

In the Know -- Choice Privileges Handbook of Frequently Asked Questions

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About Choice Privileges

1. What is a rewards program?

A program designed to provide recognition and rewards to your best guests as a way of thanking them and of capturing new business and creating loyalty from these guests.

2. What is the Choice Privileges rewards program?

A point-based rewards program designed to recognize our best guests, capture new business and create loyalty for all brands in the U.S., Canada, Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico/Central America, Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji) and the Caribbean.

3. Who can join the Choice Privileges rewards program?

Anyone with a U.S. (including all U.S. territories), Canada, Europe/Middle East/Africa, Mexico/Central America, Australasia or Caribbean address, including Australasia, New Zealand, Singapore, Papua New Guinea and Fiji, excluding Belarus, Cuba, Democratic Republic of Congo, Iran, Liberia, Republic of Côte d'Ivoire, Sudan, Syria and Zimbabwe. The program is designed for individuals, no corporate accounts are allowed.

4. Is there a membership fee?

No. There is no cost to join and there is no annual fee.

5. **How can someone become a member?**

Guests can:

- a. Enrol at any participating hotel through a Choice Property Management System (Profit Manager or choiceADVANTAGE). Hotels without a Choice Property Management System can download a paper application from ChoiceCentral and submit it to the Choice Service Centre.
- b. Sign-up through the **Choice Privileges** website at choiceprivileges.com.
- c. Fill out a paper application form, seal and place in the post. These should be made available at every hotel.
- d. Call the Choice Service Centre on 1800 806 644 (AU) or 0800 443 101 (NZ)

6. **What do members get when they sign-up?**

Members receive a "welcome" kit, which includes a letter notifying them of their member number, a member card, and a membership guide.

7. **Are members issued an ID or membership card?**

Yes. Everyone who joins **Choice Privileges** at the front desk (via a Choice Property Management System), online at choiceprivileges.com or by calling the Choice Service Centre, will receive a membership number upon enrolment. Each member number is unique and enables Choice to track stays and member preferences electronically. The prefixes are GP- for U.S. members (including Puerto Rico and the U.S. Virgin Islands), CN- for Canadian members, CE- for Europe/Middle East/Africa members (including British Virgin Islands, French Guiana, Guadeloupe, Martinique, Saint Barthelemy and Saint Martin), MC- for Mexico/Central America/Caribbean members and AU- for Australasia members (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji). New members will receive an email from **Choice Privileges** with their member number (if they provide Choice with an email address upon enrolment) in addition to a welcome kit in the mail. The welcome kit includes a membership card.

8. **How does Choice Privileges work?**

Members can either earn **Choice Privileges** points or Airline Rewards points:

Earn Points for Stays:

- a. In Australasia (including Australia, New Zealand, Papua New Guinea and Fiji), earn 10 points for each whole U.S. dollar spent. Eligible charges include: accommodation, tax, restaurant, bar charges, laundry and phone calls. Points are not earned on conference costs or tours and packages purchased via the room account. Points are also not earned on purchases from retail outlets.
- b. In other regions, earn 10 points for each whole U.S. dollar that is paid in full in room revenue when paying qualifying rates, excluding taxes, restaurant or other incidental charges at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites and Ascend Collection hotels in the U.S., Canada, Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico/Central America, and the Caribbean.
- c. 5 points per U.S. dollar for qualifying stays on room revenue at MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn locations (including extra bed and extra person charges but excluding taxes, restaurant charges and incidentals).

- d. Members can earn **Choice Privileges** points for qualifying stays for up to two rooms per night. The member must occupy the room and the room must be paid in full in order to receive rewards. To get credit for two rooms, the member must occupy one of the rooms and both rooms must be paid in full.

Earn Points through Partner Programs:

- a. **Australasia Members** - Earn points through the Refer-a-Friend program and on car rentals from Avis, Budget Rent A Car or Europcar.
- b. **U.S. Members** - Earn points with the **Choice Privileges** Visa Signature® card, point purchases, Refer-a-Friend program, online mall, wireless provider, 1-800-FLOWERS.COM, cruises, car rentals through Avis or Budget Rent A Car, Netflix, Lifelock (identity theft protection), and Vinesse Wine Clubs. Or exchange points from Amtrak Guest Rewards, or Club Rewards® from Diners Club®.
- c. **Canada Members** - Earn points with the **Choice Privileges** MasterCard®, Refer-a-Friend program, and car rentals through Avis or Budget Rent A Car. Or exchange points from Amtrak Guest Rewards, or Club Rewards® from Diners Club®.
- d. **Europe/Middle East/Africa Members** - Earn points through the Refer-a-Friend program, and on car rentals from Avis or Budget Rent A Car.
- e. **Mexico/Central America/Caribbean Members** - Earn points through the Refer-a-Friend program and on car rentals from Avis or Budget Rent A Car.

