

9018 PSTY

CP

SL: ATTN: [##EXC_display_first_name##,]You Earned Major Points on Your Recent Stay

PH: Are you keeping track of all the rewards you're earning?

SL: Hey[##EXC_display_first_name##,]You're Racking up the Rewards!

PH: You've earned [XXXX] points on your most recent stay.

SL: Confirmed: Your New Points Balance

PH: Did you know you earn points and rewards each time you stay with us?

SL: Re: Your Most Recent Stay + [XXXX] Points ADDED to YOUR Account

PH: We can't wait to welcome you to Choice Hotels® again soon!

NON CP

SL: Thank You for Staying With Us[, ##EXC_display_first_name##]

PH: We can't wait to welcome you to Choice Hotels® again soon!

SL: [##EXC_display_first_name##,]Thanks for Staying With Us in [City]!

PH: Join Choice Privileges Rewards to start earning points and perks

Headline: [##EXC_display_first_name##, thank][Thank]you for staying with us at:

AUTOMATICALLY POPULATES

Option 1:

Copy: As a thank you for your loyalty, you'll **receive [%] off your next stay** when you book from this email by xx/xx/xxxx.

Option 2:

Headline: We Appreciate Your Loyalty

Copy: We know you have a lot of options when it comes to where you choose to stay. To show our thanks, you'll **receive [%] off your next stay** when you book from this email by xx/xx/xxxx.*

CTA: BOOK NOW & SAVE >

Below you'll find the details of your stay and the membership benefits you received. We hope to see you again soon!

Secondary Module

Headline: Details of Your Stay:

Copy:

Reservation #

Rate Plan Booked: [Friends & Family Rate, Best Available Rate, Member Rate, Advanced Purchase Rate, etc]

Room Type:

Amount Paid:

If you need a copy of your hotel stay information, please log in to your [Choice Privileges online account](#) to download, or call XXX-XXX-XXXX.

Membership Benefits Earned Module (CP Eligible)

Headline: Your Membership Benefits Earned

Copy:

Base Points:

Promotion Points:

Your Extras Reward Bonus Points:

Choice Privileges Visa Card Bonus Points:

Total Points Earned:

Your New Points Balance:

Total Nights Stayed:

- You need to stay X more nights this year to reach XYZ Elite Status.

Your Extras Reward:

Coffee gift cards, Amazon.com credit and Uber trip discounts: After you check in, we'll send your coffee gift card, Amazon.com credit or Uber trip discount to the email address associated with your Choice Privileges account. Please call XXX-XXX-XXXX if you do not receive an email with your reward redemption code.

Choice Privileges Points: You'll receive points in your account within 72 hours of checkout.
Airline miles: Miles will appear in your selected airline account 4-6 weeks after checkout.

Fuel Rewards Savings: Savings will be deposited into your Fuel Rewards account after check-in, and you will receive an email confirming that the credit has been deposited. Please call XXX-XXX-XXXX if you do not receive an email with your reward redemption code.

~~You should receive a separate email with Your Extras Reward redemptions code. Please call XXX-XXX-XXXX if you do not receive an email with your reward redemption code.~~

[To our loyal Choice Privileges members:

Please note, you do not earn Choice Privileges points for:

- Rooms booked at rates below \$40 per night
- Complimentary rooms, which include rooms booked with Choice Privileges Points
- Rooms paid for as part of a convention or meeting
- Rooms booked through a travel agent or third party online retailer as part of pre-paid wholesale rates, wholesale packages or senior tours

Rooms booked through third party online retailers such as Expedia.com, Orbitz.com, Travelocity.com, Booking.com, Priceline.com, etc., are not eligible for points or Elite night credit.]

Ready to Book Module

Headline: Ready to book another stay?

CTA: BOOK AGAIN >

Ready to Book Non-Eligible Module

Headline: Ready to book another stay?

Copy: Book on ChoiceHotels.com or on our mobile app to receive a [% discount] and earn points on a future stay with us. Book by XX/XX/XXXX and stay by XX/XX/XXXX.*

CTA: BOOK TO SAVE & EARN >

Ready to Book Eligible Module

Headline: Ready to book another stay?

