

Choice Hotels, Mark Travel Announce E-Wholesale Relationship

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Worldwide lodging franchisor Choice Hotels International and The Mark Travel Corporation, a leading provider of hotel and airline branded vacation packages, today announced the launch of an e-wholesale relationship that allows travelers to book rooms at Choice Hotels' eight brands -- Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge and Rodeway Inn -- via Mark Travel's Funjet Vacations and United Vacations.

Effective immediately, travel agents booking Funjet Vacations Funstays and United Vacations City Stays through the City Vacations tab in VAX VacationAccess (<http://www.vaxvacationaccess.com/>) have direct access to Choice Hotels' central reservations system, complete with real time availability and rates to Choice brand hotels worldwide. Additional Mark Travel vacation companies will be added to the relationship in the coming months.

"Mark Travel, with its exclusive focus on vacation packaging, represents a tremendous distribution vehicle for our hotels," said Mary Beth Knight, vice president, e-commerce for Choice Hotels. "Leisure travelers represent a significant portion of our business, and we're delighted to be part of the superb products and services offered by the vacation companies of Mark Travel."

"The addition of Choice Hotels' eight brands to our product offerings gives vacationers even more flexibility when customizing their travel plans," said Ray Snisky, president of Funjet Vacations, Mark Travel's flagship brand. "With the addition of Choice Hotels, we are giving our travel agents more product to sell and more choices for their clients by offering thousands of additional hotels."

The Mark Travel Corporation is headquartered in Milwaukee. Founded in 1974, the company employs more than 1,700 individuals in 15 offices worldwide. The vacation companies of The Mark Travel Corporation include such well-known names as AeroMexico Vacations, Blue Sky Tours, Funjet Vacations, Mark International, MGM MIRAGE Vacations, Midwest Airlines Vacations, Mountain Vacations, Showtime Tours, Southwest Airlines Vacations, TransGlobal Vacations, Travel Charter, United Vacations, US Airways Vacations, Vacations by Adventure Tours and lasvegasandmore.com.

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in 45 countries and territories under the Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, and Rodeway Inn brand names. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

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

SOURCE: Choice Hotels International

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<http://www.vaxvacationaccess.com/>

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