

WELCOME TO CHOICE PRIVILEGES®



As we integrate the Radisson Rewards America (RRA) with Choice Privileges, there are many similarities and some differences between the 2 programs. It's important to remember, the point value is 2:1 between the 2 programs. Therefore, while it may seem to RRA members that they're earning fewer points, when you take the rewards nights redemption point values into consideration the real point earn remains about the same. Check out the key points listed here and be sure to complete the [Choice Privileges learning](#) on ChoiceU.com. Also, check out page 2, and the [Welcome To Choice Privileges](#) and [Reward Night \(SRD\)](#) homepages on ChoiceCentral.com for complete member benefits. And, don't forget the [Integration Hub](#).



ELITE WELCOME GIFT

Elite members earn 250 points after a qualifying stay. More info [here](#).



BREAKFAST

Complimentary to Diamond members and one guest at full-service Radisson Upscale brands. More info [here](#).



POINTS EARNING

Members earn up to 10 points per dollar (on qualifying rate plans). Check out page 2 for Elite Point Bonuses.



STATUS MATCH

If members have higher status with other hotel loyalty programs, they can email: status_match@choicehotels.com to request status match - this cannot be done by the hotel.



RECOGNITION

Complete the [Choice Privileges learning](#) on ChoiceU.com to learn all about member recognition. If your hotel uses Opera, you can find the member's membership level in the Comments section. Disregard any existing Radisson Rewards America membership information.



PREPARING FOR ARRIVALS

Review pre-arrival reports in either Opera or choiceADVANTAGE. Opera hotels: Select "Comments or Notes" in the Arrivals Detailed report.



REWARD NIGHT (SRD)

Check out the [Reward Night homepage](#) for all the details and latest information.



EARNING POINTS FOR ENROLLMENTS

- Engagement Ambassadors Rewards Network (E.A.R.N.) is Choice Privileges' referral program for on-property associates.
- Associates who work at the front desk can become Engagement Ambassadors and gain access to resources, reporting, and rewards for enrolling new members.
- Enrollments can be processed in both Opera and choiceADVANTAGE or by going to this [secure link](#) if your hotel does not have Opera or choiceADVANTAGE.
- Check out the [Choice Privileges learning](#) on ChoiceU.com and the [E.A.R.N. homepage](#) on ChoiceCentral for the latest information.
- There is no change to your current enrollment goals - keep enrolling members!



YOUR EXTRAS

- Choice Privileges offers benefits your guests will love, including some new additions like Your Extras.
- If the member's stay includes a Sunday through Thursday night, they can make a selection of a gift card, airline miles or Choice Privileges points ahead of their check-in.
- If the member hasn't made their selection before their stay, it's easy to do on ChoiceHotels.com or the mobile app and they'll receive their Your Extras reward during their next stay.
- As you talk about the benefits of Choice Privileges to your guests, be sure to mention this offering. It's something members enjoy and it is free to them and free to your hotel.



QUESTIONS

Direct members to call 888-770-6800 with any Choice Privileges questions. Or, the member can access the online contact form.

If you have hotel-related questions, hotel staff can open a [Choice Now Case](#) or email Choice Privileges Support at loyaltyintegrationquestions@choicehotels.com.

CHOICE PRIVILEGES® PROGRAM OVERVIEW



Keep this in your back office for easy reference. Learn the benefits of being a member to educate guests on the Choice Privileges program.

WHY SHOULD GUESTS SIGN UP FOR CHOICE PRIVILEGES?

Choice Privileges is a free loyalty program that rewards guests with points for their stays. Members enjoy exclusive hotel rates and can redeem points for rewards like free nights and gift cards. Choice Privileges members spend more, stay more, and are more likely to return to your hotel!



REDEEM POINTS FOR REWARDS

Use points for exciting rewards like free nights, gift cards for popular restaurants and retailers, and more.



POINTS DON'T EXPIRE

As long as you stay an active member, your points never expire.



EXCLUSIVE OFFERS

Save with member-only rates and exclusive deals. Elite members also receive bonus points or welcome gifts with every stay.



YOUR EXTRAS

Enjoy your choice of a Your Extras welcome gift for qualifying Sunday - Thursday stays.



ELEVATED STATUS WITHOUT THE WAIT

Apply now for the new Choice Privileges® Mastercard® and enjoy automatic Gold Elite status from the start. So members immediately have access to exclusive perks like 10% bonus points, a welcome gift at check-in and more.

BENEFITS	GOLD 10 nights per calendar year	PLATINUM 20 nights per calendar year	DIAMOND 40 nights per calendar year
Exclusive Member Rate	●	●	●
Your Extras*	●	●	●
Elite Point Bonus	10%	25%	50%
Early Check In & Late Check Out*	●	●	●
Elite Reserved Parking*	●	●	●
Rollover Nights	Up to 9 Nights	Up to 19 Nights	Up to 39 Nights
Elite Customer Hotline	●	●	●
Elite Welcome Gift*	●	●	●
Avis® Preferred Plus		●	●
Room Availability Guarantee*			●
Free Breakfast*			●

*Where available; terms apply.

EASY WAYS TO MANAGE REWARDS AND STAYS

Guests can create an account on ChoicePrivileges.com to review their point balance, select a Your Extras preference and redeem points for rewards.

REMIND GUESTS TO DOWNLOAD THE APP

Remind guests to download the Choice Hotels mobile app to quickly book stays, redeem points for free nights and gift cards, find deals and manage their Choice Privileges account, all while they're on the go.



HOW TO RECOGNIZE ELITE MEMBERS

Elite members are our best guests. You can view a member's Elite status in the Arrivals tab in choiceADVANTAGE or while checking in a guest. If a guest is a Diamond member, offer them an upgraded room or their preferred room location. Elite members also receive bonus points or a welcome gift with every stay.



GOLD



PLATINUM



DIAMOND

NEED MORE INFORMATION?

Scan the QR code to learn more.

