

choiceADVANTAGE Functionality

Reservations

- **Guest check-in/checkout**
Checking guests in and out is easy. Guest registration can be completed quickly, and upon completion, the registration card will automatically print. Once the balance is settled and the guest is checked out, the final folio will print automatically.
- **Walk-in guest**
Register a guest who arrives and wants to stay but does not have a reservation. While you complete the steps of the walk-in process, you simultaneously check the guest in.
- **Retention of guest data via Customer Information System (CIS)**
Personal information about a guest who has previously stayed at any Choice hotel is stored in the CIS and can be retrieved quickly.
- **Manage guest folios through corrections and adjustments**
Folio corrections allow you to make changes to the folio for any same-day transaction. Folio adjustments allow you to make changes to the folio for any previous day.
- **Check-in and check-out times on folios**
The check-in and check-out times appear on the bills for both hotels and guests. The times will be listed in the hotel's local time.
- **Multiple folios on one reservation**
Apply room and tax fees and all incidentals charges to separate folios if the guest desires.
- **Guest Tax Exemption**
Make a guest exempt from paying taxes, not only during check-in but also at any later time. Also allows you to reverse previous taxes applied.
- **Charge Routing**
You can move charges from one account to another account. This allows a guest who is paying for multiple rooms to have only one folio. You can route all charges, room and tax only or just incidental fees to the target account.
- **Recurring charges functionality**
Automatically charge nightly fees for certain items, such as an in-room safe.
- **Suppress rate functionality**
This function "hides" the room rate so it does not appear on the registration card and automatically posts room and tax fees to a separate "hotel only" folio. Guest will receive an "incidentals only" folio.
- **Create and manage company profiles**
Create a profile for a specific company and track revenue generated from that company. You can also create a Direct Bill for the company at the same time.
- **Retention of company data**
Past company data are saved and can be viewed in the "Reports" section.
- **Associate company profile with guest reservations for reporting purposes**
Track your business generated from a specific company. This information is valuable when you are renegotiating rates with a particular company in the future.
- **Direct Bill**
Easily manage accounts receivable. You can select "Direct Bill" as a form of payment for a guest

and the bill will be moved directly to the company's A/R account. The system will also generate invoices and statements.

- **Multiple invoices**
Allows you the option to create multiple invoices for a single guest account.
- **House Account management capability**
Manage miscellaneous charges, such as admin phone calls, snacks or toiletries.
- **View recent accounts**
View a list of all recently accessed accounts.
- **Choice Privileges program enrollment**
When enrolling a guest in Choice Privileges from within choiceADVANTAGE, all the guest's information automatically transfers over from the reservation data; only a few additional required fields will need to be filled in manually to finish the enrollment process.
- **Support and management for frequent-flier reward programs**
choiceADVANTAGE supports several different airline frequent-flier programs. Guests will accumulate miles for each qualifying stay. Airline miles are automatically reconciled on your Travel Agent Invoice (TAI).
- **Multiple rates on single booking**
You can accept a reservation that covers more than one rate during the guest's stay.
- **Enforcement of proper sell process**
The reservation process in choiceADVANTAGE shows the BAR rate first. If a guest expresses rate resistance, then the hotel employee can offer member rates (AAA, AARP, Corporation, etc.). If the guest is not, then the employee can attempt to sell promo rates.
- **Reserve special inventory requests**
Special requests are guest requests for specific inventory amenities not typically standard in rooms, usually cribs and rollaway beds. Reports directly to Choice's Central Reservation System (CRS) how many cribs and rollaway beds the property has in its inventory as well as when those items have been checked out.
- **Support for multiple guest names**
Multiple names can be on one guest account. You can add as many names as the number of people the room type allows.
- **Share room charges**
Along with the ability to add multiple names to a guest account, you can also share the rate of the hotel room amongst those people. This is beneficial when multiple people are staying in the same room and they want to split the total cost of the rate equally. When an account is a "share account," separate folios are created for each guest. Different payment types can be attached to each folio, and the rate is then automatically divided equally between the folios.
- **Support for multiple guest addresses**
Multiple fields are available to input and save three different addresses in one guest portfolio.
- **Store guest fax numbers**
Guest fax numbers are stored and displayed on the "Guest Info" tab of the guest portfolio.
- **Capture and report guest identification information**
The "Guest ID" field on the "Guest Info" page is where guest identification data, such as the driver's license number, are recorded. Both letters and numbers can be entered in this field.
- **Record guest vehicle information and VIP status**
Two fields within each guest record to enter the guest's vehicle identification information and to

designate that guest as a VIP. Provides the opportunity to recognize guests with added services befitting their status.

