

## Choice University's Owner-Supporting Content Wins 5 Coveted Awards!

Choice University is dedicated to providing Choice hotel owners and operators with the tools and knowledge they need to help make informed decisions, optimize operations and maximize profitability. Already the most widely awarded learning program in the entire hospitality industry, ChoiceU just became even *more* widely awarded, racking up 5 more awards in recognition of the world-class learning resources it offers!

- ChoiceU won a trio of coveted **Telly Awards**, which honor excellence in the video medium, and receive over 13,000 entries annually from advertising agencies, production companies, television stations and other content-creators across all 50 states and 6 continents:
  - Silver Award in the "General – Hotels & Hospitality" category for its *Don't Let the Bed Bugs Bite* learning video
  - Bronze Award in the "General – Hotels & Hospitality" category for its *Showing Love to Your Four-Legged Guests* learning video
  - Bronze Award in the "General – Explainer" category for its *Handling Difficult Guest Interactions* learning video
- ChoiceU won a **Global Council for Corporate Universities Silver Award** for "Best Corporate University – Branding and Durability." The GlobalCCU awards recognize corporate universities that have performed at the highest level of excellence, creating value for people, business, society and the planet.
- In a joint win for ChoiceU and the equally amazing Choice Talent Development Team, Choice Hotels was honored with a prestigious **BEST Award** from the **Association for Talent Development (ATD)**. The award recognizes organizations that drive impact and solve business challenges through innovative talent development practices.

Choice University's mantra is "Learn. Perform. Achieve." And that's exactly what it enables our thousands of dedicated hotel owners and operators to do through customized and continuously updated online learning, available 24/7 on ChoiceU.com, as well as interactive, in-classroom opportunities.

In 2024, nearly 2 million ChoiceU courses were completed, and Choice properties that engaged with the program had Likelihood to Recommend (LTR) scores that were, on average, 1.42 points higher on a 10-point scale than hotels that didn't take advantage of ChoiceU's resources.

"We know our franchisees are in business *for* themselves, but with ChoiceU behind them, they know they're never in business *by* themselves," says Jeneane Becker, the Dean of Choice University. "Whether they're new to the hospitality industry or veteran hoteliers, ChoiceU empowers our owners and general managers to be the best they can be — for their businesses, their teams, and the guests we all serve."

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