Five More ‘W’s for ChoiceU!

Choice University, already the most widely awarded learning program in the entire hospitality industry, just added not one, not two, but five more trophies to the wall!

Choice Hotels is committed to ensuring that the more than 13,000 franchise owners who fly our brand flags at their hotels know they are never on their own – and that’s where Choice University comes in. From pre-opening to grand opening and every day forward, ChoiceU delivers the world-class support and training tools our franchisees and their employees need to succeed.

With our franchise-first focus, ChoiceU is at the heart of what we do here at Choice, which is why we’re so excited to see the platform earn these five new accolades:

- Association for Talent Development BEST Award (**B**uilding talent **E**nterprise wide and **S**trategically driving a **T**alent development culture that delivers results), a joint win for Choice University and the Choice Talent Development Team
- Global Council for Corporate Universities Bronze Award for “Best Corporate University – Technology for Impact”
- Telly Awards Silver Award in the “General – Education & Training” category for our *Focus on the Message with Active Listening* front desk training video
- Telly Awards Bronze Award in the “General – History” category for our *History of Choice Hotels* learning video
- Telly Awards Bronze Award in the “General – Corporate Image” category for our *Welcome to the Choice Hotels Family* learning video

Choice University’s mantra is “Learn. Perform. Achieve.” And that’s exactly what it enables our hotel owners to do through customized online learning, available 24/7 on ChoiceU.com, as well as interactive, in-classroom opportunities.

“ChoiceU empowers our hotel owners and general managers to be the best they can be, whether they’re a hospitality veteran or it’s their first day working at a hotel,” says Jeneane Becker, the Dean of Choice University. “Like all small business owners, our franchisees are in business for themselves, but with ChoiceU behind them, they know they’ll never be in business *by* themselves.”

Additional assets available online: Photos (1)