Copy: Be sure to book your next stay on ChoiceHotels.com or on our mobile app to earn more points on a future stay with us. We look forward to seeing you soon!

CTA: BOOK AGAIN >

Headline: Join Now & Save on Your Next Stay

Copy: [Version A] As a token of appreciation for your business, we'd like to offer you a [15%] discount on your next stay if you join the Choice Privileges rewards program and book your next stay by XX/XX/XXXX. Stays must be completed by XX/XX/XXXX.*

CTA: JOIN NOW & SAVE >

Copy: [Version B] Become a member of the Choice Privileges rewards program and get access to exclusive member rates, instant rewards at check-in and points for future stays.

CTA: JOIN NOW & SAVE >

Non Choice Privileges Marketing

Headline: [Fname],

Thank you for staying with us at

AUTOMATICALLY POPULATES

Copy: We know you have a lot of options when it comes to where you choose to stay and we want you to know that we appreciate your business. Below you'll find the details of your stay. We hope to see you again soon!

Secondary Module

Headline: Details of Your Stay:

Copy:

Reservation #

Rate Plan Booked: [Friends & Family Rate, Best Available Rate, Member Rate, Advanced Purchase Rate, etc]

Room Type:

Amount Paid:

If you need a copy of your hotel stay information, please call XXX-XXX-XXXX.

Ready to Book Module

Headline: Ready to book another stay?

CTA: BOOK AGAIN >

Headline: Join Now & Save on Your Next Stay

Copy: [Version A] As a token of appreciation for your business, we'd like to offer you a [15%] discount on your next stay if you join the Choice Privileges rewards program and book your next stay by XX/XX/XXXX. Stays must be completed by XX/XX/XXXX.

CTA: JOIN NOW & SAVE >

Copy: [Version B] Become a member of the Choice Privileges rewards program and earn access to our members only rate, instant rewards at check-in and points for future stays.

CTA: JOIN NOW & SAVE >

Non Choice Privileges Transactional

Headline: [Fname],

Thank you for staying with us at

AUTOMATICALLY POPULATES

Copy: We know you have a lot of options when it comes to where you choose to stay and we want you to know that we appreciate your business. Below you'll find the details of your stay. We hope to see you again soon!

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Headline: Details of Your Stay:

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Reservation #

Rate Plan Booked: [Friends & Family Rate, Best Available Rate, Member Rate, Advanced Purchase Rate, etc]

Room Type:

Amount Paid:

If you need a copy of your hotel stay information, please call XXX-XXX-XXXX.

Ready to Book Module

Headline: Ready to book another stay?

CTA: BOOK AGAIN >

Choice Privileges Marketing

Headline: [Fname],

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AUTOMATICALLY POPULATES

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Choice Privileges Transactional

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AUTOMATICALLY POPULATES

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Room Type:

Amount Paid:

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Membership Benefits Earned Module

Headline: Your Membership Benefits Earned

Copy:

Base points:

Promotion points:

Your Extras Instant Reward bonus points:

Choice Privileges Visa Card bonus points:

Total points earned:

Your New Points Balance:

Total Nights Stayed:

You need to stay X more nights this year to reach XYZ elite status.

Your Extras Instant Reward:

You should receive a separate email with Your Extras Instant Reward redemptions code. Please call XXX-XXX-XXXX if you do not receive an email with your reward redemption code.

Ready to Book Module

Headline: Ready to book another stay?

CTA: BOOK AGAIN >

Choice Privileges Marketing

Headline: [Fname],

Thank you for staying with us at

AUTOMATICALLY POPULATES

Copy: We know you have a lot of options when it comes to where you choose to stay and we want you to know that we appreciate your business and your loyalty. Below you'll find the details of your stay and the membership benefits you received. We hope to see you again soon!

Secondary Module

Headline: Details of Your Stay:

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Reservation #

Rate Plan Booked: [Friends & Family Rate, Best Available Rate, Member Rate, Advanced Purchase Rate, etc]

Room Type:

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Your New Points Balance:

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Ready to Book Non-Eligible Module

Headline: Ready to book another stay?

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CTA: BOOK TO SAVE & EARN >

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CTA: BOOK AGAIN >