



Functionality

Reservations

Guest Check-In/Check-Out

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.

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.

Enforcement of Proper Sell Process

The reservation process shows the BAR rate first. If a guest expresses rate resistance, then the hotel employee can ask if the guest is a member of any discount clubs (AAA, AARP, Corporation, etc.). If the guest is not, then the employee can attempt to sell a promo rate.

Multiple Rates on Single Booking

You can accept a reservation that covers more than one rate during the guest's stay.

Recurring Charges Functionality

Automatically charge nightly fees for certain items, such as an in-room safe.

Reserve Special Inventory Requests

Special requests are guest requests for specific inventory amenities not typically standard in rooms, usually cribs and rollaway beds. Reports how many cribs and rollaway beds the property has in its inventory directly to Choice's Central Reservation System (CRS) 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 (i.e., an Arrivals List, a Departures List or an In-house List) the notes you wrote will display in an accompanying column.

Special Requests

Free-form field where users may enter guests' special requests. These will be noted on the Arrivals screen via an icon and marked for the Special Request report.

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 you may occasionally 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 with the IATA number will display on your Travel Agent Invoice (TAI) in ChoiceCentral.

Travel Agent Contact Info

When a valid IATA is entered, the travel agent contact information will automatically be inputted.

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.

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.

View Changes

This is a section in the guest profile where you can make miscellaneous notes related to the guest. When specific reports are run (i.e., an Arrivals List, a Departures List or an In-house List) the notes will display in an accompanying column.

Automatically Change Voucher Status (VC) to Direct Bill (DB) on SRD Bookings

Choice Privileges free-night redemption reservations (SRD) will automatically be converted to

Direct Bill forms of payment.

Multiple Folios on a Reservation

Apply room and tax fees and all incidentals charges to separate folios if the guest desires.

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.

Manage Guest Folios Through Corrections and Adjustments

Folio corrections allow you to make changes to the folio for any same-day transactions. Folio adjustments allow you to make changes to the folio for any previous-day transactions.

Charge Routing

You can move charges from one account to another account. This allows a guest who is paying for multiple rooms to have just one folio. You can route all charges, room and tax only, or just incidental fees to the target folio.

Ability to Store Multiple Forms of Payment

A guest may use multiple forms of payment for his reservation.

Suppress Rate Functionality

This function “hides” the room rate so it does not display on the registration card and automatically posts room and tax fees to a separate “hotel only” folio. The guest will receive an “incidentals only” folio.

Check-In and Check-Out Times Display on Folios

The check-in and check-out times display on the folios (hotel and guest). The times are listed in the hotel’s local time zone.

Express Check-Out Folios

You can print a batch of folios for all qualified guests that are scheduled to depart. The folios will have a zero balance due for guests with an approved credit card guarantee so guests can use it as a receipt without having to check out at the front desk.

Retention of Guest Data via Customer Information System (CIS)

Personal information for a guest who has previously stayed at any Choice hotel is stored in the CIS and can be retrieved quickly.

Company Profiles

Create and Manage Company Profiles

Create a profile for a specific company and track the revenue they generated. You can also create a direct bill for the company at the same time.

Company Data Retention

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 re-negotiating rates for a company.

Direct Bill

Direct Bill as Form of Payment

Easily manage Accounts Receivable. You can select direct bill as a form of payment for a guest and the charge will be moved directly to the company's A/R account. The system will also generate invoices and statements.

Multiple Invoices

Can create multiple invoices for each guest account.

Ability to Email Invoices or Statements

You have the convenience of emailing invoices or statements directly from the system.

Frequent Traveler

Choice Privileges Program Enrollment

When enrolling a guest in Choice Privileges from within choiceADVANTAGE, 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 Flyer Reward Programs

Supports several airline frequent-flyer programs and other frequent traveler programs. Guests will accumulate miles/points for each qualifying stay. Airline miles/points are automatically reconciled on your Travel Agent Invoice (TAI).

Group Functionality

Group Booking Creation and Management

Groups of any size, room configuration, length of stay or rate are limited only by the inventory available at the property during the dates in question.

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.

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 group member calls to reserve a particular room type, a room is picked up from the existing room block and assigned to that guest.

