

Choice Hotels Launches Online Group Management Platform Tool for Seamless Planning Experience

ROCKVILLE, Md., Jan. 22, 2019 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) is making planning and booking group travel at its hotels easier than ever with the launch of the Group Management Platform, an online reservation solution.

Through a new portal on ChoiceHotels.com, guests can seamlessly make reservations for groups, review details at a glance, select various payment options, confirm reservations, send customized emails inviting guests to book, and make room modifications at any time. The Group Management Platform is available to members of the award-winning [Choice Privileges](#) loyalty program who are looking to book 10 rooms or more.

"Choice is dedicated to streamlining the booking process across all channels. When we received feedback from guests about group planning and booking, we listened and innovated with proprietary technology to meet their travel needs," said Chad Fletcher, vice president of global sales, Choice Hotels. "The new Group Management Platform provides a seamless and centralized solution for group travel planners, giving them the ability to reserve, manage and plan group reservations with ease."

When a room block is booked online, Choice Privileges members now receive an email confirmation with a custom link to the Group Management Platform on ChoiceHotels.com where they can:

- Easily Manage Group Reservations – Provides a quick overview of room confirmations, room availability for each night of the event, estimated price totals and room hold policies, along with the exact date the remaining rooms will be released back into inventory.
- Invite Guests to Book – Sends customized email invitations for guests to book and confirm their reservations within minutes.
- Modify Reservations in Real Time – Allows organizer to modify their booking details at any time, day or night.

The Group Management Platform simplifies what has traditionally been a complicated process for travel planners coordinating accommodations for events, such as weddings, sports tournaments, family outings, business meetings, and more. It also allows Choice Privileges members to earn rewards, including bonus points, airline miles, or credits for premium coffee and shared rides through the Your Extras program, in addition to exclusive member rates when booking direct through ChoiceHotels.com. Along with the Group Management Platform, travel agents will now be able to book commission-eligible groups on ChoiceHotels.com.

Throughout its 80-year history, Choice Hotels has set the standard in hospitality, pioneering countless technological innovations. The company recently launched a virtual payment option on ChoiceHotels.com to create a seamless booking experience for corporate travelers, and enabled Book on Google – making it possible for travelers to seamlessly search, select, and reserve hotel rooms at Choice hotels in a few clicks.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more

information, visit www.choicehotels.com.

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For further information: Hank Nathan, Choice Hotels: 301-592-6619,
Hank.Nathan@choicehotels.com

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