

OTA Enrollment Form

Below you will find information regarding Choice's different 3rd party rate programs available to Choice properties. You can read through the information and use the form at the end of this document to opt into the programs.

[LOPQ](#) | [SAPR1 & SAPR2](#) | [LEXP](#) | [Booking.com](#) | [Priceline/Agoda.com](#) | [Ctrip.com](#)

Opaque Rate Program (LOPQ)

Opaque websites (Hotwire.com/Priceline's "Name Your own Price") allow customers to book hotels without actually knowing the name of the specific hotel or room rate.

Customers enter the city, neighborhood, rate level and star level for the desired destination and preferred rate. The opaque site will display results based on the customer criteria. Since the hotel names are opaque (or hidden) from customers until after purchase, opaque rates do not violate the Choice Internet Distribution Policy. Participating hotels have the flexibility to set their own discount level for the opaque path using an opaque rate plan (LOPQ).

Opaque programs allow our hotels to reach more price conscious consumers apart from our direct distribution offers and programs. We recommend using these rate programs for last minute distressed inventory situations as the vast majority of travelers using these sites are mainly driven by price vs individual service offerings by the hotels. The rate plan is fully yieldable meaning you can chose to open and close it as you deem fit and per your rate strategy.

Benefits of the LOPQ rate plan include:

- *Reduced Costs - no commissions and no frequency or airline points for reservations booked through LOPQ.*
- *Full Automation - Flexible rate and inventory management through Choice's Rates & Inventory application. Reservation delivery through the Choice Central Reservation System (CRS).*
- *Flexible Discounts - the opaque rate plan discounts starts at 35% off Best Available Rate (BAR) and can be adjusted by participating hotels based on competitive market conditions.*
- *Payment - Participating hotels are paid via single-use credit card, which may be charged at time of booking or check-in.*

Hotels must be in compliance with the Internet Distribution Policy to participate. In addition, hotels must comply with the **Property Participation Terms and Conditions** and the **Priceline Participating Property Agreement**.

How Do I Participate?

To participate, please complete the form at the end of this document.

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Choice Hotels Pre-paid Advance Purchase Rate (SAPR1 & SAPR2)

The Pre-paid Advance Purchase Rate Program ((SAPR1 & SAPR2) formerly LADV1 and LADV2 rate plans) is a 3, 7, 14, 21 or 30-day advance purchase, pre-paid rate available to **all Choice Customers** booking on choicehotels.com and to select OTA partners (Expedia.com, Hotels.com, Booking.com, Orbitz.com and Priceline.com). The customer's credit card must be charged for the total reservation amount within 24-48 hours of booking.

Choice's Pre-paid Advance Purchase Rate allows our customers, to take advantage of savings by booking through ChoiceHotels.com in advance with multiple booking settings. For example:

- SAPR1 = 7 night advance bookings at 15% discount off BAR
- SAPR2 = 14 night advance booking at 20% discount off BAR

Although SAPR1 & SAPR2 reservations are non-cancelable, non-changeable and non-refundable, hotels are required to honor cancellation requests that fall into special circumstances that have been identified. Please review the Advance Purchase Refund Policy. **Hotels must be following the Internet Distribution Policy to offer SAPR1 & SAPR2.** The Choice Internet Distribution Policy is available on ChoiceBuys.com. Click on your brand logo, Rules & Regulations.

How Do I Participate?

To participate, please complete the form at the end of this document.

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Expedia/Hotels.com (LEXP/SRTL) Rate Program

What are Expedia rates?

Expedia Inc. and its subsidiaries (such as Hotels.com, Travelocity, and Orbitz) are responsible for over \$600 million in annual revenue for Choice properties. Choice leverages the power of our distribution agreement and direct connection with Expedia to help our properties capture as much of this business as possible. Choice's rate program with Expedia is managed through the LEXP and SRTL rate plans.

What are the benefits of using this rate program?

