



*Preferred*SM
HOTELS & RESORTS

 CHOICE
HOTELS[®]

CHOICE PRIVILEGES x PREFERRED HOTELS PARTNERSHIP DETAILS

CONFIDENTIAL

ABOUT CHOICE PRIVILEGES

SIGNIFICANT REACH, COMPLEMENTARY SEGMENT

74M+

CHOICE PRIVILEGES
MEMBERS

7,400

HOTELS GLOBALLY

2,500+

ROOM NIGHTS BOOKED IN 2025
THROUGH CHOICE/PHR
PARTNERSHIP

6+

UPSCALE+ HOTEL
BRANDS



CHOICE PRIVILEGES MEMBERS SPEND ON HIGH-END GLOBAL TRAVEL



HH INCOME : \$100K+

50%



HH INCOME : \$200K+

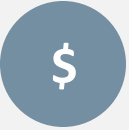
1 in 5

10.5

AVERAGE ANNUAL NIGHTS

70%

MEMBERS HAVE STAY PREFERENCES AT UPSCALE HOTELS



WHAT YOU NEED TO KNOW

- CHOICE PRIVILEGES MEMBERS (74+ million globally) can redeem Choice Points for PHR stays
- The partnership includes a LUCRATIVE, DYNAMIC RATE PROGRAM (hotels receive 85% of BAR)
- An online interface for Choice Members makes booking easy and drive increased volume
- Choice provides MARKETING to their members quarterly
- For hotels already in the Choice program, NO ACTION IS REQUIRED to remain in the partnership
- There is **no fee to participate** in this program

HOW IT WORKS

CHOICE PRIVILEGES

- **The Booking Interface:**

- A streamlined booking process for customers which will continue to increase bookings
- Choice members sign into their accounts to view hotels, points levels and make a reservation on the Preferred booking engine

- **Rate Info and Reimbursement:**

- Hotels receive 85% off BAR (CHOICE rate code)
- No commissions or transaction fees for hotels
- Hotels will be reimbursed by Preferred via an invoice credit for the room and tax for up to two people



OUR PARTNERSHIP

CHOICE PRIVILEGES x PHR



DYNAMIC RATE
PLAN - MORE
LUCRATIVE FOR
OUR HOTELS (85%
of BAR)



