

Choice Hotels Launches Industry's 1st Web Site Targeting Prospective Minority and Non-Traditional Hoteliers

Site Provides Information on the Lodging Industry and Hotel Franchising

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Choice Hotels International, Inc. , one of the world's largest lodging franchisors, today announced the launch of a new website for prospective hoteliers. The site, http://www.choicehotelsfranchise.com/emerging_markets, educates non-traditional hoteliers and minority entrepreneurs about both the franchising and lodging industries, and is part of the company's targeted efforts to expand and diversify its franchisee base.

"This stand-alone Web site is a first-of-its kind in the lodging industry," said Brian Parker, vice president, emerging markets and new business development. "We now offer consolidated resources for entrepreneurs seeking information on the lodging and franchising industries, providing an on-line Hotel 101."

The site offers valuable tools to help entrepreneurs who are new to the franchising business decide whether franchising is right for them. For seasoned franchisees new to the lodging industry, resources include details on the lodging business cycle, a high level step-by-step guide to hotel development and the benefits of the business delivery systems offered by hotel franchisors.

"Hotel ownership is an attractive investment for entrepreneurs, but those not versed in the lodging industry may not realize the opportunity," Parker said. "Owners of restaurants, auto dealerships, and convenience stores have the business acumen and financial capacity to own and operate hotels, and we can show them how to transfer and utilize their unique skill sets to hotel ownership."

The Web site is the most recent initiative from Choice's growing emerging markets department. Parker spearheaded the launch of the company's emerging markets area in 2003 and was appointed to his current position in January 2005.

In May 2005, Choice launched the Choice Hotels African American Owners Alliance (CHAAOA) and the Choice Hotels Hispanic Owners and Managers Alliance (CHHOMA). These Alliances were developed to provide networking opportunities for African American and Hispanic franchisees to share best practices and experiences, and to serve as a platform to recruit new African American and Hispanic franchisees to the Choice Hotels system. In addition, the company has announced Minority Development Incentives for all brands, including additional incentives for the Sleep Inn brand.

Choice Hotels also has dedicated staff focused on minority development. Naiema Thomas is responsible for increasing the number of African American hotel owners in the Choice system and Raul Fuentes focuses on growing the number of Hispanic owners in the system.

"With the launch of this website, Choice is opening the door to a new generation of hotel owners," Parker added. "The site will continue to evolve as we are focused on providing first-timers with the tools to make the right business decision, with the right partner."

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in more than 40 countries under the Cambria

Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand names. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

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