

OUR BUSINESS IS **YOU.**



**GET IN TOUCH**

**Email:** [join@choicehotels.com](mailto:join@choicehotels.com) **Call:** +61 9243 2400

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## **WHY CHOICE HOTELS?**

Built on 80 years of experience and innovation, and with over 7,000 hotels world-wide, we understand the importance of having a skilled support network in your corner. As the region's leading hotel franchise, we invest our partnerships with unrivalled marketing and distribution opportunities, global recognition and the local presence needed to turn individual business goals into reality.

By connecting with our expert team you'll have access to our market-leading loyalty rewards program, as well as the training programs, powerful marketing initiatives, PR campaigns and distribution channels designed to extend your reach and accelerate property performance.

At the heart of every success is the value we place on partnerships. Headquartered locally in Australia, our primary goal is to give you the tools, support and resources you need to bring more guests through your door, increase your revenue and reduce your costs.

**Choice Hotels is committed to your success.**



### **CHOICE PRIVILEGES™ LOYALTY PROGRAM**

500,000 members across Asia-Pac bringing 20% of Choice's contribution



### **RECORD BOOKING GROWTH**

Continued growth and increase of 10% in direct online bookings YoY



### **SIGNIFICANT REVENUE PERFORMANCE**

Revenue per available room (RevPAR) outperforming market average by 20%



### **GLOBALLY RECOGNISED FRANCHISE**

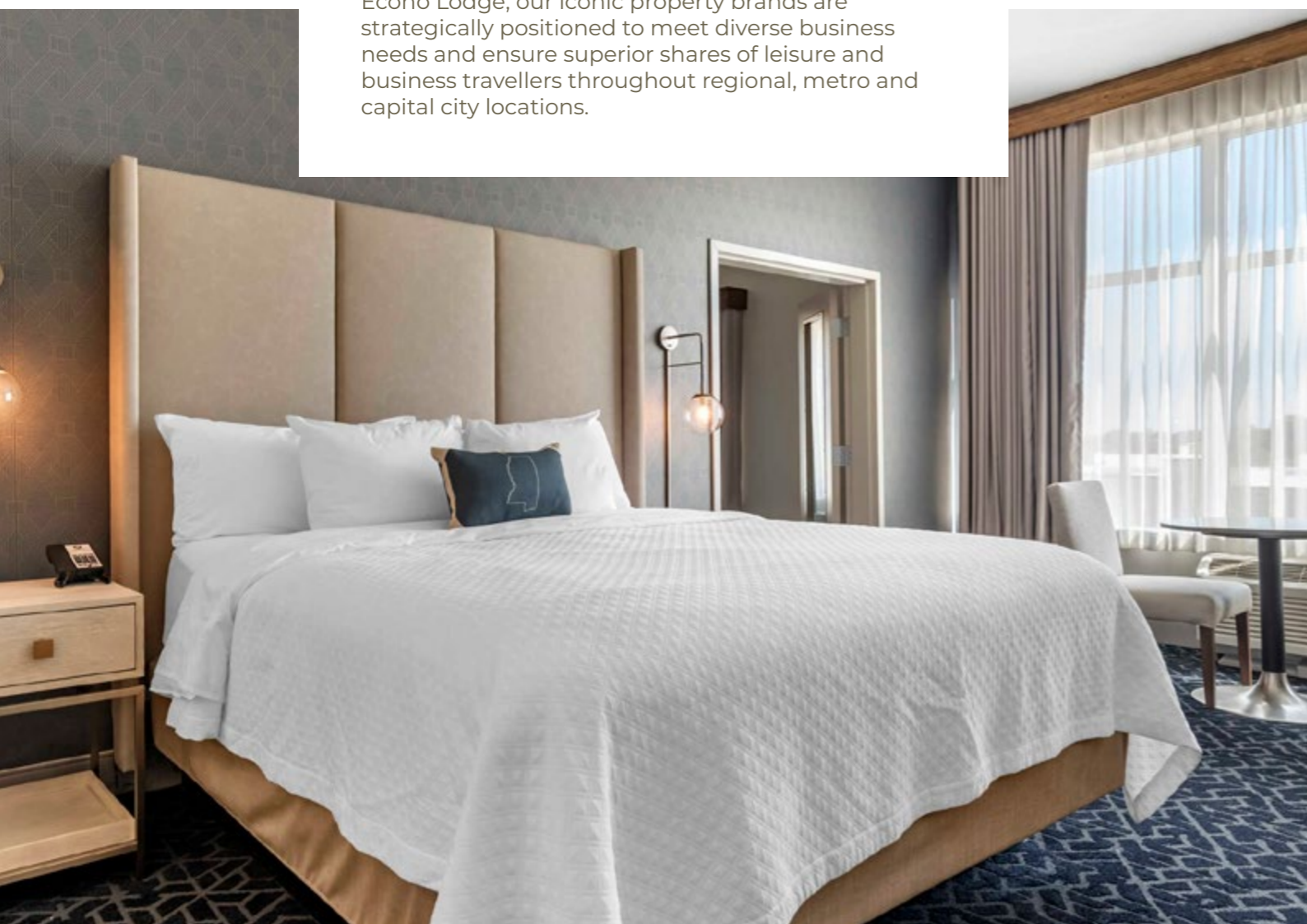
Globally recognised franchise with 300+ diverse properties in Asia-Pac and 7,000+ worldwide