- **Advance Purchase Rate Program** - SAPR1R & SAPR2R rate plans are used to provide advance purchase rates to Expedia. Settings and discounts mirror advance purchase rates that are provided on direct channels.
- **Promotional Rate Program** - Promotional rates are automatically provided to Expedia and will match settings for promotions on direct channels.
- **Full Automation** - Flexible rate and inventory management through Choice's Rates Center or Rates & Inventory applications. Reservation delivery through the Choice Central Reservation System (CRS) for choiceADVANTAGE and Micros properties.
- **Room-only Compensation Rates** vary by night of stay to reduce costs and incentivize Expedia to deliver business during periods of slower demand.

15%: Friday and Saturday

18%: Sunday through Wednesday

17%: Thursday

- **Expedia Traveler Preference Program (ETP)** gives guests flexible payment options:

PAY NOW: merchant rate (Expedia Collect or LEXP) program

PAY LATER: retail rate (Hotel Collect or SRTL) program. Expedia invoices the franchisee which is paid via ExpediaPartnerCentral.com (EPC) via Direct Debit (preferred), Credit Card, or Wire Transfer.

How does the payment and commissions process work?

Participating hotels are paid via single use virtual credit card for Expedia Collect (LEXP) reservations and via guest credit card for Hotel Collect (SRTL) reservations. Hotel Collect reservations must be reconciled and commissions paid to Expedia on a monthly basis.

How Do I Participate?

To participate, please complete the form at the end of this document. Once Choice receives a hotel's signed enrollment form, the request is submitted to Expedia on a weekly activation batch (submittal is based on status of property's activation with Choice). **Full activation on the Expedia sites takes 7 to 10 business days.**

NOTE: If you choose to enroll in the Expedia, Inc. agreement, you will be bound to the terms of the agreement until the next opt-out period. Under our current agreement with Expedia, Inc., you have the opportunity to change your hotel's participation status once each year, from July 20 through August 19.

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Booking.com Rate Program (SBOOK)

How does the Program work?

Unlike other OTA programs (Expedia, Orbitz, etc.) that operate a pre-pay merchant program, using a single use credit card at check-out, Booking.com operates a post-stay retail program meaning guests will book a hotel's standard BAR rate under the Booking.com (SBOOK) rate plan. The guest then pays the hotel directly at check out. The room rate is not confidential and hotels must collect payment from the guest at check out. It will be your hotel's responsibility to pay commissions directly with Booking.com.

How will I connect to Booking.com?

By connecting directly to Booking.com hotels will have the benefits of:

- **Distribution:** Hotel rates and inventory will be distributed to Booking.com through a rate plan, SBOOK.
- **Automated Electronic Reservations Delivery:** All Booking.com reservations will be delivered to your hotel's PMS via the Choice Central Reservations System (CRS).*
- **Inventory and Rate Syncing:** Rates and availability on Booking.com are synced directly with your hotel's rate management tool, meaning availability and rate parity is guaranteed. This also means that Best Internet Rate Guarantee (BIRG) claims and rate parity issues are no longer a concern.

Hotels that want to take advantage of this distribution opportunity with Booking.com must review and agree to the [Booking.com Terms and Conditions](#) and complete the [SBOOK enrollment form](#).

How do hotels pay commissions to Booking.com?

Hotels are responsible for paying commissions to Booking.com directly after guest check out. Booking.com will submit an invoice to hotels the first week of the month for commissions on consumed bookings for the month prior. Payment is due 14 days after invoice is received. Once hotels sign up for participation on Booking.com through the SBOOK rate plan, Booking.com will email a training bulletin on this process as well as login information to the Booking.com portal. Additional details on the commission payment process can be found [here](#).

For more information about Booking.com, please refer to the [frequently asked questions](#).

How Do I Participate?

To participate, please complete the form at the end of this document. **Full activation on the Booking.com site takes 7 to 10 business days.**

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Priceline/Agoda.com Rate Program (SAGOD)

Choice Hotels is pleased to announce that we have signed a global corporate agreement with Agoda.com, one of the largest and fast growing online travel agencies (OTA) in the Asia market. Agoda has also partnered with Priceline, who is well known domestically, to become a worldwide presence. As part of the agreement, Choice will connect to Priceline and Agoda via the existing DerbySoft connection.

