

## Choice Hotels International

- World's second largest hotel company
- Presence in 49 states, the District of Columbia and 40 countries and territories outside the U.S.
- 4593 domestic U.S. locations open; 992 under development
- 1115 international locations open; 104 under development
- Choice Hotels International franchises 5708 hotels, representing 463,665 rooms open worldwide
- Over 73 million domestically occupied room nights annually

# RTV Choice Hotels Program Information Packet



C H O I C E H O T E L S I N T E R N A T I O N A L



## What is the Choice Hotels International Preferred Vendor Program?

**R**TV, Inc. has established a qualified vendor status with Choice Hotels International. This relationship allows our qualified full-service dealers to participate in the program and provide their virtual tour and professional photography services to individual owners of franchised hotels throughout the United States. RTV full-service dealers must meet certain requirements before they are able to participate in this new program.

The RTV/Choice Hotels International Preferred Vendors Program is highly selective. All Choice Hotels International orders are processed through RTV's Tour Track department and are dispatched only to Full-Service dealers that have met RTV/Choice Hotels International qualifications as set forth in this information packet.

Full-service RTV dealers that apply and qualify to participate in this program can provide high resolution photography and virtual tour services to Choice Hotel International properties in their geographic area.

**Not all dealers will qualify.** Please read all of the information in this packet to find out more about specific requirements and how to apply for Choice Hotels International approved program status through RTV, Inc.



## Brands

- Comfort Inn
- Comfort Suites
- Quality Inn
- Sleep Inn
- Clarion
- Cambria Suites
- Suburban
- Econolodge
- Rodeway Inn

## Locations

- United States
- Caribbean
- Canada
- Central & South America
- Europe
- Middle East
- Asia & Pacific
- Mexico

## Travel Professionals

- Group and Meeting Travel
- Group Travel
- Meetings
- Events
- Sports Travel

## Choice Rewards

- Choice Privileges
- Airline Rewards

# Qualification Requirements



**F**ull-service RTV dealers **MUST** meet the following requirements in order to apply for the Choice Hotels International photography program through RTV:

- Must be an established full-service dealer for a minimum of three months
- Must have produced a minimum of 10 tours within the past 12 months.
- Must be Tour Track qualified with sufficient Tour Track experience: if you are not sure, please send an email to [Jacque@realtourvision.com](mailto:Jacque@realtourvision.com) and ask.
- Must have a Digital SLR camera with minimum 6.3 megapixels and able to produce high quality professional still photography for print purposes at least 3000 pixels wide.
- Have business liability insurance, including personal injury liability, with a minimum combined single limit of \$1,000,000 for each occurrence of bodily injury, death, or property damage. The Full Service dealer coverage will name RTV, Inc as additional insured. The Full-Service dealer will also provide RTV, Inc. with a certificate of insurance evidencing the necessary insurance is in place.  
[Insurance available here](#)    [Liability Insurance FAQ](#)
- Some photography experience requirements may be waived on a case-by-case basis. Please contact [Jacque@realtourvision.com](mailto:Jacque@realtourvision.com) for information.

## Next Steps

1. Contact [Jacque@realtourvision.com](mailto:Jacque@realtourvision.com) and confirm Tour Track eligibility
2. Contact your insurance agent to name RTV, Inc as additional insured and get a copy of your policy evidencing your coverage limits and additional insured.
3. Send email confirmation of Tour Track Eligibility, clearly scanned proof of insurance and your completed application to 231-947-4248 or email to [ChoiceHotels@realtourvision.com](mailto:ChoiceHotels@realtourvision.com)
4. Upon application approval, you will begin to receive CHI assignments.\*

\* RTV, Inc. reserves the right to assign or reassign CHI Tour Track dispatches at any time to any qualified dealer.



## Dealer Payouts

### **Choice Hotels International RTV Pricing Packages**

#### **Package A**

Professional  
Photography Package

Included:\*

30 Still Images

#### **Package B**

Standard Hospitality  
Virtual Tour Package

Included:\*

30 Still Images  
6 Panoramic Scenes

#### **Package C**

Premium Hospitality  
Virtual Tour Package

Included:\*

30 Still Images  
9 Panoramic Scenes

Dealer Payout:

**\$200**

Dealer Payout:

**\$250**

Dealer Payout:

**\$350**

\*Please see your Tour Track assignment for additional information and job completion requirements.

