

THE POWER OF
CHOICE
HOTELS™

CHOICE
HOTELS

Welcome to More.

THE POWER OF
MORE

More than

7500 hotels

Open or under
development in

30+
countries
worldwide



More than

\$7.02B

in reservations delivered in 2017

ONE OF THE WORLD'S
LARGEST HOTEL COMPANIES



CHOICE

HOTELS™

With more than **75 YEARS**
experience and
12 diversified brands



1 in 10

hotels in the U.S.
is a Choice Hotels® brand

20 million
customers



book a Choice hotel
every year

* Figure reflects revenues delivered through the Choice Hotels Central Reservation System (CRS) as well as non-CRS marketing channels.
Figures are from the full calendar year ending December 31, 2017

THE POWER OF EXPERIENCE



Choice Hotels is one of the world's largest hospitality companies, offering more than 75 years of experience, 12 segment leading brands, and more than 7500 properties open or under development in 30+ countries worldwide.



THE POWER OF DISTRIBUTION

Choice Privileges®

35+ million members
New Point + Cash and
digital gift card
redemption options

ChoiceHotels.com

\$1.4B in revenue
179 million site visits
Robust search efforts
600K+ real guest reviews

Mobile

1.4 million+ app downloads
Frequent updates

Reservations & Customer Care

Nearly 7.6M Calls Answered
45% Call Conversion Rate
Online Reputation Management

Global Sales

13+ Million room nights booked in 2017
600+ targeted corporate & group accounts

Third Party Distribution

Preferred OTA and GDS relationships
Industry Leading agreements

Pricing Optimization

33% of CH.com
reservations booked at
Best Available Rate
Revenue Management &
Pricing Solutions



THE POWER OF
GLOBAL RESERVATIONS
SYSTEMS

\$7.02 Billion in Reservations

Delivered in 2017*



ChoiceHotels.com

Customized Hotel Property
Pages

Search Engine Optimized

179 Million Site Visits
in 2017



Mobile Channels

First Global Lodging
Company iPhone App

Mobile & Global
Positioning System
(GPS) Presence



Global Distribution Systems (GDS)

Preferred Status with
Major Travel Agencies

Galileo, Worldspan,
Amadeus, Sabre



Online Travel Agents

Preferred agreements with
major OTA's and
Metasearch sites –
Expedia, Booking.com,
TripAdvisor and more

High OTA Visibility



Call Centers

Dedicated Toll-Free
Number

Commission-Free
Reservations

Global Locations

Call Forwarding Program

* Figure reflects revenues delivered through the Choice Hotels Central Reservation System (CRS) as well as non-CRS marketing channels.

THE POWER OF MULTI-FACETED SUPPORT

Choice Hotels offers top-notch service and support to drive hotel performance.



Global Sales

Dedicated Regional Teams

Incremental Corporate,
Government & Group
Reservations

Key Account Rate Plans



choiceADVANTAGE®

Cloud-Based Property
Management System

24/7 Help Desk Support

Link to Central
Reservations Systems

Rate & Reputation
Management Tools



Field Support

Field Based Area Directors
(ADs) of Franchise Services

Support Growth of Revenue,
Market Share & Guest
Satisfaction

Customized Opening Help



Training

Online ChoiceU.com
Training Programs

In-Person Workshops &
Certification Programs

Gamification Tools to
improve staff engagement



Procurement & Design Services

Qualified Vendors Program

Simple Purchasing Process
& Lower Costs

Procurement Manager
Guidance

Interior Design Assistance