INTEGRATED,
ONLINE BOOKING
EXPERIENCE



SIGNIFICANT
MARKETING
ACTIVATIONS BY
CHOICE

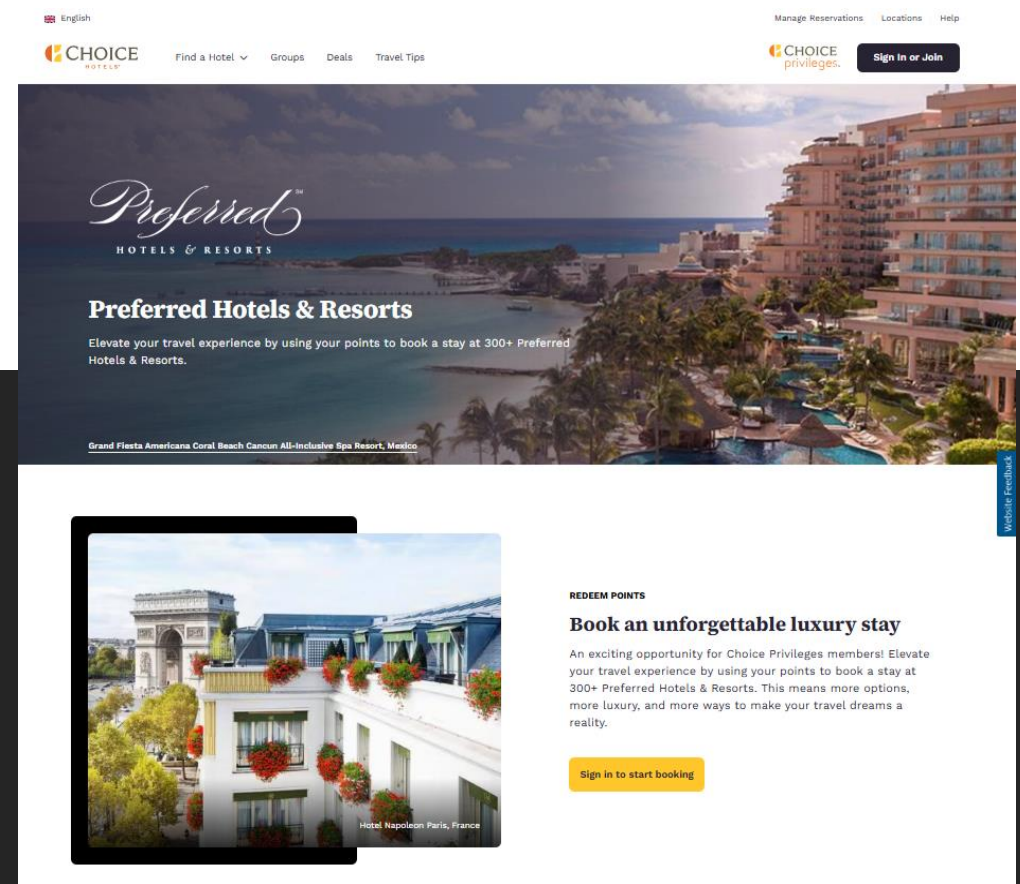
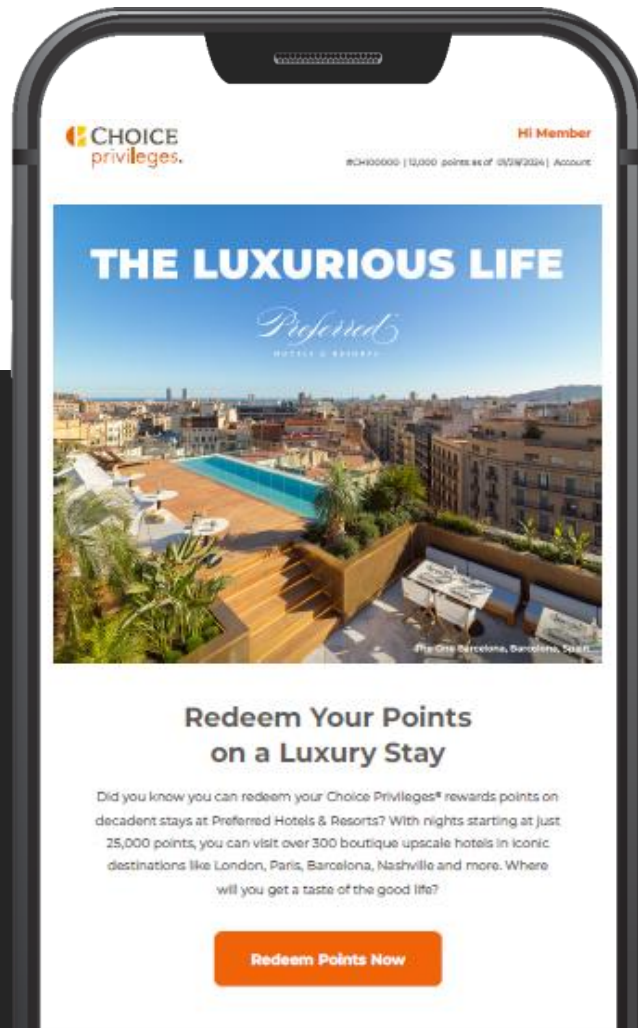


CHOICE WILL
MARKET
I PREFER
ENROLLMENT TO
THEIR MEMBERS

MARKETING SAMPLES

TARGETED EMAILS
& NEWSLETTERS

LANDING
PAGE



PARTICIPATION AND RESOURCES

PARTNER REWARDS PROGRAM

- Additional Resources on PreferredNet:
 - Program Overview and FAQ: Click to [PreferredNet](#)
- Participating Hotels:
 - All existing participating hotels will continue to be included in the Choice program
- Non-Participating Hotels:
 - If your hotel would like to participate, please contact your Preferred Hotels Regional Director or email vgray@preferredhotels.com
- If your hotel wants to opt out of this opportunity:
 - Email preferred@preferredhotels.com



THANK YOU

Questions? Please contact your Preferred Hotels Regional Director