Customized Group Contracts

You can tailor a contract to meet the specific criteria for each group.

Auto Drop-Off Feature for Rooms Not Reserved

Automatically drops rooms from a group block that have not been picked up by the pre-determined cut-off date so they can be released back into the hotel's inventory.

Group Tax Exemption

Can waive certain taxes that are applied to the group fees such as room tax.

Distinguish Group and Guest Guarantees

When a group sets up a room block, the 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.

Group Master “Shoulder” Dates

Allows a group member to arrive or depart on dates outside those set for the group booking and still receive the group contract rate (provided there is at least one stay date in common with the group).

Group Rooming List

Provides easy entry of rooming list names. Multiple name reservations can also be created through the rooming list.

Automatic Group Check-In/Check-Out

Check in or check out multiple group members with one click.

Group Master Charge Routing

You can move 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 automatically.

Group Master Multiple Folios

The ability to create multiple folios for a Group Master. You can create a folio for each type of charge if desired.

Group Folio Corrections/Adjustments

You can correct or adjust Group Master postings quickly and easily.

House Accounts

House Account Management Capability

Manage miscellaneous charges such as admin phone calls, snacks or toiletries.

House Account Contact Information Storage

The ability to store the contact information and address for your house accounts.

House Account Method of Payment Storage

The ability to store the method of payment used on your house accounts.

Housekeeping

Room Maintenance and Management

Easily manage your housekeeping and maintenance departments.

Extended Stay Hotel Cleaning Schedule

You can set the cleaning schedule for all rooms or customize a cleaning schedule for a particular room per guest requests, such as additional cleaning services.

Housekeeper Assignments

You can quickly and efficiently assign groups of rooms to each housekeeper.

Housekeeping Status Management on a Per Room Basis

Immediately update each room's status upon completion of cleaning rather than waiting for housekeepers to turn in reports at the end of the day.

Set Status for Multiple Rooms

Rather than having to change the status of rooms individually, you can update the status for multiple rooms to "clean", "dirty", or "ready" at the same time.

Work Order Creation and Management

Create work orders for room repairs. You can also set rooms to "out of order" status for major repairs to take them out of inventory and prevent them from being sold.

Revenue Management

(Note: properties using Rates Center do not have the Revenue Management module. This functionality is included in Rates Center).

Full Inventory Synchronization with the CRS

Hotel inventory is synchronized between the CRS and choiceADVANTAGE which means that inventory is updated on both systems simultaneously.

Full Rate Synchronization with the CRS

When a rate is set in the CRS, it will automatically synch to the choiceADVANTAGE system. Manage all of your rates in one place.

Synchronization of Minimum Revenue Hurdles with the CRS

Manually set the minimum revenue and the rates will be synchronized with the CRS. You can select the dates, time frame and revenue amount criteria that must be met prior to booking a reservation.

Stay Restriction Synchronization with the CRS

Stay restrictions (CTAs and MLOS) are synchronized with the CRS.

Manage and Synchronize Special Inventory

Keep track of your hotel's special inventory (cribs and rollaway beds). All special inventory information is synchronized between the CRS and choiceADVANTAGE.

Demand Forecast and Revenue Statistics via Automated Revenue Management

Automated Revenue Management helps you 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

Employees (if given the appropriate rights) can override the minimum rate automatically set by the system.

Override Overbooking Levels

Allows you to override the recommended overbooking level.

Control Inventory Through CTA and MLOS

The Closed to Arrival (CTA) or Minimum Length of Stay (MLOS) 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.

Manage “No Show” Reservations

You can use this function to cancel non-guaranteed 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.

View and Track System Performance on a Daily Basis

View the overall number of transactions and response times that have been conducted for all choiceADVANTAGE properties over the past 30 days prior to the current date.

Access Real-Time Hotel Statistics via Quick Statistics

Access all your property's daily activity in one area. With Quick Statistics, your hotel's important information 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 (multiple users per shift), or user ID (each user has their own cash drawer).

View CRS notifications

The CRS periodically sends hotels notifications regarding all transactions through choiceADVANTAGE.

Reports

choiceADVANTAGE offers over 90 reports to help manage your property. The reports are organized by categories (i.e., Accounting, Marketing, Housekeeping).