Earn Airline Rewards for Stays:

- a. With Aeroplan®, airberlin topbonus, Air New Zealand Airpoints, Alaska Airlines Mileage Plan™, American Airlines AAdvantage®, Continental Airlines OnePass®, Czech Airlines OK Plus, Delta SkyMiles®, MexicanaGO, Qantas Frequent Flyer, Southwest Airlines Rapid Rewards®, FREE SPIRIT™, United Mileage Plus®, US Airways Dividend Miles®, or Velocity Rewards for every qualifying stay in the U.S., Canada, Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico/Central America, Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji) and the Caribbean.
- b. The guest must provide their frequent flyer number at check-in. The guest name and the name of the frequent flyer account must match. If they do not, the guest will not receive Airline Rewards. Remember, members can earn either **Choice Privileges** points, Airline Rewards or Amtrak Guest Rewards points.
- c. Acceptable Prefixes:
 - airberlin topbonus: AB-9 numbers. Example: AB-123456789
 - Air Canada Aeroplan: AC-9 numbers. Example: AC-12345678
 - Air New Zealand Airpoints: NZ:8 numbers. Example: NZ-12345678
 - Alaska Airlines Mileage Plan: AS-8 or 12 numbers. Example: AS-12345678 or AS-123456789123
 - American Airlines AAdvantage: AA-7 letters and numbers. Example: AA-AK60266
 - Continental OnePass: CO-8 letters and numbers. Example: CO-GN123456
 - Czech Airlines OK Plus: OK-8 numbers. Example: OK-12345678
 - Delta SkyMiles: DL-10 numbers. Example: DL-1234567890 (Northwest Airlines WorldPerks will also be accepted under the Delta SkyMiles program with NW-9 or 12 numbers such as NW-123456789 or NW-123456789123)
 - MexicanaGO: MX-9 numbers. Example: MX-123456789
 - Qantas Frequent Flyer: QS-7 or 10 numbers. Example: QS-1234567 or QS-1234567890

- Southwest Airlines Rapid Rewards: SW-14 numbers. Example: SW-00005678912345
- Spirit Airlines FREE SPIRIT: FS-9 numbers. Example. FS-123456789
- United Mileage Plus: UA-11 numbers. Example: UA-12345678900
- US Airways Dividend Miles: US-7 letters and numbers. Example: US-ABC1234
- Velocity Rewards: VB-10 numbers. Example: VB-2112345678

9. **On which rates do members earn Choice Privileges points or Airline Rewards points?**

- a. **Choice Privileges** points and Airline Rewards points are always earned on the following standard rate plans (SRPs).
 - i. They are: Best Available Rate, Advance Purchase, Corporate, VIP and Net Preferred, Government/Military, Travelers' Discount, AAA/CAA, Package Rates, Small Organization Savings/Significant Savings, Senior Rate, Sports Rate, CPSA, negotiated rates (N), and select LSRPs.
 - ii. The following rates are available in Europe/Middle East only: LEARLI (Europe only), LSOIR1 (France, Spain, Portugal and Belgium only), P2BB1D, P3BB2D, PFRANC (France, Spain, Portugal and Belgium only), PSTDB (Ireland only), PSTDC (Ireland only), SWK (France, Spain, Portugal, Belgium, Germany, Italy, Czech Republic, and Switzerland only), LSUN (Germany, Italy, Czech Republic, Switzerland and the United Kingdom only) and LSNOW (Czech Republic, France, Germany, Italy, Portugal, Switzerland and the United Kingdom only).
 - iii. The following rate is available in Australasia only (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji): Local Prepaid Early Booking Rate (LEARLA).
 - iv. The following rate is available in the Caribbean only: LGOLD.
 - v. For all brands other than Suburban Extended Stay Hotel properties, all other rates that are 20% or less off Best Available Rates are point eligible, except wholesale net rate plans (such as LNET, LNET2, LOPQ, etc.), tour series and group rates.
 - vi. For Suburban Extended Stay Hotel properties, all other locally negotiated Tier 1 rates that are 20% or less off Best Available Rates or Tier 2 rates that are 10% or less off Best Available Rates are point eligible, except wholesale net rate plans (such as LNET, LNET2, LOPQ, etc.), tour series and group rates.
- e. Hotels should advise members at check-in if their rate is not **Choice Privileges** points or Airline Rewards eligible.
- f. Members do not earn points for complimentary rooms, rooms paid for as part of a convention or meeting, or rooms booked through a travel agent or third party online retailer as part of pre-paid wholesale rates, wholesale packages or senior tours.
- g. Members are entitled to all on-property benefits regardless of the rate received (or used).

9. **How can members make reservations?**

Four ways: Through

- a. The **Choice Privileges** website choiceprivileges.com.

- b. The exclusive **Choice Privileges** toll-free reservations numbers:
 - 1. Australia 1800 812 002
 - 2. New Zealand 0800 779 191
 - 3. U.S. - (800) 521-2121
 - 4. Canada (English) - (800) 668-4242
 - 5. Canada (French) - (800) 267-7042
 - 6. Europe +800 800 44 700
 - 7. Middle East/Africa +44 207 061 9639 (toll)
 - 8. Mexico - 01 800 36 46835
 - 9. Central America/Caribbean - +1 (970) 244-4986 (toll)
- c. Their travel agent. Members must give their travel agent their member number to earn **Choice Privileges** points.
- d. Hotel direct.

