

CHO 0300 JUNE CNPN

SL: [##EXC_display_first_name##, your][Your]June Account Status and Last Chance for Gift Cards

PH: Plus, other special offers and destinations you shouldn't miss!

Version One

Hero Module Non-Registered

alt tag: choice privileges summer gift card promo

Headline: Don't Miss Out on Gift Cards!

Copy: [##EXC_display_first_name##, register][Register]today to start earning gift cards on your summer travel! Make two separate, qualifying stays and **you can earn enough points to redeem for a \$50 gift card.**

CTA: Register Now

Hero Module Registered

alt tag: choice privileges summer gift card promo

Headline: Don't Miss Out on Gift Cards!

Copy: [##EXC_display_first_name##, book][Book]today to start earning gift cards on your summer travel! Make two separate, qualifying stays and **you can earn enough points to redeem for a \$50 gift card.**

CTA: Book Now

Hero Module Already Earned

alt tag: choice privileges summer gift card promo

Headline: Your Summer Earning Doesn't Have to Stop Yet!

Copy: [##EXC_display_first_name##, you]You know the drill! Book today to **earn another free \$50 gift card with every 2 summer stays through August 9, 2019.**

CTA: Book Now

CP Message 1 Latin America

alt tag: Choice Hotels Latin America

Banner Headline: NOW ANNOUNCING

Headline: Earn Double Points in Latin America

Copy: **Choice Privileges® members register and earn 2X POINTS on select Choice Hotels® properties through December 31, 2019!** From Bogotá to Quito, there's a summer vacation waiting for you.

CTA: Register to Earn

Copy: Clarion® Hotel Bogotá Plaza

CTA: Register to Earn

<https://www.choicehotels.com/colombia/bogota/clarion-hotels/cb002>

alt tag: Choice Hotels Bogotá

Copy: San Jose De Puenbo Quito Airport, An Ascend Hotel Collection® Member

CTA: Register to Earn

<https://www.choicehotels.com/ecuador/quito/ascend-hotels/ec001>

alt tag: Choice Hotels Quito

Copy: Grand Hotel Guayaquil, An Ascend Hotel Collection® Member

CTA: Register to Earn

<https://www.choicehotels.com/ecuador/guayaquil/ascend-hotels/ec002>

alt tag: Choice Hotels Guayaquil

CP Message 2 Mobile App

alt tag: Choice Hotels mobile app rewards

Headline: Redeem Rewards on the Go

Copy: You're always on the go—and so are your rewards. With the Choice Hotels® mobile app, you can manage your reservation, redeem rewards, and more—all from the palm of your hand.

CTA Download: Download the App

CTA Already Has App: Explore the App

Brand Education

alt tag: dream better at sleep inn

Headline: Sleep Inn®

Subheadline: Dream Better Here®

Copy: At Sleep Inn, you'll find a stylish sanctuary designed for a happy night's rest. Add in amenities—like hot breakfast and WiFi—and you'll discover a relaxing and refreshing stay.

CTA: Book Now

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

Partner Message

alt tag: choice privileges online mall father's day offers

Headline: Earn Double Points

Subheadline: Treat Dad to What He Really Wants!

Copy: Earn Choice Privileges® bonus points when you register a card to shop in-store at U.S. Polo Assn. through June 16, 2019, and online at Apple & American Eagle Outfitters through June 30, 2019. See site for store terms.

CTA: Shop Now

Hotel Feature

alt tag: new ascend hotel collection hotel belmont

Maybe do that map location icon with "Vancouver" above the headline so that people know right away where it is?

Headline: Discover the Fun and Vibrant Hotel Belmont

Copy: Enjoy a boutique hotel experience at the first ever Ascend Hotel Collection® member in Vancouver, BC. This modern hotel breathes new life into a century-old landmark, featuring VIP rooms, multiple bars, including two full-service lounges, and personalized services such as luggage assistance, concierge service, and a vintage house car service.

CTA: Book Hotel Belmont

<https://www.choicehotels.com/british-columbia/vancouver/ascend-hotels/cn393>

Travel Top 6 Destination Content

alt tag: travel to sault ste. marie

Headline: Experience the Eclectic: Sault Ste. Marie

Copy: Step back in time in Sault Ste. Marie, one of the oldest settlements in North America. From quirky museums to exhilarating outdoor excursions, your one of a kind getaway is waiting on the St. Mary's River.

CTA: Explore Sault Ste. Marie

New Hotel Openings

Infinity Hotel SF, An Ascend Hotel Collection Member – San Francisco, CA

<https://www.choicehotels.com/california/san-francisco/ascend-hotels/cab17>

Comfort Inn & Suites – Jamaica, NY

<https://www.choicehotels.com/new-york/jamaica/comfort-inn-hotels/ny731>

Sleep Inn & Suites Tampa South – Tampa, FL

<https://www.choicehotels.com/florida/tampa/sleep-inn-hotels/fld69>

Comfort Suites Humble Houston at Beltway 8 – Humble, TX

<https://www.choicehotels.com/texas/humble/comfort-suites-hotels/txh47>

Quality Inn – Jamaica, NY

<https://www.choicehotels.com/new-york/jamaica/quality-inn-hotels/ny681>