Configure Text on Select Reports

You can customize select reports to meet your needs -- the Registration Card, Guest Folio Disclaimer, Confirmation Letter, and the Group Contract Terms. (All other reports have specific set formats.)

Report Security

General Managers can specify with greater detail which users are authorized to view certain reports.

Activate/Inactivate Transaction Codes

The ability to activate/inactivate transaction codes according to the needs of the property.

Configure Tax Transaction Codes

The ability to configure tax transaction codes to meet the property requirements.

General

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 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.

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.

Remote Security Access

Allows you to restrict which users can access choiceADVANTAGE remotely.

Travel Agent Invoice Automated Reconciliation and Payment

Travel Agent Invoices (TAI) are compiled in a report on ChoiceCentral. Reservations made via a travel agency go through the CRS with an IATA number. The reservation is added to the invoice after it is checked out of choiceADVANTAGE. (This report is available every Monday.)

Automated Capture and Reporting for Reservation Denials

Canceling a reservation or exiting the reservation process requires users to state the reason why the guest is denying the reservation. This information is compiled in the Denial Tracking Report.

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 do so 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 screen shots, definitions, and functionality steps to accomplish your tasks.

Informative "Hover" Help Feature

When you place the mouse pointer over a particular function ("hover" over it) information about that function will display 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 websites 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 choiceADVANTAGE. Live support is available 24 hours a day, 365 days a year.

AccuWeather Link

Access local weather information with just the click of a button. The information displays on one page which can be printed for guests or displayed at the front desk.

MapQuest Link

Quick access to driving directions and maps.

View Past Night Audit Figures and Reports

Easily view past nights' audit figures and reports. You can view any past date Night Audit Report at any time.

Automated Night Audit Process

The Night Audit can be set to run automatically any time between the hours of midnight and 6 a.m. Even in the event of an emergency, the Night Audit will still process.

Customizable Night Audit Report Package

You can select which reports will be automatically generated with the Night Audit.

Real-Time Corporate Communications on Welcome Page

Various communications from Choice Hotels (i.e., system updates and planned maintenance) are displayed on the choiceADVANTAGE welcome page. This is an easy way for Choice to communicate important information to franchisees. Quick access tabs and menus on this page will take you quickly to other parts of the system.

Quick Access to Choice Proprietary Websites

"Quick Links" offers easy access to Choice websites (such as ChoiceCentral) that management and staff use on a daily basis.

Export Accounting Reports to CSV Format

Export your accounting reports to CSV format (plain-text files). This is useful to properties that have another accounting program for their records.

Supports AMBER Alert™ Program

Hotels will receive an AMBER Alert notification when a child is missing in the surrounding area.

Interfaces



For a list of available interfaces, click [here](#).

Rates Center Functionality with choiceADVANTAGE

Bar Calendar

The calendar gives you a graphical snapshot of what is going on at your property one month at a time with icons that indicate that there is more information available on specific days of the month that may help you make decisions regarding the strategy that you have put in place.

Legend and Icons

- **Stay Controls** -  When illuminated, the icon indicates that there are stay controls active on the day. Clicking on the illuminated icon will show you the specific Selling Limits and Stay Controls that are in place.
- **Overbooking Recommendation** -  When illuminated, the icon indicates that Overbooking Recommendations have been entered via choiceADVANTAGE through the Forecast Overview

- Alert -** When illuminated, the icon indicates that occupancy or sold count alerts have been triggered. The Alert may be configured by clicking on Date in the calendar.
- **BAR Level** – This indicates the current BAR level from which your property is pulling its Best Available Rate. By clicking on the icon, you may change the day's settings for the BAR Level, Property Stay Controls, and Rate Plan Selling Limits and Stay Controls.
 - **Forecast Occupancy** – Expressed in a percentage, this is the anticipated percentage of total rooms in inventory that are going to be occupied on each date.
 - **Actual Occupancy** – Expressed in a percentage, this is the actual percentage of total rooms in inventory that are going to be occupied for each date.
 - **1 – 2 Person Base Rates** – This expresses the actual base rate in effect for the associated room pool.
 - **ADR** – Average Daily Rate as calculated in choiceADVANTAGE.
 - **RevPAR** – Revenue Per Available Room as calculated in choiceADVANTAGE.
 - **Group Block** – Indicates Group Block Not Picked up. The user may click in the field to view detail regarding the group blocks active on the day.
 - **Demand Type** – Indicates the current demand season.

