

# Choice Hotels installs choiceADVANTAGE property management system in UK

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Choice Hotels Europe, the company behind the Comfort, Quality and Clarion brands, has announced that it has deployed choiceADVANTAGE, its cloud-based hotel property management system (PMS), so far in 20% of its UK hotel network.

choiceADVANTAGE (<http://www.choiceadvantage.com/>) is available to hotel owners who own and operate Choice-branded hotels under franchise agreement. The user-friendly solution provides franchisees with unparalleled advanced hotel management functionality including efficient guest servicing and sophisticated revenue management. As cloud-based software, the system is also accessible from any computer that offers Internet access.

choiceADVANTAGE requires a minimal initial investment for franchisees, since it eliminates the need to purchase, store and maintain the costly infrastructure and hardware typically associated with traditional property management systems.

The lower total cost of ownership for choiceADVANTAGE continues to be an attractive element of the overall value proposition that Choice Hotels offers to its franchisees. Choice Hotels Europe holds full membership of the British Franchise Association and is a pure franchisor operating in the hotel sector.

Duncan Berry, CEO, UK, Choice Hotels Europe, said: "From the moment a reservation is made through check out and even after a stay, choiceADVANTAGE provides our franchisees with a fully integrated solution to manage guest interaction at every stage. General Managers using it tell us they like the ability to access it remotely so they know exactly what's going on at their hotel at all times. Given how it automates several hotel processes front office personnel are also being freed-up to provide additional customer service."

Garth Powell, General Manager, Quality Hotel Plymouth (<http://www.choicehotelsuk.co.uk/en/quality-hotel-gb149>), said: "choiceADVANTAGE offers an hotelier superb value for money, minimal on-going maintenance costs, and most importantly, it's fabulously simple to operate. It has been cleverly designed to do exactly what hoteliers need it to in order to run a hotel efficiently and productively."

Elsheikh Shein, General Manager, Comfort Inn Hyde Park (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb182>), commented: "I really like that I can access choiceADVANTAGE remotely which means wherever I am I know exactly what's going on at the hotel."

choiceADVANTAGE has just been installed at its 5,000th hotel property the Comfort Hotel De L'Europe of Saint Nazaire, France and is currently in operation among properties in the U.K, including the Clarion Collection Hotel in Birmingham ([http://www.choicehotelsuk.co.uk/en/clarion\\_collection-hotel-gb606](http://www.choicehotelsuk.co.uk/en/clarion_collection-hotel-gb606)), and hotels in the U.S., Canada, Mexico, France, Australia, and New Zealand. Plans to continue to introduce the software in Choice Hotels brand properties across other European countries are in process.

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#### About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,100 hotels, representing more than 490,000 rooms, in the United States and more than 30 other countries and territories. As of September 30, 2011, 430 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 35,000 rooms, and 94 hotels, representing approximately 8,700 rooms, were under construction, awaiting conversion or approved for development in more than 20 other countries and territories. The company's Comfort Inn (<http://www.choicehotelsuk.co.uk/en/about-choice/comfort>), Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travellers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

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