

# CHOICE HOTELS OWNERS — COUNCIL —

## From the Desk of Tripp Lowe, Clarion Committee Chair

Hello, from the Clarion Brand!

The New look & feel for the Clarion brand was shared at Convention.

Choice announced a new look for the Clarion brand, as this will be the first update in over 5 years. It tested very successfully with all of our key audiences: leisure & business travelers and meeting planners, increasing intent to stay & willingness to pay more. It brings our brand promise of Get Together Here to life in a meaningful and fresh way.

Its Bold pattern and bright colors brought together and will be eye-catching and memorable. The circles in the pattern represent connection and can be used in different ways, from the central focus of an image to a more subtle background element. Designed to be distinctive, the use of this bold pattern stands out from the comp set. The vibrant, different feel has the potential to resonate with new consumers of different ages. The brand team will be applying this across all on-property touchpoints and Smart-Marketing over the next few months and it's expected to be in all hotels by March 1, 2019. More information to come later this summer.

Choice also implemented "Basics Done Better" since LTR on the brand has been declining over the past year. Condition & Cleanliness are a key driver, as GIS scores on those have also been declining. The declining scores need to be addressed. "Basics Done Better" has an array of tools to address these challenges. Included in these tools are the recently updated Room Condition materials & website along with new Room Condition training modules that just launched on Choice U. The Odor Elimination program that was launched for Quality last summer will now be required across all brands. The 450 Quality hotels that completed the modules last year have had great results, as they saw cumulative OCR (GIS) scores increase by +20bps, from 7.62 to 7.82 in just 5 months after taking the training. New Housekeeping training modules will be coming later this year, and they'll be required as well. There will be changes to the QA Condition Inspection scoring also coming later this year.