Program details:

- **Type of Program:** Priceline/Agoda operates a merchant program, similar to Expedia and Orbitz, meaning the hotel sends a net rate to both Priceline and Agoda, guests then book at a rate that is equal to BAR and are charged at time of booking. The property then charges the single use virtual card at check-in for room and tax. Guests are responsible for any incidentals.
- **Participation:** The PricelineAgoda program is an **opt-out**, which means all properties are automatically enrolled into the program. Properties that wish to be removed from the program can opt out using the official opt-out **form** available on ChoiceCentral.com. By opting out of this program, properties are agreeing to be removed from both Priceline.com and Agoda.com
- **Cost:** 15% off of BAR.
- **Rate Plan:** SAGOD family of rate plans including promotions set up centrally in Rates Center will be distributed to Agoda.
- **Payment Method:** Single use virtual card.
- **Connection:** DerbySoft.
- **Cancellation Policy:** 24 Hours.
- **Fees:** \$1.75 per booking. This fee accounts for using the third party DerbySoft connection.

Full Property Terms and Conditions can be found below:

[Agoda Terms and Conditions](#)

[Priceline Terms and Conditions](#)

Why is the Priceline/Agoda program an opt-out?

The costs are lower for this program than the other OTA programs. In addition, the merchant model which Priceline/Agoda uses has been part of the OTA landscape for over 10 years. Properties are familiar with how this model works and how to process single use credit cards.

How do I opt out of this program?

There will be a 30 day window before the program goes live that allows properties the opportunity to opt-out of the SAGOD program. It is important to note properties can opt out of the program at any time. To opt-out complete the form available [here](#).

By connecting to Priceline/Agoda through DerbySoft, hotels will have the benefits of:

- **Distribution:** Hotels will not only have a strong domestic presence with Priceline, but will be available on the fastest growing OTA site in Asia, exposing their rooms to a brand new market of guests.
- **Automated Electronic Reservations Delivery:** Priceline/Agoda reservations will be delivered to your hotel's PMS via the Choice Central Reservations System (CRS).*
- **Inventory and Rate Syncing:** Rates and availability on Priceline and Agoda are synced directly with your hotel's rate management tool, meaning availability and rate parity is guaranteed.

How are photos and content updated?

Photos and content are sent by Choice through DerbySoft to Priceline/Agoda. There is no need for properties to manage photos or content in a separate portal.

Choice continues to work hard on behalf of our hotels to develop agreements with the leading third-party websites in order to help hotels reach new customers, distribute their inventory more efficiently by reducing costs, as well as capturing non-brand-loyal guests. We will communicate new opportunities as they become available.

*This applies to properties using choiceADVANTAGE and Micros.

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Ctrip.com Rate Program (SMRC)

New markets mean new opportunities and we're excited to announce a new global agreement with Ctrip (www.ctrip.com), the largest online travel agency in China with over 50 percent market share. The new agreement is part of Choice's ongoing distribution strategy focused on helping franchisees reach new customers at low costs.

More About Ctrip

Ctrip is based in Shanghai, China and represents a new opportunity for you to expand your hotel's reach into the growing Chinese travel market. Outbound travel from China to the rest of the world has accelerated following legislative changes to relax their Visa policy in 2014. In the U.S., for example, China is projected to be the largest market for overseas inbound business by 2019.

Ctrip operates a merchant or net rate program, meaning you provide net rates to Ctrip through the SMRC rate plan and then Ctrip sells to guests at a rate that is equal to Best Available Rate (BAR). Through the agreements, rates and inventory are distributed through the existing DerbySoft connection.

By connecting to Ctrip via our DerbySoft connection, your hotel benefits from:

- **Automated Electronic Reservations Delivery**
Ctrip reservations will be delivered to your hotel's property management system via Choice's Central Reservations System.*
- **Inventory and Rate Syncing**
Rates and availability on Ctrip are synced directly with your hotel's rate management tool, meaning availability and rate parity is guaranteed.
- **Translated Content**
Content will be in English and translated into simplified Chinese then uploaded to Ctrip. There's no need for you to manage photos or content on a separate portal.

