

## Choice Hotels Wins Prestigious ANA ‘Genius’ Marketing Analytics Award

*Advanced Analytics Team expertise and culture of innovation helps Choice leverage data to enhance the guest experience and provide value to franchisees*

**ROCKVILLE, Md.**, November 2, 2023 — [Choice Hotels International](#) (NYSE: CHH), one of the world’s largest hotel franchisors, is the proud winner of the 2023 Genius Award for Marketing Analytics Adoption. Choice won for the work the company’s Advanced Analytics team is doing to help the organization better understand and leverage data to drive business outcomes. To do this, the team harnessed the power of big data, artificial intelligence and cutting-edge analytics, to drive an organizational understanding of customers using a common language around the guest - powered by personas and other advanced customer data features. The team then custom built on-demand dashboards providing near real-time data to inform strategies across the entire company to improve the guest journey, ultimately driving direct bookings and increasing topline revenue for hotels.

“We were honored to just be a finalist alongside strong consumer-focused brands like Nespresso and Disney Parks, but are thrilled to win,” said Lindsay Liszewski, Choice Hotels International’s Vice President for Business Insights and Analytic Services. “The win is a testament to our company’s belief in the power of big data to benefit our franchisees and our guests.”

The ANA [Genius Awards](#) recognizes excellence in the use of advanced analytics. Choice won for “outstanding achievement in the organizational adoption of data and analytics to boost business outcomes.”

The team won the Adoption category for its efforts to transform the use of data throughout the enterprise supported by a series of projects to optimize the training, tools and processes to make it easier for stakeholders to consume and use guest-related data. As part of this, the team developed a companywide data fluency training to help associates gain a common understanding of data at Choice. Many associates accessed the program, several functions saw over 75% participation, and participants who completed the program self-reported a double-digit increase in data confidence.

The Choice Advanced Analytics team serves the enterprise by partnering on business strategy to bring insights to fruition. The team has capabilities ranging across data science & machine learning, data delivery, research & consumer insights, commercial & marketing analytics, and strategic analytics. In addition to the guest-centric initiatives supporting the Genius award, the team is innovating in other areas including:

- Piloting the use of artificial intelligence for on-demand customer research and customer identity resolution.
- Building a Commercial Mix Modeling platform that incorporates multiple dimensions, as well as non-marketing drivers, leading to robust measurement and strong scenario planning capabilities to ensure Choice’s marketing is optimized to reach the right customer with the right message on the right channel, while considering other commercial elements and external factors
- Developing Geospatial capabilities to innovate how we strategize partnership efforts, identify white space for hotel construction and conversion, and support the sustainability efforts to determine location-specific risks and opportunities.

All of these are fueled by a best-in-class Data Analytics platform, which serves as the single source of truth with real-time data points and automated data quality monitoring, powered by AWS.

### **About Choice Hotels®**

[Choice Hotels International, Inc.](#) (NYSE: CHH) is one of the largest lodging franchisors in the world. The challenger in the upscale segment and a leader in midscale and extended stay, Choice® has nearly 7,500 hotels, representing almost 630,000 rooms, in 46 countries and territories. A diverse portfolio of 22 brands

that range from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® loyalty program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

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