SkyTouch Integrates with Choice Hotels' New Global Reservation System
choiceADVANTAGE powered by SkyTouch integrates with new choiceEDGE GRS

SkyTouch Technology, the company that powers choiceADVANTAGE®, the property management system (PMS) used by more than 6,000 Choice Hotels properties, announces an integration with choiceEDGE – Choice Hotels' new cloud-based global reservation system (GRS). choiceEDGE is a state-of-the-art global distribution platform and the first new GRS from a hotel company in over 30 years.

As a distribution engine, the choiceEDGE platform works as a central hub for reservations, delivering information into the choiceADVANTAGE system in near real-time, while also sending changes to availability and inventory. The technically-advanced platform processes reservations from multiple channels including website, mobile apps and third-party distribution partners.

"The integration of choiceADVANTAGE with choiceEDGE enables us to meet the growing volume and velocity of the digital demand our industry is experiencing, and the flexibility to adapt to the changing technology needs of guests and franchisees," said Brian Kirkland, vice president of engineering at Choice Hotels.

choiceADVANTAGE disrupted the hotel industry more than 10 years ago as the first PMS created entirely in the cloud. That technology eventually led to the creation of SkyTouch Hotel OS®.

"SkyTouch continues to lead among PMS providers and now offers the added benefit of connectivity to Choice Hotels' state-of-the-art global reservation system," said Todd Davis, CEO of SkyTouch. "With the interaction between choiceADVANTAGE and choiceEDGE, our customers will have the tools they need to be successful hoteliers."

"As Choice Hotels continues its growth in the upscale and midscale segments, and internationally, the choiceEDGE platform will support our expanded system size, as well as multi-channel distribution and mobile strategies," continued Kirkland.

SkyTouch – through the choiceADVANTAGE and SkyTouch Hotel OS products – features a mobile-friendly Property Management System (PMS) that allows hotel staff to manage front desk operations, room inventory, check-ins and check-outs, guest folios, housekeeping operations and reporting. SkyTouch offers fully integrated rate and distribution management, and over 100 interfaces to hotel technology systems, serving 7,000 hotels, spanning nine countries, and comprising more than 500,000 rooms.

About SkyTouch Technology
SkyTouch Technology, an independently operated division of Choice Hotels International, is the provider of the most widely used cloud-based property management system. Built in the cloud by hotel professionals for hotel companies, SkyTouch Hotel OS is designed to help hotel executives meet their most important strategic objectives: to enhance the guest experience, advance performance, and achieve growth while evolving with changing market needs. Accessible from anywhere, the SkyTouch PMS provides visibility and control of operations through real-time, impactful business analytics that help improve hotel guest experience, operational decision-making, and financial results for today's hotelier. SkyTouch provides an integrated approach to online hotel reservations that fits any size property. For more information about SkyTouch Technology, visit http://www.skytouchtechnology.com.

SkyTouch, SkyTouch Technology, and SkyTouch Hotel OS are proprietary trademarks and service marks of SkyTouch Solutions, LLC.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2017, over 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 33 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit http://www.choicehotels.com for more information.

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