- **Free-form guest notes**
This is a section in a guest profile where you can make miscellaneous notes related to the guest. When specific reports are run, for example an Arrivals List, a Departures List or an In-house List, the notes you wrote will appear in an accompanying column.
- **Travel agent IATA number**
Travel Agent Reporting and IATA numbers are easily organized and managed. Most reservations from travel agents will come through the CRS, but occasionally you might receive one directly. Simply input the IATA number for the travel agent in the IATA field on the "Stay Info" screen that displays when creating a reservation. Then just complete the rest of the reservation like any other direct reservation. The reservation you attached with the IATA number will show up on your Travel Agent Invoice (TAI) in ChoiceCentral.
- **Guest tracking utilizing "track" and "market" codes**
"Track" and "market" codes give you insight into your guest population so you can better understand who they are and how they came to learn of your hotel. This valuable information may be useful when budgeting your marketing dollars.
- **Duplicate reservation functionality**
Ability to make duplicate reservations from a single guest profile. Eliminates the need to re-enter guest information for the new reservation. This feature is useful when making several reservations with multiple room types for one individual.
- **View changes**
This function records all the changes made to a reservation and who made those changes, and allows you to view those changes.
- **Manage No Show Reservations**
Hotels can use this function to cancel nonguaranteed reservations (i.e., 4 p.m. or 6 p.m. holds) in order to free up inventory. This feature can be used multiple times a day.
- **On SRD bookings, automatically change Voucher Status (VC) to Direct Bill Status (DB)**
Choice Privileges free-night redemption reservations (SRD) will automatically be converted to Direct Bill forms of payment in choiceADVANTAGE.
- **Folio Wizard**
Easily move transactions from one folio view to another within an individual guest account. Provides convenient "drag and drop" method of moving items.
- **Express Checkout Folios**
Print a batch of folios for all qualified guests scheduled to depart. Folios will reflect a zero balance due for guests with an approved credit card guarantee, and therefore, guests can use this as a receipt without having to check out at the front desk.

Group Functionality

- **Creation and management of group bookings**
Groups of any size, room configuration, length of stay or rates are limited only by the inventory available at the property during the dates in question.
- **Multiple folios within a Group Master**
Ability to create multiple folios for a Group Master if needed. A separate folio for each type of charge can be produced.

- **Manage group folios through corrections and adjustments**
Properties can adjust or correct group postings quickly and easily. Allows hotels to make any necessary corrections or adjustments to a particular folio within a Group Master.
- **Charge routing group member fees to Group Master folio**
Ability to automatically route charges from an individual guest account to the Group Master folio. This is a pre-set option and selected charges will be moved to the Group Master account automatically.
- **Room blocking and pickup capability**
Groups can reserve multiple room types for an event in order to be able to offer attendees a greater variety of accommodations. As each member calls in to reserve a particular room type, a room is picked up from the existing room block and assigned to that guest.
- **Auto drop-off feature for rooms not reserved**
Automatically drops rooms from a group block that have not been picked up by the predetermined cutoff date so they can be released back into the hotel's inventory.
- **Group Tax Exemption**
Waive certain taxes applied to the group fees, such as room tax.
- **Distinguish group and guest guarantees**
When a group sets up a room block, that block is guaranteed by the group guarantee method. However, when individuals make reservations from the group block, you can designate a separate guest guarantee policy for those reservations.
- **Book reservations within a Group Master for "shoulder" dates of the group booking**
Allows a group member to arrive or depart on dates outside those set for the group booking and still receive the group contract rate for reservations during the dates of the group booking - provided there is at least one stay date in common with the group.
- **Tentative/Definite Group Status**
With this feature, you can set a group to Tentative or Definite status. Tentative status provides the ability to block rooms. The room block will only come out of general availability when the group moves to Definite status.
- **Group Rooming List**
Provides easy entry of names on a group's rooming list. Multiple name reservations can also be created through the rooming list.
- **Automatic check-in/checkout**
Allows you to check in or check out multiple group members with one click.

Housekeeping

- **Housekeeper assignments**
Assign groups of rooms to an individual housekeeper.
- **Room maintenance and management**
Manage hotel housekeeping and maintenance departments.
- **Manage housekeeping status on a per room basis**
Update room status immediately upon completion of cleaning rather than waiting for housekeepers to turn in reports at the end of the day.
- **Set multiple rooms to "clean" or "dirty"**
Rather than having to change the status of rooms individually, update the status for multiple rooms to "clean" or "dirty" at the same time.