10. **What do members receive?**

Points, which can be redeemed for:

- b. Free nights at all brands worldwide, including Ascend Collection.
- c. Free nights at luxury hotels & resorts (Preferred Hotel Group™ or Barceló hotels)
- d. Airline Rewards with participating airlines
- e. Amtrak Guest Rewards points with Amtrak (U.S. and Canada members only)
- f. Gift cards to retailers, restaurants and entertainment providers (Varies by country of residence)
- g. Gas Cards (U.S. members only)
- h. Dining Rewards (U.S. and Canada members only)
- i. The Choice Hotels Gift eCard (U.S. members only)
- j. Hotel gift vouchers (Australasian members only)
- k. Sports & Entertainment Rewards (U.S. members only)
- l. Unique Experiences (U.S. members only)
- m. Magazine Subscriptions (U.S. members only)
- n. Memberships - AARP and Costco (U.S. members only)
- o. Music Downloads (U.S. members only)
- p. Donations to charitable organizations (Varies by country of residence)

Airline Rewards:

Members may choose to earn Airline Rewards with a participating airline partner. At check-in, members must advise the front desk staff that they want to earn Airline Rewards instead of **Choice Privileges** points and they must provide their frequent flyer number.

Hotel Benefits in the U.S., Canada, Europe/Middle East, Mexico/Central America, Australasia and the Caribbean (Some benefits may be available only at U.S. locations)

- a. Express reservations and check-in.
- b. Free local calls (except directory assistance and toll calls) and incoming faxes are free. (Free local calls are not offered at hotels in Europe/Middle East and Australasia).
- c. Free high-speed Internet (excluding Rodeway Inn) and long distance access. (Not available at all locations in Central America, Europe/Middle East and Australasia).

- d. Complimentary USA TODAY, The Wall Street Journal or the National Post weekday newspaper. Or a daily local newspaper if USA TODAY, The Wall Street Journal or the National Post is not available. This benefit is not offered at Suburban Extended Stay locations). A state based or localized newspaper will be supplied in destinations throughout Australasia.
- e. Extended check-out upon request (up to 2:00 p.m. local hotel time at all hotels in the U.S., Canada, Mexico/Central America and the Caribbean or up to 2 hours past standard check-out at hotels in Europe/Middle East, Australasia and most of our international locations). Must be requested before posted check-out time.

Online Profile Benefits:

- a. Expedite reservations
- b. View account activity
- c. Access statements
- d. Redeem points
- e. Track nights toward Elite status
- f. Update contact information
- g. Update preferences
- h. View expiring points

12. Is there an Elite program?

Yes. The Elite program consists of the following: Members earn Elite status for the current and following year, by staying a required number of nights during the current year:

- a. 10-24 point eligible nights to reach Elite Gold
- b. 25-39 point eligible nights to reach Elite Platinum
- c. 40+ point eligible nights to reach Elite Diamond

Benefits	Elite Gold	Elite Platinum	Elite Diamond
Nights required per calendar year (reward nights count toward Elite status)	10	25	40
Elite point bonus	10%	25%	40%
Extended booking window for reward nights	40 days	60 days	90 days
Exclusive reservations and customer service phone numbers (U.S. & Canada members only)	●	●	●
Exclusive Elite member offers	●	●	●
Exclusive partner offer inserts (U.S. members only)	●	●	●
Redemption discounts	●	●	●
Exclusive Elite luggage tags (U.S. members only)		●	●
Complimentary room upgrade**			●
Exclusive 24/7 travel concierge service - worldwide (U.S. members only)			●

Elite benefits are subject to availability and vary by country.

13. Can members get credit for their application stay?

Yes. U.S., Canadian and some Caribbean hotels with a Choice Property Management System can quickly and easily enrol new members at check-in using the Frequent Traveller Enrolment function. This will ensure that members automatically receive credit for their first stay so there is no need for the hotel or the guest to send in the folio.

Members will be credited for stays completed up to 30 days prior to **Choice Privileges** enrolment (at a point-eligible rate) by sending in their folio, clearly marked FIRST STAY.

14. How do members get credit if they are 'walk-in' guests?

- a. For **Choice Privileges** points, the member must provide their **Choice Privileges** number at check-in.
- b. For Airline Rewards the member must provide their frequent flyer number at check-in.
- c. Hotels must enter either the **Choice Privileges** member number or the airline prefix and frequent flyer number (see #8) in the Frequent Traveller ID field to ensure that guests earn their **Choice Privileges** points or Airline Rewards points. This information will automatically appear on their TAI in Invoice Review. Hotels still must review and submit the invoice each week.
- d. Hotels without a Choice Property Management System can use the Stay Tracking Log to record stays to their TAI each week.

15. How do members get credit for a stay if they forget their member number or arrive without a reservation?

There are three ways:

- a. The hotel can look up the member number by using the guest lookup function and search by member name or phone number.
- b. The hotel or member can call the Choice Service Centre to obtain the member number.
- c. The member can mail a copy of the folio to the Choice Service Centre within 60 days of their latest program statement (statements are mailed to U.S. members and emailed to all other program members quarterly). Members should allow up to 15 days for processing. Please remember, members can choose to earn either **Choice Privileges** points or Airline Rewards points at the time of check-in.

