Ascend Hotel Collection Opens Newest enVision Hotel

Successful boutique mini-brand is first hotel in Everett, Mass. in seven decades

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., April 10, 2017 /PRNewswire/ -- Today, the Ascend Hotel Collection from Choice Hotels International, Inc. (NYSE:CHH), celebrated a special milestone with the city of Everett, Mass., welcoming the newly opened enVision Hotel Boston-Everett, a member of the Ascend Hotel Collection. Ascend led the lodging industry's "soft brand" concept and, in a similarly pioneering spirit, the enVision Hotel Boston-Everett is Everett's first hotel to open in more than seven decades.

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Just one year ago, the enVision Hotel Boston-Everett kicked off its transformational renovation from former shoe and garment factory to a truly unique, design-forward boutique hotel, featuring all the modern essentials. Today, the property marks its highly anticipated opening with a ribbon cutting ceremony. This is the third property by the enVision Hotel Management Company to join the Ascend Hotel Collection. The other enVision Hotel locations are in Boston's Longwood neighborhood and St. Paul, Minn.

"The Ascend Hotel Collection is a portfolio of upscale, one-of-a-kind hotels and resorts. These properties have local charm and are deeply entrenched in their communities. By joining the Ascend Hotel Collection, they maintain all their uniqueness, and gain global hospitality expertise, reach and support from Choice Hotels," said Janis Cannon, senior vice president of upscale brands for Choice Hotels. "We are so pleased the enVision Hotel Management Company has achieved so much success with Ascend and are proud to see this third hotel open."

The charming 101-room vintage-inspired hotel is a stunning transformation. Design details hark back to the building and the neighborhood's past. The lobby displays a desk made of restored vintage steamer trunks, antique sewing machines and a giant scrabble board for guests to enjoy -- a signature element found at all the enVision properties. The hotel also features a meeting room and a café called Against the Grain Bistro which offers light breakfast, lunch and dinner fare, as well as an espresso bar, wine and beer.

"The support we've received from Choice Hotels and the Ascend Hotel Collection has been the driving factor behind our properties' success and has enabled us to expand the enVision experience for a third time," said Gautam Sharma, president of Global Vision Hotels. "Our hotels are designed to give upscale travelers a vintage taste of the local surroundings, while enjoying modern amenities. We are so eager to share this experience with even more travelers in Boston."

The enVision Hotel Boston-Everett is located just four miles from the rich and colorful history of Boston proper. It is close to Logan International Airport, making it an ideal location for travelers. For more information about this hotel or to make a reservation, go to www.choicehotels.com.

All Ascend Hotel Collection members participate in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10 Best Readers' Choice Awards list. Membership is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at www.choicehotels.com. Members can redeem points towards free nights, airline miles and more while staying at any of Choice's 11 global brand hotels Comfort Inn,

Comfort Suites, Quality, Sleep Inn, Clarion, Cambria hotels & suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway, and the Ascend Hotel Collection.

Ascend Hotel Collection: let the destination reach you.
The Ascend Hotel Collection is a global portfolio of unique, boutique and historic independent hotels and resorts and is part of Choice Hotels International, one of the world's leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, Ascend has more than 170 properties open and operating worldwide, including in France, the United Kingdom, Norway, Sweden, Turkey, Australia, Canada, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/Ascend.

About Choice Hotels
Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of December 31, 2016, 775 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 30 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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