- **Creation and management of work orders**
Establish work orders for room repairs. Rooms that need major repairs and thus should not be rented can be taken out of inventory to prevent them from being sold.
- **Cleaning schedule for Extended Stay hotels**
Hotels can either set the cleaning schedule for all rooms or customize a cleaning schedule for a particular room based on guest requests, such as additional cleaning services.

Revenue Management

- **Full inventory synchronization with the CRS**
Hotel inventory is synchronized between the CRS and choiceADVANTAGE, so if inventory is updated in one, it is also changed in the other at the same time.
- **Full rate synchronization with the CRS**
When a rate is set in the CRS, it will automatically synch to the choiceADVANTAGE system. Therefore, you only have to manage your rates in one place.
- **Forecast of demand and revenue figures via Automated Revenue Management**
Automated Revenue Management helps properties maximize revenue and handle heavy demand seasons. choiceADVANTAGE automatically predicts your upcoming business with future forecasts and will establish the minimum rates for reservations accordingly.
- **Override forecasted minimum rate and oversell hurdles**
Employees, if given the appropriate rights, can override the minimum rate automatically set by the system.
- **Control inventory through Closed to Arrivals (CTA) or Minimum Length of Stay (MLOS)**
The Closed to Arrivals (CTA) or Minimum Length of Stay (MLOS) stay restrictions are great ways to increase revenue during high-demand seasons or local special events. Setting a CTA will close a certain date to arrivals. No reservations will then be taken with that date as the arrival date. A MLOS allows you to determine the minimum number of nights guests must stay in order to make reservations.
- **Stay restriction control synchronization with the CRS**
Your stay restrictions (CTAs and MLOSs) will be synchronized with the CRS.
- **Manage and synchronize special inventory**
Keep track of your hotel's inventory of cribs and rollaway beds. All special inventory information is synchronized between the CRS and choiceADVANTAGE.
- **Synchronization of minimum revenue hurdles with the CRS**
Manually set the minimum revenue and those rates will be synchronized with the CRS. You can select the dates, time frame and amount of revenue you want to have satisfied before a reservation is booked.

Hotel Management

- **View and track system performance transaction and response times on a day-by-day basis**
View the overall number of transactions and response times that have been conducted for all choiceADVANTAGE properties over the past 30 days, not including the current date.
- **Access real-time hotel statistics via "Quick Statistics"**
Access all your property's daily activity in one area. With "Quick Statistics," the important information about your hotel is there at a glance, including room inventory, guest information, occupancy percentages and revenue figures. You no longer need to run a report to view this data.

- **Manage cashier shifts**
Hotels can either manage shifts by shift number, which allows for multiple users per shift, or by user ID, which is valuable when each user has his/her own cash drawer.
- **View CRS notifications**
The CRS periodically sends hotels notifications regarding all transactions through choiceADVANTAGE.
- **Reports**
choiceADVANTAGE offers over 80 reports to help manage your property. The reports are broken into a variety of categories.
- **Configure the text on certain reports**
You can customize select reports to meet your needs, such as the Registration Card, Guest Folio Disclaimer, Confirmation Letter and the Group Contract Terms. All other reports have specific set formats.
- **One-click emergency report printing**
Convenient access to your emergency reports, including due-to-arrive registration cards and in-house guest folios. Provides all the information necessary for hotels to run manually in the case of an emergency.
- **Backup emergency reports**
Your hotel's emergency reports are automatically saved to your local workstation every two hours. In the event of an Internet service disruption, you can access your emergency reports from a folder on your computer desktop.
- **Report Security**
GMs will be able to specify with greater detail which users are authorized to view certain reports.

General

- **Remote access to the system**
Allows designated individuals to access choiceADVANTAGE from any computer in the world that has Internet service. Because choiceADVANTAGE is a Web-based system, owners and property management can manage their hotel(s) from anywhere; they no longer have to be on site.
- **Automated reconciliation and payment of Travel Agent Invoices**
Travel Agent Invoices (TAI) will be compiled in a report in ChoiceCentral. Reservations made via a travel agency go through the CRS with an IATA number. Once the reservation has been checked out of choiceADVANTAGE, the invoice is added to the report. This report is made available every Monday and needs to be submitted in ChoiceCentral by the following Friday.
- **Automated capturing and reporting on reservation denials**
Canceling a reservation or exiting the reservation process in choiceADVANTAGE requires users state the reason why the guest is denying the reservation. This information then gets compiled into a report that management can view.
- **E-mail guest forms and reports**
A guest's e-mail address can be stored in the profile. If you have not filled in the e-mail address while creating a reservation, choiceADVANTAGE will prompt you to when confirming the reservation in order to be able to send the guest a confirmation letter electronically.
- **Robust online help system**
The Online Help feature is designed to help you find answers to all your questions. This function will assist you in learning how to navigate through the system by providing direct pathways to definitions, processes and functions you might need to accomplish your tasks.