16. How do members redeem Choice Privileges points for rewards?

- a. Reward nights can be reserved online at choiceprivileges.com or by calling the Choice Service Centre's reservation line. A special rate plan (SRD) has been set up for reward night reservations. Reward night reservations:
 1. Can only be made by the member (SRD is not commissionable to travel agents).
 2. Must be made at choiceprivileges.com or through one of the Central Reservation System exclusive **Choice Privileges** reservations numbers.
 3. Australasian members can book reward nights within 30 days of arrival in Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji) or within 60 days of arrival at all other locations. U.S. and Canadian members can book reward nights within 30 days of arrival in the U.S. and Canada or within 60 days of arrival at all hotels in Hawaii and all other locations. Europe/Middle

East/Africa members can book reward nights within 30 days of arrival in Europe/Middle East or within 60 days of arrival at all other locations. Mexico/Central America/Caribbean members can book reward nights within 30 days of arrival in Mexico/Central America/Caribbean or within 60 days of arrival at all other locations. Elite Gold members can book reward nights 40 days in advance, Elite Platinum members can book reward nights within 60 days of arrival and Elite Diamond members can book reward nights within 90 days of arrival.

4. Can be made the same day as arrival.
 5. Can be used by immediate family members (spouse, partner, children, parents, in-laws, brothers and sisters) at the member's request.
 6. Upon check-in, hotels are encouraged to request positive ID from guests for all SRD stays
- b. Airline Rewards, gift cards, memberships, charitable donations and other rewards can be ordered/redeemed online by visiting choiceprivileges.com or by calling the Choice Service Centre. Rewards can only be redeemed online if the member has an online profile.
 - c. Reward nights at Preferred Hotel Group and Barceló properties can only be reserved by calling the Choice Service Centre.

17. Do members have to spend reward nights at the same hotels where they earned points?

No. Points earned at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn locations in the U.S., Canada, Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico/Central America, Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji) and the Caribbean may be combined and redeemed for reward nights worldwide as long as the correct number of points has been earned.

18. If two Choice Privileges members share a room, do both receive Choice Privileges points or Airline Rewards points?

No. Only the member whose member number appears in the reservation record receives the **Choice Privileges** points or Airline Rewards points. Only one member number will be accepted.

19. How does a member change their address or any of their profile information?

Members can update their phone number, address and e-mail information/profile online if they have an online profile by visiting choiceprivileges.com or by contacting the Choice Service Centre. All name changes must be made through a written request including signature and member number. This request should be sent by mail to the Choice Service Centre.

20. Can a guest combine points with their spouse or other members?

No. **Choice Privileges** accounts cannot be combined.

21. How many SRD rooms can a guest reserve at one time?

A guest can book as many reward night rooms as they have points for in their **Choice Privileges** account.

22. Are rewards transferable to friends, family or staff?

Points are not transferable. However, a member may redeem a reward night for an immediate family member (spouse, partner, children, parents, in-laws, brothers and sisters). Or, a member can redeem points for a Choice Hotels Gift Card, which is transferable to anyone.

23. Can family members use a reward night if the member is not occupying the room?

Yes. Immediate family members (spouse, partner, children, parents, in-laws, brothers and sisters) can use the free night.

24. How do members know how many Choice Privileges points or Airline Rewards points they have earned?

Choice Privileges points are reported on the quarterly **Choice Privileges** direct mail statement (U.S. members only) and via email with the Online Statement Notification. Statements can be viewed online at choiceprivileges.com. In order to view the statement online the member must have an online profile. Airline Rewards are reported on the airline statement.

25. How does a member know when he/she is eligible for a reward?

Rewards are not automatically issued to members. Members can look up their point balance via their online profile any time. Some U.S. members also receive quarterly statements detailing how many points have been earned, spent, are currently available to 'spend' on rewards and when points expire. Thus, when a member has earned enough points (reward values start at 1,000 points) he/she is eligible for these rewards. Members must qualify for rewards other than free nights at Choice hotels, by having had at least one stay after January 1st, two years before the redemption date.

26. How easy is it for members to get rewards once points are earned?

Points for reservations made via Choice's Central Reservations System (toll-free number, the Choice Service Centre, travel agents, choicehotels.com or choiceprivileges.com) are typically credited to the member's account within 72 hours* of check-out. Rewards may be ordered at anytime once a member has accumulated the correct number of points for the desired reward.

*Points will be awarded within 20 days of check-out for stays at hotels without Profit Manager/choiceADVANTAGE.

27. Do members have to spend points and order rewards as soon as they've earned them?

No. Members may save points and redeem them for multiple reward nights or multiple rewards at one time. Unused points expire on December 31, two years after the year in which they were added to the member's account.

28. What does a member do if he/she has a discrepancy in the number of points rewarded?

Contact the Choice Service Centre within 60 days of the statement date. The member must provide the Choice Service Centre with their hotel receipt indicating the paid stay and their member number. Choice will make a good faith effort to understand and process the member question or request.

Airline Rewards

1. What does a hotel do if a guest wants to earn Airline Rewards instead of Choice Privileges points?

When a member advises the front desk at check-in that they want to earn Airline Rewards instead of **Choice Privileges** points, and they made their reservation through the Central Reservation System, the front desk must replace the **Choice Privileges** member number with the frequent flyer number in the Frequent Traveler ID field. If the reservation was made directly with the hotel, the frequent flyer number must be entered into the Frequent Traveler ID field. Hotels without a Choice Property Management System can use the Airline Stay Tracking Log to record stays. Please note that guests wishing to receive Airline Rewards instead of **Choice Privileges** points are still eligible for all of the on-property benefits that Choice Privileges membership provides.

2. Do the Airline Rewards have an expiration date?

The expiration of Airline Rewards is different from that of **Choice Privileges** points. Members must contact the specific airline program for this information.