### BRAND CHOICE

From the unique upscale Ascend Hotel Collection, to the upscale Clarion, Quality, Comfort and popular Econo Lodge, our iconic property brands are strategically positioned to meet diverse business needs and ensure superior shares of leisure and business travellers throughout regional, metro and capital city locations.



### UPSCALE

Stylish, unique and luxurious. Our upscale properties give operators the freedom to retain their own signature styles and personalities, while opening their doors to a booming market of leisure, corporate and experience-seeking travellers alike.



### MIDSCALE

Awarded for superior service and facilities, our midscale range caters for the discerning business and leisure guest looking for top quality, driving exceptional room nights and high volumes of returning guests.



### ECONOMY

Internationally trusted for comfortable rooms, clean facilities and the guarantee of a good night's rest. Our economy scale properties enjoy a market leading share of regional and city travellers who recognise our brand's exceptional value.



# ASCEND™

HOTEL COLLECTION

Designed for travellers seeking unique experiences in exceptional surroundings, the upscale Ascend Hotels Collection is a membership of independent hotels with unique properties and signature styles.

Classed as a 'soft brand', this range gives operators the freedom to retain their individual personality while extending their reach through Choice Hotel's extensive distribution network.

**MEMORABLE, BOUTIQUE, UNIQUE.**



*"We joined Choice Hotels as an Ascend Collection member to get a greater distribution level for our property. The partnership has also allowed us to have about a 36% reduction in our preferred supplier costs. Choice Hotels has enabled us to work with a team of experienced operators who have come from the industry. It really is a great partnership for us."*

**Jye Segboer**  
CH Boutique Hotels, Ascend Hotel Collection





Perfectly positioned for both leisure and corporate travellers, the Clarion range delivers upscale accommodation, service and facilities to the discerning leisure and business guest staying in city and regional locations.

Encompassing a stylish collection of hotels, suites and resorts, this internationally recognised brand covers 15 countries and 250 locations, with a growth that honours the high standard of service that keeps guests returning.

**GET TOGETHER HERE.**



*"Choice opens up doors for independent hotels who don't usually have access to corporate accounts. Choice also has the Choice Privileges Program, which most of our clients have joined - and that is a major benefit for us."*

**Tony Cakmar**  
Clarion Suites Gateway





Known and trusted for superior amenities, top-tier restaurants and modern recreation facilities, Quality Hotels offer exceptional value to a business and leisure travellers in city, regional and resort locations.

