

CHO 0345 OCTOBER LAPN

SL: [##EXC_display_first_name##,]Your October Account Status

PH: Plus, plan your long weekend getaway to Mexico City today!

SL: Your October Account Status + FREE NIGHTS!

PH: [##EXC_display_first_name##, where][Where]in the world will Choice Hotels take you next?

Hero Module Fall Promo

Register

alt tag: Fall free night promo

Hero Image: ONE STAY
TWO STAYS
FREE STAY!

Headline: DON'T MISS OUT ON FREE NIGHTS...

Subheadline: Register Today to Start Earning

Copy: [##EXC_display_first_name##, register][Register]today and every two separate, qualifying stays through **November 8, 2019** will earn you enough points to redeem for a free night at over 1,000 Choice Hotels® properties.

CTA: Register Today

Book

alt tag: Fall free night promo

Hero Image: ONE STAY
TWO STAYS
FREE STAY!

Headline: DON'T MISS OUT ON FREE NIGHTS...

Subheadline: Book Today to Start Earning

Copy: [##EXC_display_first_name##, book][Book]today and every two separate, qualifying stays through **November 8, 2019** will earn you enough points to redeem for a free night at over 1,000 Choice Hotels® properties.

CTA: Book Today

Holiday Travel Reminder

alt tag: revolution day travel

Headline: Book Your Long Weekend Escape

Bubble: Revolution Day | November 18

Copy: Your next long weekend is just around the corner! Book your Revolution Day getaway today and explore the food scene in Mexico City, the history of tequila in Jalisco, or the architecture of Querétaro.

CTA: Book Now

Special Hotel Promotion

alt tag: bonus point offer at Thousand Hills

Headline: Discover Luxury at Thousand Hills

Bubble: Earn 500 Bonus Points

Copy: Enjoy the famous Branson sights and attractions when you stay at a luxurious and centrally located Thousand Hills rental. Plus, **stay 3 nights or more and you'll earn an additional 500 bonus points.**

CTA: Book Now

New Hotel Spotlight

alt tag: Sleep Inn Ciudad de Mexico Cuajimpala

Headline: Sleep Inn® Ciudad de Mexico Cuajimpala

Bubble: Free Breakfast & Free Wifi

Copy: Spend your day exploring the nearby Santa Fe Center, then settle in for a relaxing night's sleep. You'll go to bed knowing that a great day and free coffee are ready to greet you in the morning.

CTA: Book Now

<https://www.choicehotels.com/mexico/cuajimalpa-de-morelos/sleep-inn-hotels/mx108>

Choice Hotels Around the Globe

alt tag: explore 7,000 Choice Hotels properties worldwide

Headline: Wanderlust is Waiting at Choice Hotels...

Bubble: 7,000+ Properties Worldwide

Copy: Did you know that Choice Hotels has over 7,000 properties across Canada, the United States, Europe, Latin America, and Australia? Yes, that means you can earn and redeem Choice Privileges® points while checking another country off your **list.²**

CTA: Explore Choice

²At participating locations. For Choice Privileges details, see <https://www.choicehotels.com/choice-privileges/rules-regulations>.

Casa Mora Kalma Module

alt tag: explore Casa Mora Kalma in Playa del Carmen

Headline: Casa Mora Kalma by Econo Lodge®

Subheadline: Enjoy an Authentic Experience in Playa del Carmen

Copy: Treat yourself to a unique stay just steps from the beach in Playa del Carmen, Mexico. You'll find a great rate *and* amazing amenities, including free WiFi, free parking, and a pool.

CTA: Book Now

New Hotel Openings

Cambria Hotel Bettendorf – Quad Cities

<https://www.choicehotels.com/iowa/bettendorf/cambria-hotels/ia268>

Comfort Inn & Suites – Rock Hill, SC USA

<https://www.choicehotels.com/south-carolina/rock-hill/comfort-inn-hotels/sc546>

Comfort Inn & Suites – North Platte, NE USA

<https://www.choicehotels.com/nebraska/north-platte/comfort-inn-hotels/ne177>

Mainstay Suites – Columbus, OH USA

<https://www.choicehotels.com/ohio/columbus/mainstay-hotels/oh778>

Econo Lodge – Houston, TX USA

<https://www.choicehotels.com/texas/houston/econo-lodge-hotels/txj51>