

Choice Hotels Deploys Web-Based Property Management System To All Domestic Economy Hotels

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Econo Lodge and Rodeway Inn Brands Utilizing choiceADVANTAGE Web-Based Software Solution

Choice Hotels International, Inc. (NYSE: CHH) announced today that it has completed the full deployment of its proprietary Web-based hotel property management system, choiceADVANTAGE, to all Econo Lodge and Rodeway Inn brand hotels. The proprietary choiceADVANTAGE solution provides franchisees with a wealth of features, including revenue management, occupancy demand forecasting, group management, guest tracking and full reporting. The choiceADVANTAGE system's tight integration with the Choice central reservation system helps maximize rate and occupancy yields for Econo Lodge and Rodeway Inn owners.

Currently deployed at over 1,400 Choice brand hotels, the choiceADVANTAGE system is a cost-competitive solution that automates marketing programs and provides detailed guest feedback in a quick and efficient manner. As a pure Web-based solution, the choiceADVANTAGE system allows for greater flexibility in hardware choices and drastically reduces each hotel's investment in on-site computer equipment.

'With these two brands using the choiceADVANTAGE system, Choice is able to support them with the full power of our sales and marketing engine, thus providing more opportunity for our franchisees to improve their revenues, and more importantly, their profits,' said Gary Thomson, chief information officer and senior vice president for Choice Hotels. 'We are always looking for ways we can take our franchisees to the next level by providing them with new services and technologies.'

The information and data provided through the choiceADVANTAGE system is stored in a professionally managed computer data center at the Choice Hotels western corporate location in Phoenix, Arizona. Monitored and managed 24 hours a day, the system data is securely stored and backed up on a regular basis.

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