

Choice Privileges Makes Winter Travel Twice as Rewarding with Two Promotions

ROCKVILLE, Md., Dec. 3, 2018 /PRNewswire/ -- Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), is bringing back its popular Double Points promotion. Starting tomorrow through February 15, 2019, members who book at participating Choice Hotels locations can earn 20 points per dollar spent at hotels, up to 30,000 bonus points. Additionally, loyalty members who book on Choice Hotels' mobile app will have the opportunity to earn even more points with the Book. Spin. Win. promotion, which awards participants with up to 3,000 additional bonus points.

"Our more than 39 million loyalty members want to earn rewards even faster, whether they travel for business or leisure," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "We designed the *Double Points* and *Book. Spin. Win.* promotions to help travelers make their winter and holiday travel twice as rewarding, while having more fun in the process."

To qualify for the *Double Points* promotion, members must complete the following steps:

- Register at ChoiceHotels.com/doublepoints
- Book on ChoiceHotels.com, the Choice Mobile app, or by calling 800.4CHOICE
- Check-in for qualifying stays between December 4, 2018 and February 15, 2019

To participate in the *Book. Spin. Win.* promotion, Choice Privileges members simply need to reserve a qualifying stay using the Choice Hotels mobile app. Upon booking, members will be prompted to register for the promotion and "spin" for a chance to win bonus points. Members must check-in within the promotion period to receive their bonus points.

Choice Privileges has been named a top hotel loyalty program in *USA Today's* 10Best Readers' Choice Awards and by *U.S. News & World Report* for three consecutive years. The free membership offers fast rewards, including bonus points, airline miles, or credits for premium coffee, shared rides credits through the *Your Extras* program—this is all in addition to exclusive member rates when booking direct through the Choice Hotels website.

For more information and the complete terms about the Choice Privileges rewards program, visit <https://www.choicehotels.com/choice-privileges/your-extras> and www.choicehotels.com/choice-privileges.


About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

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