

CHO 0308 JULY USPN

SL: [##EXC_display_first_name##'s][Your]Exclusive July Offers and Current Account Status

PH: Plus, don't miss out on your last chance for free gift cards!

Program Message

alt tag: Choice Hotels hotel redemption options

16,000 +

Headline: [##EXC_display_first_name##, you've][You've]got points. [XX,XXX] points to be exact!

Copy: Thinking about your next vacation? **Don't forget you have points to use toward a free night!*** And, with this many points to spend, we have some brands we think you should check out. Free nights await—book today!

CTA: Book My Free Night

Hotel Name: Vacation Rentals®

Copy: Reconnect with what matters at your home away from home.

Hotel Name: Cambria® Hotels

Copy: Enjoy little indulgences and tech-savvy amenities that let you #TravelLikeABoss.

Hotel Name: Comfort Inn® Hotels

Copy: Be at your best when you get everything you need, wherever you want to go.

6,000-15,999 pts

Headline: [##EXC_display_first_name##, you've][You've]got points. [XX,XXX] points to be exact!

Copy: Thinking about your next vacation? **Don't forget you have points to use toward a free night!*** And, with this many points to spend, we have some brands we think you should check out.

Not enough points to book a free night outright? Use Points Plus Cash to book today!

CTA: Book My Free Night

Hotel Name: Cambria® Hotels

Copy: Enjoy little indulgences and tech-savvy amenities that let you #TravelLikeABoss.

Hotel Name: Comfort Inn® Hotels

Copy: Be at your best when you get everything you need, wherever you want to go.

Hotel Name: Ascend Hotel Collection®

Copy: Kick back and let the destination reach you for a special, one-of-a-kind stay.

Promo Module

alt tag: Choice Privileges gift card promotion

Non-Registered Version

Hero Module

Headline: Don't Miss Out on Gift Cards!

Copy: [##EXC_display_first_name##, **register**][**Register**]today to earn a free \$50 gift card with every 2 separate, qualifying stays through August 9, 2019.

CTA: Register Now

Registered Version

Hero Module

Headline: Don't Miss Out on Gift Cards!

Copy: [##EXC_display_first_name##, **book**][**Book**]today to earn a free \$50 gift card with every 2 separate, qualifying stays through August 9, 2019.

CTA: Book Now

Already Earned Version

Hero Module

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 separate, qualifying stays through August 9, 2019.**

CTA: Book Now

Brand Education

alt tag: Econo Lodge Easy Escape Sweepstakes

Eyebrow or Banner Headline: ENTER TODAY

Econo Lodge® Easy Escape Contest

Headline: Go Fishing with Justin Lucas

Sub-headline: Enter for a chance to win² the **ultimate fishing experience on Smith Lake, AL with the 2018 Angler of the Year Justin Lucas!** The lucky winner and their guest will also get a 2-night Econo Lodge stay, airfare, and car rental. Entries close on September 5, 2019.

CTA: Take Me Fishing

CPV Module

alt tag: Choice Privileges Visa Signature Card offer
Acquisition Offer

Hero Headline: LIMITED-TIME OFFER

Earn 50,000 Bonus Points

Subheadline: THAT'S UP TO 6 FREE NIGHTS

Under Card: Apply by August 31, 2019.

Copy: [##EXC_display_first_name##, earn][Earn]up to 50,000 bonus points when you sign up for the Choice Privileges® Visa Signature® Card.†

Small Copy: When you spend \$1,000 on purchases in the first 90 days after account opening.

CTA: NEXT STEP: APPLY >

Spend Message *Use previously approved creative*

Hotel Spotlight

alt tag: Cambria Hotel Charleston South Carolina

Save at Cambria(R) Hotel Charleston Riverview(add superscript 4 here)

Enjoy 15% off a stay just minutes from historic downtown Charleston, South Carolina.

Don't delay! This offer is only valid on stays through July 31, 2019! (JB-completed)

Callout: Save 15%—Limited-Time Only!

Headline: Save at Cambria® Hotel Charleston Riverview⁴

Copy: Enjoy 15% off a stay just minutes from historic downtown Charleston, South Carolina. Book now! This offer is only valid on stays through July 31, 2019!

