

CHO 0394 FEBRUARY USPN

SL: February Account Status + Benefits for Golf Lovers!

PH: Plus, important news regarding flying in 2020.

SL: February Account Status + Are You Flying in 2020?

PH: Plus, check out our new benefits for golf lovers!

Feedback Callout

Hello [FName]! Below you'll find Choice Privileges® exclusive deals from our travel partners and more ways to earn and redeem points.

As we start 2020, we'd love to hear from you and learn how we can improve this message to best serve our members.

CTA: Please click here to share your thoughts with us.

AMR Hero

~~alt tag: Enter to win an all-inclusive vacation~~

~~Headline: YOU COULD WIN A TRIP TO PARADISE~~

~~Copy: Enter to win a stay at a luxury all-inclusive resort located in Mexico, Central America, or the Caribbean.¹ Winners selected weekly until April 21, 2020!~~

~~CTA: ENTER TO WIN~~

Elite Gift Cards Module

~~alt tag: Elite members save 25% on gift cards~~

~~Headline: ELITE MEMBERS CAN NOW SAVE ON GIFT CARDS~~

~~Headline: 25% Off Select Gift Cards*~~

~~Show Darden, Panera, Bass Pro Shops, and Hulu gift cards~~

~~Copy: We're excited to announce this new Choice Privileges® perk! **Elite members can now save 25% on a rotating selection of gift cards** from our favorite brands, restaurants, and more.~~

~~CTA: SAVE ON GIFT CARDS~~

~~<https://www.choicehotels.com/choice-privileges/redeem-points/rewards>~~

Golf Module

alt tag: Introducing Golf by Choice

Headline: Introducing Golf By Choice

Bubble: JUST LAUNCHED

Copy: Earn and redeem points on the green with Golf by Choice! Shop golf merchandise and experiences, including clubs, shoes, tee times and more.

CTA: Explore Golf by Choice

Vinesse Module

alt tag: Earn 700 points on wine gifts

Headline: DRINK, SIP, AND EARN

Copy: Who doesn't love wine? Earn up to 700 points on the very best Valentine's Day wine gifts for your loved ones.

CTA: SHOP WINE GIFTS

Use 0341 CPV - REMOVE CARDHOLDER BLADE

Travel Tip

alt tag: Flight security changes are coming in 2020

Headline: Travel Tip: Flight Security Changes in 2020

Subheadline: Update to a REAL ID in 2020

Copy: Starting in October 2020, you will need a REAL ID to pass through airport security.

Check below for frequently asked questions, including, "What is a REAL ID?"

CTA: LEARN MORE

<https://www.dhs.gov/real-id-frequently-asked-questions>

Sleep Inn Module

alt tag: Find a happy night's rest at Sleep Inn

Headline: Wake Up Refreshed at Sleep Inn®

Copy: Find a happy night's rest in your own serene, stylish sanctuary at Sleep Inn. With rooms inspired by nature and free amenities, including hot breakfast and WiFi, you'll find the perfect place to refresh and relax.

CTA: BOOK NOW

<https://www.choicehotels.com/sleep-inn>

New Hotel Openings

Cambria Hotel Downtown Phoenix Convention Center AZ USA

<https://www.choicehotels.com/arizona/phoenix/cambria-hotels/az474>

Comfort Inn & Suites Patriots Point– Pleasant SC USA

<https://www.choicehotels.com/south-carolina/mount-pleasant/comfort-inn-hotels/sc064>

Quality Inn – Wilmington NC USA

<https://www.choicehotels.com/north-carolina/wilmington/quality-inn-hotels/nc881>

Rodeway Inn Blackwell– Blackwell OK USA

<https://www.choicehotels.com/oklahoma/blackwell/rodeway-inn-hotels/ok416>

Econo Lodge Flagstaff Route 66– Flagstaff AZ

<https://www.choicehotels.com/arizona/flagstaff/econo-lodge-hotels/az499>