3. How do Airline Rewards get reported?

Choice Privileges reports Airline Rewards to the airlines weekly, however, members should allow 6 - 8 weeks for their Airline Rewards to be posted to their account.

Promoting Choice Privileges

1. How do we get members?

Choice promotes the program through various channels and encourages guests to sign up at the front desk, online or via phone. Hotels should ask all guests to join the program. On average, hotels should enrol at least 1 guest per day.

2. How does Choice promote the Choice Privileges program?

- a. Public Relations (press releases, press events, etc.)
- b. CHI Websites (choicehotels.com, choiceprivileges.com, choicehotels.ca, choiceprivileges.ca, choicehotels.eu, choiceprivileges.eu, choiceprivileges.com.mx, choiceprivileges.com/AmericaLatina, choicehotels.com.au and choicehotels.co.nz)
- c. Reservation Contact Centre Promotions
- d. Travel & Vacation Directory pages

- e. On-going advertising
- f. National promotions
- g. Partnerships with MBNA Canada Bank, Amtrak and more
- h. Partner promotions and offers
- i. Email
- j. Direct mail
- k. Quarterly newsletters to some U.S. members

3. How should hotels promote the Choice Privileges program?

- a. Ensure that all **Choice Privileges** materials are prominently displayed and up-to-date at the front desk.
 - 1. **Choice Privileges** brochure and POP reflecting current promotion
 - 2. **Choice Privileges** Visa brochures in separate holder (US hotels only)
 - 3. **Choice Privileges** Visa topper - attached to the POP acrylic stand
 - 4. **Choice Privileges** MasterCard applications in separate holder (Canadian hotels only)
 - 5. Welcome letter supply for use when guests enrol at the front desk
- b. Hotels should ask every guest at check-in if they are a member of the program and if not offer to enrol them.
- c. Hotels should recognize Elite members at check-in by addressing the Elite member by their name and status at least once. Also, by offering them the best service possible to make their stay experience a good one. Offer Elite Diamond members complimentary room upgrade, if available. This includes better room type, better view, better floor or location.
- d. Hotels can use the On Hold Message copy that promotes the **Choice Privileges** rewards program. This copy can be found on ChoiceCentral.
- e. To see a complete list of the Rules & Regulations pertaining to **Choice Privileges**, visit choiceprivileges.com.

4. What should be said to a guest when giving out a Choice Privileges brochure?

"We have a rewards program, available at over 5,500 hotels in Australia and New Zealand as well as the U.S., Canada, Europe/Middle East, Mexico/Central America and the Caribbean, where you can earn points toward free nights and other rewards. There is no charge to join and no annual fee. You can start earning points with this stay. Would you like to join right now?" (Please ensure the guest's rate plan is point eligible.)

Hotel Questions

1. Do hotels pay Choice for points earned by Choice Privileges members?

Yes. Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji), U.S., Canada, Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico/Central America and Caribbean Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, Ascend, and Outrigger brand hotels pay 5% of room revenue. All MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand hotels pay 3% of room revenue. Room revenue includes extra bed and extra person charges but

excludes taxes, restaurant charges and incidentals generated by **Choice Privileges** members. When reservations are booked through a travel agent, hotels must pay the 10% travel agent commission in addition to the **Choice Privileges** fee.

- a. In Australasia (including Australia, New Zealand, Papua New Guinea and Fiji), Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, and Ascend brand hotels pay 5% on the following eligible charges: accommodation, tax, restaurant, bar charges, laundry and phone calls. Hotels do not pay on conference costs, tours and packages purchased via the room account, or purchases from retail outlets.

2. **Do all hotels/franchises participate?**

Currently **Choice Privileges** is a requirement at all U.S., Canada, Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico/Central America, Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji) and Caribbean hotels.

3. **Are hotels allowed to have restricted periods when they do not have to take a reward night (SRD) reservation?**

No. Research indicates that frequent guests do not tolerate blackout periods for reward nights. Therefore, the reward night (SRD) runs off Best Available Rate inventory. The reward night program is designed to protect hotels by allowing reservations from Australasia members no earlier than 30 days in advance in Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji), or 60 days prior to arrival in all other locations. U.S. and Canadian members can make reservations 30 days prior to arrival in the U.S. and Canada, or 60 days prior to arrival at all other locations. Europe/Middle East/Africa members can make reservations 30 days in advance in Europe/Middle East, or 60 days prior to arrival at all other locations. Mexico/Central America/Caribbean members can make reservations 30 days in advance in Mexico/Central America/Caribbean or 60 days prior to arrival at all other locations. Elite Gold members can book reward nights 40 days prior to arrival, Elite Platinum members can book reward nights 60 days prior to arrival and Elite Diamond members can book reward nights 90 days prior to arrival.

4. **How was it determined what point level my hotel was assigned?**

Hotels are assigned point levels by your Field Support Manager based on various factors. These levels are reevaluated on a semiannual basis and adjusted accordingly. Contact your Field Support Manager for more information.