- **Informative "hover" help feature for assistance**
When you place the cursor over a particular function, or "hover" over it, information about that function will automatically appear on the screen. In addition, by hovering over various sections of choiceADVANTAGE, clearer images of the words or functions you are viewing will be displayed, and links to various Web sites will pop up so you can navigate to them easily.
- **Live Support**
Immediate access to a live Property Systems Support representative who will provide personalized assistance for questions or problems about choiceADVANTAGE. Live Support is available 24 hours a day, 365 days a year.
- **Linkage to AccuWeather**
Access local weather information with just the click of a button. Information appears on one page, which can be printed out for guests or displayed at the front desk.
- **Linkage to MapQuest**
Quick access to directions anywhere.
- **View past night audit figures and reports**
Easily view past nights' audit figures and reports. There is no time limit of how long you can view past reports.
- **Automated night audit process**
The night audit can be set to run automatically at anytime between the hours of midnight and 6 a.m. Even in the event of an emergency, the night audit will still process.
- **Real-time corporate communications on message board**
Various communications from Choice Hotels are displayed on the choiceADVANTAGE home page. Messages may include notifications regarding new updates to choiceADVANTAGE or a planned outage for maintenance. This is an easy way for Choice to communicate important information to franchisees.
- **Access to Choice proprietary Web sites to better facilitate hotel management**
"Quick Links" offers easy access to assorted Choice Web sites that management and staff commonly use on a daily basis. Web sites include choicehotels.com, choicebuys.com and choiceprivileges.com.
- **Export accounting reports to .CSV format**
Export your accounting reports to CSV format, which are plain-text files that store spreadsheets or basic database-style information in a very simple format. CSV files are often used as a simple way to transfer a large volume of spreadsheet or database information between programs without worrying about special file types. This can be useful to properties that use another accounting program to store records.
- **Support AMBER Alert™ Program**
Hotels will receive an AMBER Alert notification when a child is missing in the surrounding area.

Interfaces

- **Integrate credit card processing via DOLLARS ON THE NET by Shift4**
Credit cards are processed directly through the choiceADVANTAGE system rather than with a separate credit card terminal.
- **Call Accounting**
Guest room telephone call charges will automatically post to the guest folio.
- **Telephone (PBX)**
This interface shuts the telephone off or turns it on based on the guest's guarantee method and in-

house status. This feature also displays the guest's room number and name on the console when the guest calls the front desk.

- **Voice Mail**
When a guest checks in, the system will automatically turn on the voice mail feature in the room so callers can leave a message for the guest. If a caller is transferred to an unoccupied guest room, the system will redirect the call back to the front desk.
- **In-room Internet Access**
Wireless Internet access is available in guest rooms.
- **In-room Movies**
Automatically posts pay-per-view movie charges incurred to a guest's folio. With this feature, the hotel can compile an accurate list of movie charges.
- **Point of Sale (POS)**
Automatically posts food and beverage charges from hotel outlets to a guest's folio if the guest so desires.
- **Energy Use Management**
Allows the hotel to control and monitor the electricity being used throughout the hotel. Automates the electricity in guest rooms, public areas and meeting rooms, thus greatly reducing the electric bill by saving on the cost of unnecessary operation as well as adding years to the life of the hotel's HVAC equipment by limiting runtime.
- **Sales Tracking System (STS)**
A database program designed to manage group sales. The interface is essentially a file that is created as a link between the choiceADVANTAGE system and the STS. When the night audit is complete, choiceADVANTAGE will create files needed for the STS system and place them in a shared directory on Choice's server. Provides instant access to your hotel's latest sales bookings information.
- **ResPro**
A call-forwarding program that allows hotels to transfer reservations calls to the reservations call center instead of answering them. A call center representative will answer as the hotel and is prepared with the hotel's information; the guest will never know it's a call center and not the actual hotel. In addition, the call center is trained to book rooms at the highest possible rate, thus maximizing revenue for the hotel.
- **Corporate Lodging Consultant (CLC)**
Verifies guest information at check-in. At checkout, choiceADVANTAGE will send an electronic invoice to CLC.
- **Back office accounting export**
Hotels can download or export their financial data from choiceADVANTAGE to a back office accounting program.