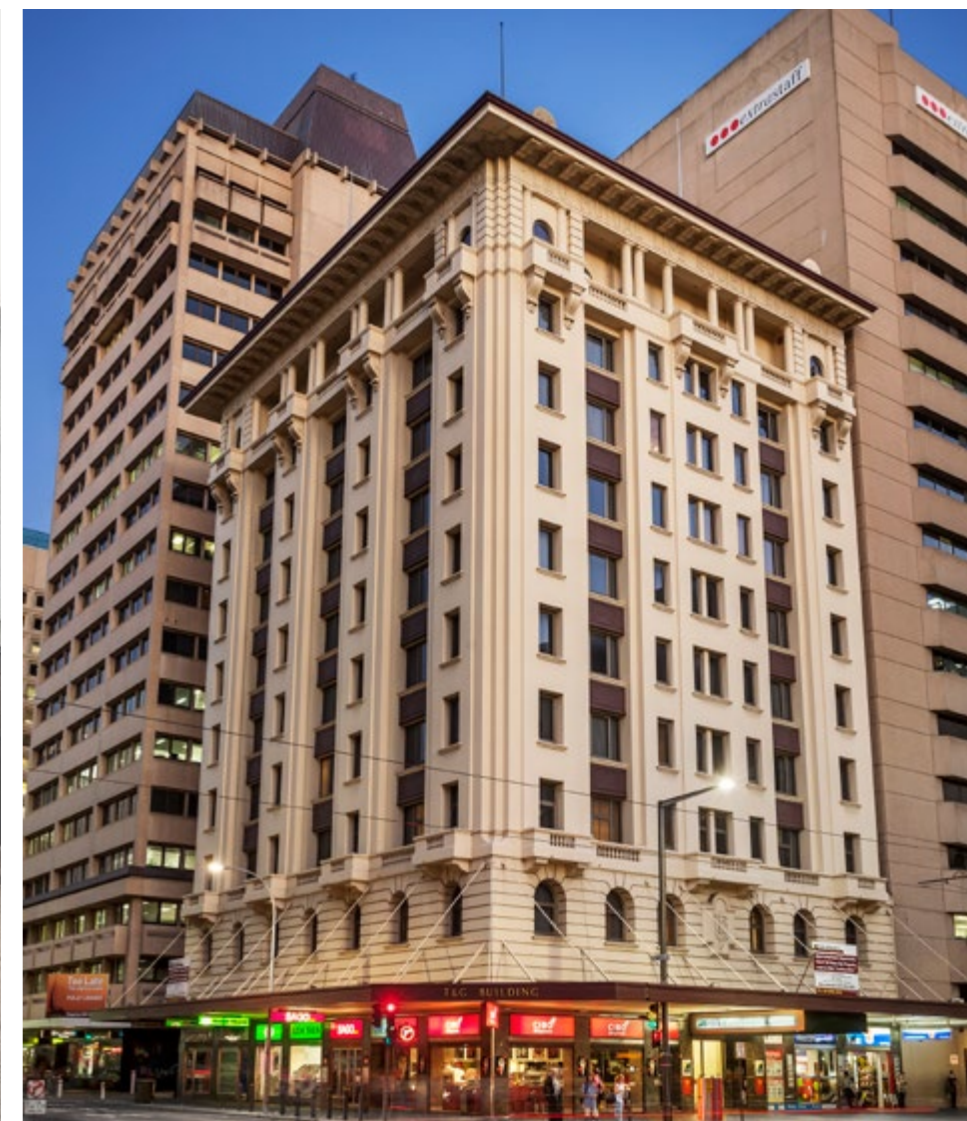
From holidaying families and romantic getaways to business travellers and conferences, the well-appointed facilities and extra touches make this outstanding midscale brand a market leader, with hotels, suites and resorts dedicated to ensuring comfortable and relaxing experiences.

**REST, RELAX, UNWIND.**



*"We were in need of some serious help with sales and marketing, and our property management system. The advantages to joining Choice Hotels have been multiple - from easy access to the Global Distribution System, sales and marketing expertise and easy relationship with both Choice staff and management - they're always available."*

**Eric Visscher**  
Quality Hotel Taylors Lakes





**Comfort™**

Recognised for value and reliability, Comfort is Choice Hotels' largest brand, with more than 160 properties in the Asia Pacific region and over 2,000 inns, hotels, suites and resorts worldwide.

This high performing midscale brand is situated in convenient locations throughout Australia and New Zealand, and is ideally suited for leisure and business travellers looking for great value accommodation.

**RESTED. SET. GO.**



*"We joined Choice Hotels 14 years ago under the Comfort brand which gave us access to lots of new distribution areas. I weighed the budget we had to spend on our marketing with what Choice Hotels could achieve, and found they would penetrate the market a lot better for us. Over the years, we have seen our revenue grow considerably."*

**Nick Uit den Bogaard**  
Comfort Resort Blue Pacific







Trusted for affordability and convenience, the Econo Lodge is a globally recognised brand known for clean and comfortable accommodation, and the welcome guarantee of a good night's rest.

