

Choice and Preferred Hotels & Resorts Strategic Partnership

FAQs and Additional Informational

Redemption Reservations with Preferred Hotels & Resorts

What is the new offering with Choice Hotels®:

- PHR have had a successful points redemption relationship with Choice Hotels for over 15 years. The new and revised partnership includes a lucrative, dynamic rate program (15% off BAR), and an online interface for Choice Members to make booking easier and drive increased volume.

Can a member use Choice Privileges Points to make a Reward Night reservation with Preferred Hotels & Resorts?

- Yes, members can use Choice Privileges points to make a Reward Night reservation using points at participating Preferred Hotels & Resorts by using the reservation link available on Choicehotels.com.

How can a Choice Customer make a Preferred Hotels & Resorts booking?

- To make a booking, Choice Privileges members sign into their Choice Privileges accounts on ChoiceHotels.com and navigate to the Preferred Hotels & Resorts landing page. Members will then be directed, through a single sign-on authentication service, to the Preferred Hotels booking engine. From there, members will be able to search for hotels with availability using the Choice Privileges rate. Points will be removed from members' Choice Privileges accounts when a hotel is booked, and members will receive a confirmation summary from Preferred Hotels & Resorts.

How will a member know how many points they need to redeem for their reservation with Preferred Hotels & Resorts?

- The landing page for members on Preferred Hotels & Resorts will provide the member with the number of points required to book the reservation.

What if a member does not have enough points to make a Reward Night reservation with Preferred Hotels & Resorts?

- Members will be provided with an option to buy points from Choice Privileges if they do not have enough points for the redemption.

When will points be deducted from the Choice Privileges account for the reservation?

- Points will be deducted from the Choice Privileges account at the time of booking.

Will the members be required to pay taxes for their Reward Night stay?

- No, members will not be charged taxes associated with the stay.

Will the member be required to be pay any resorts fees, incidental fees, or other charges at the hotel?

- Yes, the hotel will collect a credit card at check-in to pay for any additional fees associated with the stay.

Can a Choice Privileges member enroll in *I Prefer* when making a Reward Night booking?

- Yes, Choice Privileges members will be encouraged to enroll in I Prefer to encourage repeat stays and enhanced stay benefits.

Rate Setting and Information

***** Special Note, as of March 2024, the CHOICE rate plans are all marked as “inactive”, please do not reactivate, the PHR database team will coordinate the reactivation in time for the official go live.*****

What are the rate details?

- Dynamic rate of -15% off BAR (*using default rate pricing only with no end date*)

What is the rate code: CHOICE (*The PMS rate code equivalent should be entered to ensure proper mapping by each property. Most of this mapping has already been done over the last decade.*)

Rate details (Hotel Special Internal Instructions):

- This is a pre-paid Preferred Partner reservation. Your hotel will be reimbursed by Preferred Travel Group via an invoice credit for the room and tax for up to two people. The guest is responsible to pay separately for fees not applied by the local jurisdiction such as resort fees or service charges, all incidentals and any additional nights/persons if applicable.

What channel(s) should be assigned to this rate plan?

Only the booking engine channel marked as “confidential” should be added for this rate plan and it should always be “suppressed”.

Do hotels need to make any changes to this rate plan?

Hotels do not need to alter this rate plan or its content.

Managing Availability

This rate plan may be revenue managed. Production is based on availability and participation; as this rate is purchased through points and is opaque, hotels are encouraged to keep availability open to gain occupancy in a non-transparent environment.

What room types should be assigned to this rate?

The lowest category of double occupancy rooms should be assigned to this rate plan. Some exceptions are made to add one category above the lowest, but the lowest cost room is the standard.

Hotel Reimbursement

- **Are there hotel transaction fees associated with these bookings?** There are no transaction fees to hotels for these bookings
- **Hotel Reimbursement:** Hotels will be reimbursed for the discounted rate by PTG via a credit that can be applied to their PTG invoice each month. Hotels do not need to submit an invoice, PTG will run the bookings report and issue compensation monthly.

Reservation Modification and Cancellation Process:

Can a member cancel their Reward Night reservation with Preferred Hotels & Resorts?

- Members may cancel their reservation using the link provided on their reservation confirmation email from Preferred Hotels & Resorts. The cancellation must adhere to the hotel's cancellation policy.

Can a member call the Preferred Hotels & Resorts or Choice reservation center to make a Reward Night reservation?

- No. Members are not able to make Reward Night reservations by calling the reservation centers. Members should utilize the web booking channel by visiting choicehotels.com.

If a member cancels their reservation within the hotel's cancellation policy and through the cancellation link, will points be returned to their Choice Privileges account?

- Yes, their points will be returned to their account in up to 72 hours.

Can a member modify their Reward Night reservation with Preferred Hotels & Resorts?

- Members are not able to modify their Reward Night reservation. Members must cancel their reservation with the link provided on their confirmation email and rebook by signing into their Choice Privileges account on Choicehotels.com and linking to the Preferred booking link.

Can a member modify their Reward Night reservation during their stay at the hotel to check out early?

- A member may modify their reservation to leave early while at the hotel, but note that the member will forfeit any points they may have redeemed for the additional nights not used.

Can a member extend their Reward Night stay while at the hotel using their points?

- A member is not able to extend their stay on property using points. All point redemption transactions must be made via choicehotels.com to ensure the points are redeemed from the members account for the stay. A member may extend their stay and **pay** for those additional nights at the hotel with their credit card.

What happens if a member who has redeemed points for a stay at Preferred Hotels & Resorts is a No Show?

- The member will forfeit any points redeemed for the stay if they do not cancel within the hotel's cancellation policy. Hotel will process the stay as a No Show.

Hotel Participation

- **Hotels currently participating in the Choice rate - No Action required:** There is no action for hotels who already exist in the program as we will be loading the rates on their behalf. We are however, providing these properties with the opportunity to opt out by contacting preferred@preferredhotels.com
- **Existing PH hotels not currently participating in the Choice program:** For any PH hotels who would like to join the program, please contact your Regional Director.
- **New Hotels:** Any new hotel joining Preferred Hotels will be auto-enrolled into the program, with the opportunity to opt out.
- This partnership is currently only available to members of Preferred Hotels & Resorts.