Create Event - Special Events are dates when you will sell higher than normal rates for an event in your area in which high demand is expected for the market. These Special Event rates will override current BAR rates being sold and will be limited to 30 days per calendar year. When creating an event, the user may determine the Base Rate, select allowable Rate Buckets, and implement Selling Limit and Stay Controls.

Range Edit – Allows the user to select a date range in which to effect changes to the property's selling strategy, which may be limited by Day of the Week. The user can make changes regarding the BAR Level, property MLOS, property guarantee and cancel policies, rate plan selling limits, rate plan MLOS, Selling Limit Buckets, and Alerts.

View Triggered Alerts – Allows the user to see all alerts that have been triggered for the property from one page without having to research month-by-month.

Rates Matrix

The rate matrix is the control center of Rates Center. Once you have built all of your rates, this is where you will go to make changes. The rate matrix allows you to view your Base Rate and all rate buckets by rate year and by rate season within a year. Things to keep in mind:

Base Rate will always display.

Displays in the season you are currently in.

Any changes you make to a rate season will affect any rate season within that rate year. For example, if you have 2 high seasons within a rate year and you change

one it changes the other high rate season as well.

Rate bucket column allows you to do a side-by-side comparison of 2 or more rates.

Rate Buckets

A Rate Bucket will group like rate plans into one rate bucket. This will permit you to tie multiple rate plans to one rate bucket, eliminating the need to update individual rates within each rate plan. Rates and award eligibility are configured within a Rate Bucket.

Choice Rate Buckets – These Rate Buckets hold rate plans created and defined by Choice Hotels International. These buckets include mandatory and elective rate plans and adhere to the policies established.

Local Rate Buckets - A Local Rate Bucket is created at your property and holds rates initialized by your property

Fixed Rate - Rates configured are a flat dollar amount

Dollar amount off - Rates configured are a dollar amount off your BAR rate

Percentage off - Rates configured are a percentage off your BAR rate

Fixed Custom Season - Rates configured are a flat dollar amount and follow custom seasons, not the seasons configured on the Rate Season Tab

Rate Plans

Rate plans contain information specifically tied to the marketing of the rate plan.

Information includes:

Qualification information – Qualifications make it possible to add requirements to the Rate Plans eligibility. These include:

- Policies
- Min Age
- Min LOS
- Max LOS
- Min Booking Window
- Max Booking Window
- Check in Requirements
- Booking requirements
- Valid Date Range

Rate Bucket Association – Allows the user to determine the Rate Bucket from which the reservations will derive its rates.

Allowed Booking Channels – Determines the channels that are able to sell the Rate Plan. They are Property Direct, Reservation Sales, Choicehotels.com, Exclude from Reservation Agent, and GDS.

choiceADVANTAGE folio and suppress rate options

Travel agent commission eligibility

Room type exclusions – Determines which Room Types are not available for reservations made with the Rate Plan.

Selling limits – This indicates the Maximum numbers of reservations associated with the Rate Plan on each day.

Room Type Buckets

Room Type Buckets allows the property to group like products together for Rate Configuration.

For example Standard Kings and Standard Non-Smoking Kings are separate room types, but they would both be the same cost, so they can both be in the Standard Room Type Bucket.

Rate Season

Rate Year - A Rate Year represents the year time frame for which rates are configured. When updating or configuring rates you will need to select the Rate Year in which you would like to update.

Rate Season - A Rate Season represents the time frame within the Rate Year for which rates are configured allowing rates to fluctuate based on demand. You will be provided with four Rate Seasons per Rate Year (High, Mid, Low, Other) that may be used multiple times throughout the year.

Midweek / Weekend Rates - By selecting the option to divide rates between Midweek/Weekend, you will be provided with additional sections within the rate matrix to offer rates that differ from Midweek to Weekend. If your property does not offer different rates on the Midweek vs. Weekend, you will NOT select this option.