Perfect for the value conscious guest travelling for leisure or business, Econo Lodge properties are situated throughout major cities and regional areas in Australia and New Zealand.

**A GREAT PLACE TO STOP.**



*"Econolodge Alabaster joined Choice Hotels in 2014. We joined because we wanted a point of difference with all the other motels in Cowra. Choice Hotels gave us that by giving us access to new markets, a fantastic loyalty program and a brilliant advertising program. The main benefit to us is the Choice Privileges loyalty program. This means our guests get better prices, great rewards and fantastic value."*

**Ian McLaren**  
Econo Lodge Alabaster



# REASONS TO PARTNER WITH CHOICE HOTELS



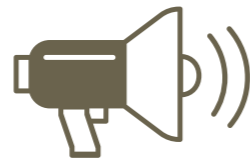
*"We joined the revenue management program 12 months after going through a major drought which really impacted business in Northern NSW. We knew something had to change, and after talking to the team and joining the program we saw a really positive difference. They've got a fantastic team behind them."*

**Mick Cikota,**  
Econo Lodge  
Moree Spa Motor Inn



## GLOBAL BRAND RECOGNITION

Our franchise partners have the opportunity to maintain their own independence, while benefiting from the prestige and recognition of a strong international brand with over 7,000 hotels throughout 41 countries globally.



## POWERFUL MARKETING CAMPAIGNS

Our dynamic marketing programs offer an 'always-on' approach, from PR and digital advertising to email marketing, traditional advertising and Digital Stack access and training for social media, with key activities leading to a year-on-year climb in revenue.



## HIGH-PERFORMING LOYALTY PROGRAM

Choice Hotels' award-winning loyalty program now rewards over 500,000 members across Asia-Pac for their business, driving a huge volume of direct online bookings with year-on-year growth, and providing significant value to our network of franchisees.



## WORLDWIDE SALES POWER

Our preferred status relationships with corporate and retail travel management companies drives local and international corporate, leisure, group and sports sales to your hotel and accelerates government, wholesale and corporate tender opportunities.



## ACCESS COMPETITIVE PARTNERSHIPS

Choice Hotels leverages its brand size, scale and distribution to create the most competitive partnerships in the industry with major Online Travel Agency (OTA) websites and Global Distribution System providers in bookings and significant cost savings.



## OPTIMISE YOUR PROFITS

Delivering an average 5-to-1 ROI, our Choice Revenue Management program increases revenue through forecasting recommendations from experienced revenue managers. ChoiceAdvantage, our integrated property management system, also delivers an average five times better RevPAR outcome.



## EMPOWERING YOUR TEAM

We provide customised, flexible training to meet your hotel's needs and budget, ensuring our proven resources are available to maximise the return on investment potential. We are dedicated to working with you to ensure you have the tools you need to succeed.



## DEDICATED SUPPORT

You'll be paired with an experienced and dedicated Business Performance Manager to assist wherever possible and whenever required. Our locally based Asia-Pac team is also available to convert bookings, manage reservations and ensure guests are welcomed.



## COST EFFECTIVE PROCUREMENT

The Choice Hotels procurement portal, Shop Choice, negotiates contracts at the best market conditions with top quality suppliers. Hotels have access to the products they need, with better control on price, less administration and lower overheads.



## **MORE GUESTS BETTER BUSINESS**

Choice Hotels Asia-Pac is the largest hotel franchise in the Asia Pacific region, with a reputation and commitment to value that continues to deliver our partners soaring online bookings, a loyalty program with record contributions and revenues (RevPAR) that outperform market averages.

There's never been a better time to reach your property goals.



*"I am incredibly proud of the amazing network of hotels and owners we have the pleasure working with. Representing more than 300 diverse properties across the region, our partnerships have continued to optimise individual business goals to the absolute best effect, delivering superior shares of leisure and business travellers and strategically positioning franchisees as regional market leaders."*

**Trent Fraser,**  
CEO, Choice Hotels Asia-Pac



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