Choice Appoints Industry Veteran Allan Kane As Vice President, Worldwide Sales

PRNewswire
SILVER SPRING, Md.

Choice Hotels International today announced the appointment of Allan Kane as vice president, worldwide sales, effective November 1, 2000.

In his new position, Kane will be responsible for the creation and implementation of Choice's global sales strategies and for representing Choice and its seven brands to the tour operator, travel agent, meeting planner and corporate communities.

"Allan Kane brings to Choice a wealth of experience in lodging industry sales and marketing management," said Wayne W. Wielgus, senior vice president of marketing and the Choice officer to whom Kane will report. "He is well- known and well-respected throughout the travel industry community. We are delighted to welcome him to the Choice team."

Kane comes to Choice from InterContinental/Bass Hotels & Resorts, where he had been vice president of worldwide sales. At Bass, he was responsible for generating $185 million in incremental room revenue per year and for the development of annual sales plans and tactics. He has also held executive sales and marketing positions at Forte Hotels, Inc., Servico Hotels, and Holiday Inns, Inc.

Choice Hotels International is the second-largest hotel franchisor in the world, with more than 4,300 hotels, representing more than 340,000 rooms, open in 41 countries. Its Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites brands serve guests worldwide.

Additional corporate information may be found on the Choice Hotels' Internet site, which may be accessed at: http://www.choicehotels.com/.

Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites are registered trademarks and service marks of Choice Hotels International, Inc.

SOURCE: Choice Hotels International

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