5. **How is a hotel paid for a reward night?**

- a. Hotels in the US: After the night audit process runs, hotels using choiceADVANTAGE or Profit Manager will see the calculated reimbursement amount for reward night stays posted to the guest folio. This amount will then be transferred over to the Choice Hotels Accounts Receivable (A/R) account. Your hotel will continue to receive your monthly reimbursement as a credit on your Franchise Bill.
- b. For Hotels in the US, Canada, Central America and Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden).
 - i. Hotels are automatically paid for reward nights and do not have to invoice **Choice Privileges** for reward night stays. In the US, payment for reward nights will appear as a credit on the hotel's monthly franchise bill. In Canada, Central America and Europe/Middle East

- (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), payment is processed through tacsnet.com (TOPS program).
- ii. Reward night and transaction credits are available for viewing on ChoiceCentral by following the path: Property Info Manager - Franchise Billing - SRD Payment Report
 - iii. Hotels are reimbursed for reward nights based on their average daily rate (ADR) and occupancy for the night of the stay. The day ends when night audit is run, typically after midnight. If a hotel is 100% occupied when a reward night is used, reimbursement will be 90% of the ADR plus tax* for the date of the stay.
*Certain states are excluded from tax reimbursements.
 - iv. The percent of reimbursement for reward nights when a hotel is not full in the U.S., Canada, Central America and Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden) will be based on the cumulative number of reward nights the hotel has accommodated as a percentage of their annual available rooms.
 - Hotels that have sold less than 1.5% of their annual available rooms as reward nights will receive reimbursement equal to 40% of their ADR (plus tax if applicable).
 - Hotels that have sold between 1.51% and 2.5% of their annual available rooms as reward nights will receive reimbursement equal to 50% of their ADR (plus tax if applicable).
 - Hotels that have sold more than 2.5% of their annual available rooms as reward night rooms will receive reimbursement equal to 60% of their ADR (plus tax if applicable).
 - v. For Suburban Extended Stay Hotel brands, the ADR will be based on the Tier 1 rate.
 - vi. If no revenue/occupancy data is available for your hotel on the night of the reward night, or if the calculated reimbursement is less than the minimum reimbursement amount, your hotel will receive the minimum reimbursement amount.
- c. The annual available rooms for each hotel will be set on a fiscal year basis using the number of rooms available on October 1 times 365 days. The annual available rooms for hotels that come online after October 1 will be set using the number of rooms available when the hotel comes online times the number of days left in the fiscal year (October 1 - September 30). The annual available rooms will be recalculated each year on October 1.

6. How often are hotels paid for reward nights?

Hotels in the US: Credits to your franchise bill will post on or about the 15th of each month for reward night stays completed during the previous month. Hotels using choiceADVANTAGE or Profit Manager will see the calculated reimbursement amount for reward night stays posted to the guest folio after the night audit process runs. This amount will then be transferred over to the Choice Hotels Accounts Receivable (A/R) account.

Hotels in Canada, Mexico/Central America/Caribbean, and Europe/Middle East (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Australasia (including Australia, New Zealand, Singapore, Papua New Guinea and Fiji): Payments will be processed through tacsnet.com (TOPS program) and checks mailed to hotels on or about the 15th of each month for reward night stays completed during the previous month.

All Hotels: Reward night and transaction credits are available for viewing on ChoiceCentral by following the path: Property Info Manager > Franchise Billing > SRD Payment Report. This report provides member name, confirmation number, departure date, member number, percent of reimbursement and reimbursement amount for each guest each night.

7. **Is the reimbursement for a reward night tax inclusive?**

Most hotels are reimbursed for tax; however there are a few exceptions (dependent on state regulations).

8. **Does my hotel pay marketing and royalty fees on reward nights?**

Yes. The payment hotels receive for reward nights is considered revenue, so normal fees would apply.

9. **Do hotels have to provide the in-hotel benefits (such as free local phone calls and free incoming faxes) for the reward nights?**

Yes. Hotels must provide in-hotel benefits and any other benefits they offer their guests, such as complimentary breakfast and complimentary airport shuttle.

10. **How are stays tracked and how do they show that the guest is part of the program?**

- a. For hotels with a Choice Property Management System, stay data will be extracted from the Choice Property Management System and will automatically appear on the weekly TAI in Invoice Review. This means that walk-in and hotel direct reservations at qualifying rates will not need to be manually added to your TAI in Invoice Review on a weekly basis. It is therefore imperative that hotels add the required information in the Choice Property Management System, including the member number in the Frequent Traveler ID field and setting up the rate correctly.
 - i. Reservations made through the Central Reservation System will already have the **Choice Privileges** member number in the Frequent Traveler ID field.
 - ii. The text "**Choice Privileges** program member" appears in the information line or notes field of the reservation or booking notice.
 - iii. For reservations made directly with the hotel, the **Choice Privileges** member number must be entered into the Frequent Traveler ID field when the booking is made or when the walk-in guest arrives.
 - iv. **Choice Privileges** member numbers are formatted GP-AXS1234 (for U.S. members - including Puerto Rico and the U.S. Virgin Islands), CN-81123456789 (for Canadian members), CE-82123456789 (for Europe/Middle East/Africa members - including British Virgin Islands, French Guiana, Guadeloupe, Martinique, Saint Barthelemy and Saint Martin), MC-83123456789 (for Mexico/Central American/Caribbean members) and AU-84123456789 (for Australasian members). Hotels must record all types of **Choice Privileges** numbers correctly.
 - v. It is necessary to enter the correct two-letter prefix (GP, CN, CE, MC or AU) when recording the member number in the Frequent Traveler ID field. The two-letter prefix is printed on the membership card along with the member number.