Rate Plan Details

- **Cost**
15 percent off of BAR.
- **Rate Plan**
Standalone (SMRC), Package (SMRC2), Promotions (SP1MC, SP2MC, etc.) and Advance Purchase (SAPR1C & SAPR2C). Choice will automatically set up the rate plans Rates Center and Rates & Inventory and distribute to Ctrip.
- **Payment method**
At the time of the booking, Ctrip will charge the guest's credit card. the property is paid for room and tax with Ctrip's single use virtual card. Guests are responsible for any incidental charges.
- **Connection**
DerbySoft (3 room inventory threshold applies).
- **Fees**
\$1.75 per booking for using the third-party DerbySoft connection
- **Cancellation Policy**
Same as policy set at BAR.
- **Not eligible for Choice Privileges® Points**

Participation — All Hotels Will Be Automatically Enrolled

The Ctrip program is an **opt-out**, which means all properties are automatically enrolled into the program. If you wish to have your hotel removed from the program, you must opt out below.

Terms and Conditions

If you do not complete the opt-out form, your hotel is bound by the program **Terms and Conditions**. **You can opt-out of the program at any time.**

Choice continues its efforts to develop agreements with leading third-party websites and expand the reach of its hotels in markets around the world. We will continue to explore new opportunities and share information on new programs as they are finalized.

If you have any questions about this program, please contact your AD.

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3rd Party Rate Plans Enrollment

* = Required field

*Hotel Name:

*Property Code:

*Contact Name:

*Title:

*Phone:

*Fax

*Email

Please enter the room type codes you wish to include as part of your OTA distribution. Room types sent to the OTAs must have a total inventory of 3 or more.:

- | | | | |
|-----|----|----|----|
| *1. | 2. | 3. | 4. |
| 5. | 6. | 7. | 8. |

Expedia

Opt-In: I have read the Expedia/Hotels.com billing instructions. By signing below on behalf of the franchisee hotel named above, I signify that I have read and understand the [Expedia Participation Terms and Conditions](#) and that I and the hotel named above will abide by the terms of the [Expedia Participating Terms and Conditions](#) and that I authorize the participation of my hotel in this program.

NOTE: If you choose to opt in, you will need to fill out the Financial Information portion of this form below.

Opt-Out: I do not wish to participate with Expedia.com, Hotels.com, and Hotwire.com; and I do not agree to the [Expedia Participating Property Terms and Conditions](#).

Expedia Required Financial Information

***Owner Management Company Name:**

***Withholding Name:** U.S. Only

***Tax ID / Employer Identification Number:**

***Select method of payment for hotel collect commissions**

***Select tax status** U.S. Only

Choice Hotels Pre-paid Advance Purchase Rate

By signing below on behalf of the franchisee hotel name above, I acknowledge that I have read and agree to the [Advance Purchase Refund Policy](#), rate requirements, and [reservation terms and conditions](#).

Opaque for Hotwire/Priceline (LOPQ)

By signing below on behalf of the franchisee hotel name above, I signify that I have read and understand the [Expedia/hotels.com Participation Guidelines](#), [Priceline Participating Property Agreement](#) and the [Property Participation Terms and Conditions](#) and the hotel named above will abide by the terms of the forgoing agreements.

Booking.com

By signing below on behalf of the franchisee hotel name above, I signify that I have read and understand the [Booking.com Property Participation Terms and Conditions](#) and the hotel named above will abide by the terms of the Booking.com Property Participation Terms and Conditions.

Priceline/Agoda.com (auto enrolled program)

Opt-out instructions: Please refer to the form found [here](#).

Ctrip (auto enrolled program)

Opt-Out: Please opt the hotel identified below out of the [Ctrip Participating Hotel Terms and Conditions](#). I understand and agree that by opting-out, the hotel will not participate with or be displayed on Ctrip and its related sites.

***Name:**

***Date:**

I authorize the participation of my hotel in the above rate plans as indicated.
