

## **Early 20th Century Automobile Building Transforms Into Upscale Boutique Hotel In New Orleans**

### **St. Charles Coach House Joins the Ascend Hotel Collection**

ROCKVILLE, Md., Dec. 17, 2018 /PRNewswire/ -- The [St. Charles Coach House](#) is the latest hotel to join the [Ascend Hotel Collection](#) by [Choice Hotels International](#) (NYSE: CHH), a portfolio of best-in-class unique, boutique, and historic independent hotels and resorts that reflect the local community. Located on the renowned St. Charles Avenue Streetcar line in the Garden District of New Orleans, La., St. Charles Coach House is minutes away from the French Quarter, Magazine Street, Tulane University, and other well-known attractions in the Big Easy.

The 44-room boutique hotel recently completed a multi-million-dollar transformation inspired by its former occupant: a car dealership that sold now-classic models from Studebaker-Packard Corporation, Cadillac, and Mercedes-Benz. The hotel pays tribute to its automotive legacy in the brightly colored décor and locally inspired artwork throughout, to help pull guests into the building's history from the moment they step foot in the door.

Upon arrival, each St. Charles Coach House guest is given a letter written from the perspective of the building that highlights the hotel's past and invites visitors to "explore like a local" and "stay like a guest."

The St. Charles Coach House offers guests a number of amenities, including:

- Complimentary breakfast
- Complimentary Wi-Fi
- Convenient access to local restaurants, several of which are within walking distance
- Multi-function meeting space
- Library
- 24-hour business center

As a member of the Ascend Hotel Collection, St. Charles Coach House participates in the award-winning [Choice Privileges](#) loyalty rewards program, rated a top hotel loyalty program by both *USA Today's* 10Best Readers' Choice Awards and *U.S. News & World Report* for three consecutive years. Choice Privileges membership is free and offers fast rewards and exclusive member rates for those who book directly at [www.choicehotels.com](http://www.choicehotels.com). Members can earn and redeem points towards free nights, airline miles, and more while staying at any of Choice's participating branded hotels.

### **Ascend Hotel Collection: Let the Destination Reach You.**

The Ascend Hotel Collection® global portfolio of unique, boutique, and historic independent hotels and resorts is part of Choice Hotels International, one of the world's largest leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend Hotel Collection has more than 200 properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Sweden, Turkey, Australia, Canada, Ecuador, 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](http://www.choicehotels.com/Ascend).

### **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](http://www.choicehotels.com).

SOURCE Choice Hotels International, Inc.

For further information: Choice Hotels, Alannah Don, Tel: 301.592.5154, Email: [Alannah.Don@choicehotels.com](mailto:Alannah.Don@choicehotels.com)

---

Additional assets available online:  [Photos \(2\)](#)

<https://media.choicehotels.com/2018-12-17-Early-20th-Century-Automobile-Building-Transforms-Into-Upscale-Boutique-Hotel-In-New-Orleans>