## Other Key points to know:

1. Over 600 Choice Hotel International (CHI) locations currently do not have CHI approved images. CHI does require its hotels to supply images to CHI and also requires their hotels to use only CHI approved vendors.
2. Between 200 to 300 new hotel locations are added each year and each are required by CHI to provide professional photography for marketing purposes.
3. All major renovations and additions require updated professional photography to be supplied to CHI.
4. All properties are required to renew their photography every five years. They may upgrade their images (e.g. order virtual tour plus stills) at any time.
5. Want to know how many potential jobs could be dispatched to you? Simply go to [www.ChoiceHotels.com](http://www.ChoiceHotels.com) and look for locations in your area.

Participating Dealers  
Receive:

- Downloadable  
Program Specific  
Flyers
- Downloadable  
Marketing CDs and  
Labels

## Frequently Asked Questions

### **Do I Have To Maintain Liability Insurance?**

Yes. Choice Hotels International (CHI) locations are all commercial. Business liability insurance is required for all services performed on their properties.

### **What If I Do Not Have Business Liability Insurance?**

Business liability insurance is available to RTV dealers for \$300 per year through a special arrangement with C&M insurance.

[Insurance available here](#)    [Liability Insurance FAQ](#)

### **Do I Have To Reapply To The Program Every Year?**

No. This application is one-time. However, you will be required to update your on-file insurance information upon request. If your insurance lapses or if you change insurance companies, then you must send an updated copy of your insurance coverage with RTV, Inc. listed as additional insured to continue in this program.

### **Will You Provide Me With Custom Marketing Material?**

Yes. You will be able to download flyers, brochures and information packs that you can print out locally. You will have access to a downloadable CD that you can burn locally and hand out to local CHI hotel owners.

### **Can I Customize the Flyers with my Company Information?**

No. Marketing material may not be altered in any way. Due to strict licensing requirements, all marketing material must be approved by Choice Hotels International and must ONLY contain contact information for the RTV Choice Hotel Program. Any alterations or changes made to the marketing material (including the CDs and labels) will result in your removal from this program.

### **Why Must Orders Go Through Tour Track?**

RTV is the approved vendor for Choice Hotels International and all orders must be submitted through both RTV and Choice Hotels International for approval. Dealers found to be circumventing the Choice Hotel Program (even once) will be excluded from both the Choice Hotels International and the RTV Tour Track program without notice. All future work will then be routed to other dealers.

### **What if the Hotel Owner/Manager Contacts Me Directly?**

Direct them to the [choicebuys.com](http://choicebuys.com) website for information on package pricing and/or give them marketing material as provided by RTV. We will be advertising our dealer network through various advertising media including Choice International publications and events. In order to accurately measure the response to this advertising effort and to maintain a consistent and professional network image, all orders must be coordinated through the Choice Hotel Program.



Contact Information

<b>Contact Name</b>	
<b>Business Name</b>	
<b>Street Address</b>	
<b>City, ST ZIP Code</b>	
<b>Home Phone</b>	
<b>Work Phone</b>	
<b>E-Mail Address</b>	
<b>Insurance Company</b>	
<b>Insurance Company Contact Phone</b>	
<b>Insurance Policy Effective Dates</b>	<b>From:</b> _____ <b>To:</b> _____

Miles willing to travel without additional mileage compensation: \_\_\_\_\_

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a RTV/Choice Hotels International participating Full-Service dealer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal from the program.

I have included a clearly readable copy of my business liability insurance policy, including personal injury liability, with a minimum combined single limit of \$1,000,000 for each occurrence of bodily injury, death, or property damage and RTV, Inc. named as additional insured. I understand that my business liability insurance information must be kept up to date at all times and it is my responsibility to immediately notify RTV, Inc. of any changes in my insurance coverage.

<b>Name (printed)</b>	
<b>Signature</b>	
<b>Date</b>	

Logos and Trademarks

Logos and trademarks are intellectual property of Choice Hotels International and are under license by RTV, Inc. No RTV dealer may display these trademarks or logos on their website or on promotional material that is not provided by RTV.

Use of logos or trademarks without express written permission constitutes a Federal criminal offense under the Trademark and Intellectual Property Laws of the United States of America.

Nothing in this section conveys the right to use or transfer any Company's intellectual rights. RTV, Inc. hereby reserves the right to unilaterally, immediately and without prior notice, written or otherwise, revoke any right Dealer has acquired consistent with this program for any actual or perceived misuse by Dealer.