CTA: Book Your Low Country Stay

CTA: Shrimp and Grits are Calling

CTA: Wander Rainbow Row

<https://www.choicehotels.com/south-carolina/charleston/cambria-hotels/sc530>

Banner Callout

Headline: Start Planning Your Charleston Itinerary...

Copy: Whether you're a history buff, a foodie, or a photog looking for the perfect shot, there's a Charleston walking tour sure to peak your interest.

CTA: Explore the Cobblestone Streets

<https://www.choicehotels.com/south-carolina/charleston/walking-tours>

Beaufort Module

alt tag: free breakfast at hotel beaufort

Banner: Introducing Our Newest Ascend Hotel

Headline: Experience Coastal North Carolina Elegance

Callout: Earn 3,000 Bonus Points/Night!

Copy:

Be one of the first to experience the Beaufort Hotel NC, an Ascend Hotel Collection® Member. Discover the hidden gems of Beaufort on your unforgettable Southern Outer Banks trip.

Plus, we'll make your stay even more rewarding with an additional 3,000 Choice Privileges® points per night (max. 12,000 points*) and a signature canvas welcome bag upon arrival.

CTA: Book Beaufort

<https://www.choicehotels.com/north-carolina/beaufort/ascend-hotels/nc856>

Mobile App Promo 3X

alt tag: Choice Hotels Mobile App Promo

Headline: Earn 3X Points on Summer Travel!

Callout: Earn 3X Points!

Copy: Earn **3X POINTS** on your summer travel when you book direct on the Choice Hotels® mobile app. Offer valid on completed stays through July 31, 2019.⁶

CTA: Open the Mobile App

CTA: Download the Mobile App

Mobile App Promo 5X

alt tag: Choice Hotels Mobile App Promo

Headline: Earn 5X Points on Summer Travel!

Callout: Earn 5X Points!

Copy: Earn **5X POINTS** on your summer travel when you book direct on the Choice Hotels® mobile app. Offer valid on completed stays through July 31, 2019.⁶

CTA: Open the Mobile App

CTA: Download the Mobile App

Partner Offer: Bluegreen

alt tag: Bluegreen Vacations resort offer

Eyebrow or Banner Headline: MAKE MEMORIES WITH BLUEGREEN

Callout: Limited-Time Vacation Offers

Headline: 3 Days/2 Nights Only \$199! Plus get XX,XXX Choice Privileges Points!⁷

Copy: Make memories with Bluegreen. Choose from 8 family-friendly resorts through July 31, 2019.

CTA: Explore Bluegreen

Wisconsin Dells, WI (Christmas Mountain Village)

Myrtle Beach, SC (Harbour Lights)

Peoria, AZ (Cibola Vista)

Orlando, FL (The Fountains)

Las Vegas, NV (Club 36)

Williamsburg, VA (Patrick Henry Square)

Gatlinburg, TN (MountainLoft)

St Augustine, FL (Grand Villas)

WTH Module

alt tag: Cruises for Choice Privileges 2X Points

Headline: Set Sail and Earn 2X Points

Callout: EARN DOUBLE POINTS ON A CRUISE!

Copy: : [##EXC_display_first_name##, members][Members]earn 2X points—that's 10 points per \$1 spent!—on Cruises for Choice Privileges® sailings. Valid on new 3+ night sailings between June 20 and July 19, 2019, for travel before December 31, 2019.⁸

CTA: Cruise into 2X Points

https://www.choiceprivilegescruises.com/?utm_medium=partner_email&utm_source=choicededicated&utm_campaign=20190624&utm_content=jun_solo_2x

New Hotel Openings

Beaufort Hotel NC, An Ascend Hotel Collection Member — Beaufort, NC

<https://www.choicehotels.com/north-carolina/beaufort/ascend-hotels/nc856>

Traditions Hotel & Spa, An Ascend Hotel Collection Member – Johnson City, NY

<https://www.choicehotels.com/new-york/johnson-city/ascend-hotels/ny709>

Comfort Inn – Tonopah, NV

<https://www.choicehotels.com/nevada/tonopah/comfort-inn-hotels/nv117>

Somerset Lofts, An Ascend Hotel Collection Member – Somerset, NJ

<https://www.choicehotels.com/new-jersey/somerset/ascend-hotels/nj162>

The Grand Hotel, An Ascend Hotel Collection Member – Frisco, CO

<https://www.choicehotels.com/colorado/frisco/ascend-hotels/co252>