- vi. When you click in or tab into the field, the GP, CN, CE, MC or AU code is the default. If the default code does not correspond to the member's ID, use the backspace key to delete and type the appropriate code in its place. Type the member number following the code.
 - vii. If the member does not have their card, and the hotel is uncertain about which prefix to use, the format of the number is an indicator. Numbers which are three letters followed by four or more numbers should be entered with a GP-. Numbers which are 11 numbers, beginning with "81", should be entered with a CN-. Numbers which are 11 numbers, beginning with "82", should be entered with a CE-. Numbers which are 11 numbers, beginning with "83", should be entered with an MC-. Numbers with 11 numbers, beginning with "84", should be entered with an AU-.
 - viii. If a member wants to earn Airline Rewards instead of **Choice Privileges** points, hotels will need to enter the frequent flyer number in the Frequent Traveler ID field along with the appropriate prefix (see #8)
 - ix. If a member wants to earn Amtrak Guest Rewards points instead of **Choice Privileges** points, hotels will need to enter the prefix AT- in the Frequent Traveler ID field along with the member's Amtrak Guest Rewards member number.
- b. For hotels without a Choice Property Management System, **Choice Privileges** reservations made through the Central Reservation System (or by using the swipe terminal at hotels in Australasia) will automatically appear on the weekly TAI in Invoice Review (including Amtrak Guest Rewards stays). Local and walk-in reservations will not. It is therefore critical for these hotels to add any **Choice Privileges** hotel direct or walk-in reservations to the weekly TAI via Invoice Review (including Amtrak Guest Rewards stays). Airline stays may not be added to the TAI. Instead, the Airline Miles Tracking Log should be used to ensure the guest receives Airline Rewards.
- i. For reservations made through the Central Reservation System, the text "**Choice Privileges** program member" appears in the information line or notes field of the reservation or booking notice. The **Choice Privileges** member number appears in the **Choice Privileges** field on the reservation or booking notice.
 - ii. If a member wants to earn Airline Rewards instead of **Choice Privileges** points, hotels will need to add airline stays to their Invoice Review.
 - iii. If **Choice Privileges**, Airline Rewards or Amtrak Guest Rewards stays are not added to TAI in Invoice Review guests will not receive credit for these stays until they send in copies of their folio to the Choice Service Centre. This is an inconvenience for members and reflects poorly on the hotel and the **Choice Privileges** program.
- c. All hotels must review the TAI via Invoice Review every week and transmit it back to Choice by Friday of each week. Guest identification is based on the member's last name and **Choice Privileges** number. How a member provides their name on their application is how the name will appear on their reservation.

11. Who does hotel staff call if they have a question about the Choice Privileges program?

The Choice Service Centre – see below – or your Field Support Manager.

12. Whom does a hotel call if it has not received a reward night payment?

The Choice Service Centre.

13. How is inventory controlled for the Choice Privileges rewards program?

- a. Members earn points for all stays at point eligible rates.
- b. Reward night (SRD) inventory is controlled by Best Available Rate inventory.
- c. Contact the **Choice Privileges** Operations team for questions at choice_privileges_SSP@choicehotels.com.

14. Is the standard 10% commission paid to travel agents?

Yes. The standard 10% commission applies in addition to the **Choice Privileges** fee.

15. Can travel agents use their GDS to make reservations for Choice Privileges members?

Yes. Travel agents can put the member number in the frequent traveler ID field of their GDS system. However, they must provide the name exactly as it appears in the member's **Choice Privileges** profile for the system to accept the reservation.

16. Can Choice Property Management Systems show which rooms are occupied by Choice Privileges members and indicate that the guest has requested a 2:00 p.m. check-out?

Yes. Hotels can keep track of rooms that are scheduled for late check-out by accessing the special request icon and selecting late check-out and then entering a descriptive note.

17. Can a hotel offer the Choice Privileges program even if it doesn't have a Choice Property Management System?

Yes. A hotel does not need a Choice Property Management System to receive or process **Choice Privileges** reservations and/or reward nights from the Central Reservation System. However, hotels without a Choice Property Management System must add walk-in stays or stays booked directly at the hotel to their TAI (Invoice Review) in order for the guest to receive credit. Hotels in Australasia may use swipe terminals to process walk-in stays or stays booked directly. The hotel's TAI will be automatically updated.

18. How is a hotel notified that a member will 'spend' a reward night at their hotel?

The rate plan is identified as SRD when the original reservation is made and on the Reward Night Voucher the hotel receives the date of arrival. The rate amount will display the words SRD Rate on the voucher and in most places within your property management system.

19. What does a hotel do with a reward night voucher?

The reward night voucher will be sent to hotels early the morning of arrival to communicate instructions about processing the reward night stay. In the event that a reward night stay is booked on the day of arrival, the hotel will receive the voucher the morning after arrival. **The voucher is not required prior to check-in and hotels should always accept the reward night stay without charging the guest for room or tax.** The rate plan will be identified as SRD and the words SRD Rate will be displayed as the rate on the voucher. Upon check-in, hotels are encouraged to request positive ID from guests for all SRD stays. Hotels must retain a copy of the voucher and folio. Detailed instructions are included on the reward night voucher sent from the Central Reservation System for each reward night.

