Choice Hotels Announces Strategic Relationship With AMResorts, One of The Fastest-Growing Luxury Resort Companies

ROCKVILLE, Md., May 16, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has entered into a strategic agreement with AMResorts®, an Apple Leisure Group (ALG) related brand known for its portfolio of luxury, all-inclusive resorts across popular destinations throughout Mexico, the Caribbean and Central America. The arrangement is expected to enhance Choice Hotels' award-winning loyalty program, Choice Privileges, by allowing members to earn and redeem points at AMResorts' more than 50 award-winning properties by yearend.

"Our initiative with AMResorts will offer our 40 million Choice Privileges loyalty members the opportunity to earn and redeem points at a portfolio of world-class resorts in desirable destinations," said Pat Pacious, president and chief executive officer, Choice Hotels. "By offering the new, aspirational vacation option, we are further strengthening our loyalty program and giving members yet another reason to stay at our entire portfolio of hotels for business or leisure travel. In addition, Choice is well-positioned to deliver business to AMResorts through our award-winning global reservation system and distribution platform, choiceEDGE, which drives more than $9 billion in revenue to the 7,000 hotels in our system annually."

The alliance is expected to add more than 25,000 upscale rooms to the Choice Hotels' network, including AMResorts' well-known resort brands Zoëtry® Wellness & Spa Resorts, Secrets®, Breathless®, Dreams®, Now®, Reflect ®, and Sunscape® Resorts & Spas, doubling the number of upscale rooms that Choice offers globally. It also will position Choice Hotels as having the largest all-inclusive luxury resort offering of any major U.S. hotel company.

"By partnering with Choice Hotels, we hope to expand our brands' global reach even further," said Gonzalo del Peon, President, AMResorts. "Choice Privileges' strong consumer offering makes it the right loyalty program for us, and our resorts will now be able to offer guests the ability to earn and redeem loyalty points. We look forward to working with Choice to connect more people to their dream getaways in paradise and deliver memorable experiences that will inspire travelers to book their vacations with us time and time again."

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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of March 31, 2019, the Choice® family of hotel brands provides 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.

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 250 properties open and operating worldwide, including in France, the United Kingdom, Denmark,
Finland, Ireland, Norway, Spain, 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.

About AMResorts

AMResorts collectively provide sales, marketing and brand management services to eight individually unique resort brands including Zoëtry Wellness & Spa Resorts, Secrets, Breathless, Dreams, Now, Reflect and Sunscape Resorts & Spas, and Alua Hotels & Resorts. The AMResorts Collection of Brands is continuously raising the all-inclusive concept to a new level of luxury with its signature Endless Privileges®, Unlimited-Luxury®, and Unlimited-Fun® programs. Located throughout Mexico, Jamaica, Curacao, Dominican Republic, Costa Rica, Panama, and Spain, AMResorts' 64 award-winning properties treat every guest to premium accommodations, desirable locations and extraordinary inclusions. The brands in the collection include: Zoëtry Wellness & Spa Resorts (zoetryresorts.com; 1-888-4-ZOËTRY); Secrets Resorts & Spas (secretsresorts.com; 1-866-GO SECRETS); Breathless Resorts & Spas (breathlessresorts.com; 1-855-65-BREATHE); Dreams Resorts & Spas (dreamsresorts.com; 1-866-2-DREAMS); Now Resorts & Spas (nowresorts.com; 1-877-NOW-9953); Reflect Resorts & Spas (reflectresorts.com; 1-855-4REFLECT), Sunscape Resorts & Spas (sunscaperesorts.com; 1-866-SUNSCAPE) and Alua Hotels & Resorts (aluahotels.com). Images, logos and informational material about the AMResorts Collection of Brands and properties are available at amresorts.com/mediasite/media.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated benefits of the alliance with AMResorts. Such statements are subject to numerous risks and uncertainties, including the potential for delays and the success of the integration of the AMResorts properties into our loyalty program and our reservation and distribution platform, as well as other potential "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual events and results to be materially different from our expectations.

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