Integration Hub](#).

We look forward to having you join us tomorrow to learn more about distribution!

Reminder: Submit New Requests Through ChoiceNOW

Retirement of Radisson ServiceNow and The Lobby

Earlier this year, you began using [ChoiceNOW](#) to submit and manage your hotel technology support tickets for issues related to systems such as Okta, updating your property page on [ChoiceHotels.com](#), and more. Our teams are in the process of moving all remaining content from Radisson ServiceNow to the ChoiceNOW portal. We are excited to bring the two platforms together and centralize all your content in one location.

What is changing?

- As of October 18, all new requests must now be opened in [ChoiceNOW](#). You can no longer submit new requests through The Lobby.
- You may continue to update existing requests in Radisson ServiceNOW until October 31.
- All remaining knowledge articles and forms that were previously housed in The Lobby will be moved to ChoiceNOW late October.
- Radisson ServiceNow will be retired later this year.

You will continue to access ChoiceNOW through your Okta home page. We will keep you updated as transitions of content occur.

Questions? Please contact Property Support at 800-528-3118.

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



Travel with More



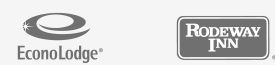
Travel & Relax



Travel Longer



Travel Simply



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