20. Can a hotel allow a reward night to be booked on the date of the stay?

Yes. A hotel should instruct the guest to contact the **Choice Privileges** special reservation line to reserve the reward night. Hotels will receive a reward night voucher for these reservations the morning after arrival.

21. Can a hotel allow a reward night to be booked more than 30 days prior to the date of arrival?

Yes. A hotel can contact the Choice Service Centre and request that they do an override to allow a reward night reservation to be booked outside of the 30 days prior policy.

22. What if a reward night is walked?

Choice Privileges members (our best guests) should not be walked under any circumstances, especially a reward night! However, if walking a **Choice Privileges** member is absolutely necessary, the member will receive the walked night free (under the normal Choice Hotels International walk policy) and still is entitled to a free room night. Hotels must notify the Choice Service Centre that a guest was walked. The points will then be added back to the member's account.

23. What if a reward night reservation is cancelled on-property?

Reward night reservations can only be cancelled by calling the **Choice Privileges** reservations line. This is the only way that a member is assured of having their points returned to their account.

24. What if a multiple reward night reservation is cancelled during the stay?

The hotel must call the Choice Service Centre to advise that a portion of the reward night stay had to be cancelled so the points can be added back to the member's account.

25. Do members receive points if they do not pay their bill?

It is the hotel's responsibility to collect for all unpaid nights. Members receive points for all point eligible stays except guaranteed no-shows for which the hotel does not get paid. If the hotel eventually collects for the stay, the hotel should call the Choice Service Centre to add the stay and credit the member points.

26. What does a hotel do if a member calls the hotel directly to make a reservation and how does that hotel know the guest is a Choice Privileges member?

Membership materials encourage members to call the exclusive toll-free **Choice Privileges** reservations number. However, when guests call a hotel direct it is most likely they will advise the hotel of their member number since they want to be sure they will collect their points. Since hotels must fill in the Frequent Traveller ID field in order for hotel direct or walk-in guests to receive points, it is imperative that the front desk staff ask every guest if they are a **Choice Privileges** member at check-in. If the guest is a member, completing the Frequent Traveller ID field ensures they get their points. If the guest is not yet a member, it offers an opportunity to promote the program.

27. What does the free reward night include?

Room charges (including extra bed and extra person) and tax only. The member is responsible for incidentals and restaurant charges.

28. Can hotels take 'special' room types out of the reward night (SRD) inventory?

Yes. Specialty suites can be removed from the SRD inventory. These are rooms defined as being unique to the hotel. Standard suites, handicapped rooms, and standard room types are not permitted to be removed from the SRD inventory. To exclude a specialty suite from the SRD inventory, email a list of room types to exclude to **Choice Privileges** Operations at choice_privileges_SSP@choicehotels.com.

29. Can hotels exclude 'special' room types from complimentary Elite Diamond upgrades?

Yes, upgraded room types may include recently renovated rooms, rooms on a higher/lower floor, or rooms with favored views. Hotels are not required to upgrade members' rooms to specialty rooms or suites.

30. How can a hotel get copies of the Choice Privileges Rules and Regulations?

Visit choiceprivileges.com and click on Rules and Regulations from the menu section.

31. What happens if a reward night reservation is a no-show?

Since these reservations are guaranteed by **Choice Privileges**, the hotel will receive reimbursement for the reward night and the points will be subtracted from the member's account.

32. Do I have to pay the Choice Privileges fee on guaranteed no-shows?

Yes, but only if you actually collect from the member. If you eventually collect for guaranteed no-shows, the hotel should call the Choice Service Centre to add the stay and credit the member points.

Contact Information

Australasia

Choice Service Centre
GPO Box 4992
Melbourne VIC 3001, Australia

Hotels and Members:

AUS: 1800 806 644

NZ: 0800 443 101

Fax: +61 3 9243 2471

Email: cp@choicehotels.com.au

United States

Choice Service Centre
2697 US Highway 50
Grand Junction, CO 81503

Hotels: (888) 544-3200

Members: (888) 770-6800

Fax: (970) 257-1062

E-mail: choice_privileges_hotels@choicehotels.com

Canada

Choice Service Centre
2697 US Highway 50
Grand Junction, CO 81503

Hotels: (800) 952-1343

Members: (866) 283-3510

Fax: (970) 257-1062

E-mail: cp_canada_hotels@choicehotels.com

Europe

Choice Hotels International
2nd Floor
67-74 Saffron Hill
London, EC1N 8QX
United Kingdom

Hotels:

+800 800 44 900

Members:

+800 800 44 700

Fax: +44 207 061 9672

E-mail: cp_europe_hotels@choicehotels.com

Middle East/Africa

Choice Service Centre
2nd Floor
67-74 Saffron Hill
London, EC1N 8QX
United Kingdom

Hotels: +44 207 061 9659 (toll)

Members: +44 207 061 9639 (toll)

Fax: +44 207 061 9672 (toll)

E-mail: cp_europe_hotels@choicehotels.com

Mexico

Choice Service Centre
2697 US Highway 50
Grand Junction, CO 81503
United States

Hotels: 001 877 711 3982
Members: 01 800 36 46835
Fax: 001 970 257 1062
E-mail: cp_la_hotels@choicehotels.com

Central America/Caribbean

Choice Service Centre
2697 US Highway 50
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Fax: +1 (970) 257-1062 (toll)
E-mail: cp_la_hotels@choicehotels.com