

Clarion Pointe Builds On Rapid Growth, Eclipsing 50 Hotels Open Or In The Pipeline

ROCKVILLE, Md., March 3, 2020 /PRNewswire/ -- [Clarion Pointe](#), a midscale select-service brand extension franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), has now surpassed 50 hotels open or in the pipeline. With eight open Clarion Pointe hotels and two dozen more on track to open this year alone, the brand's portfolio is satisfying high demand from both developers and guests. Hotels have already debuted in cities like Sulphur Springs, Texas; Medford, Oregon; and Rochester, New York, while properties in Louisville, Kentucky; Savannah, Georgia; and Salt Lake City, Utah are on the horizon.

"By bringing together premium elements guests desire with an affordable travel experience, Clarion Pointe continues to garner interest among developers as a select-service extension of Choice's well-known Clarion brand," said Tom Nee, senior vice president, franchise development, Choice Hotels. "Today's franchise owners want to provide guests with a modern hotel concept that makes every stay memorable, and Clarion Pointe's focused and streamlined conversion process makes this offering achievable."

Clarion and Clarion Pointe awarded an average of one franchise agreement per week between both brands in 2019. The growth behind Clarion Pointe continues as the brand most recently inked deals with franchisees to open hotels in Greensboro, North Carolina; Erie, Pennsylvania and Charleston, South Carolina.

"Clarion Pointe resonates in markets across the country, providing an affordable experience with elevated essentials for today's savvy guests," said Megan Brumagim, vice president, brand management, design and compliance, Choice Hotels. "No one knows midscale better than Choice Hotels, and Clarion Pointe hotels serve as the perfect option in destinations travelers want to visit. Given the brand's strong guest satisfaction scores since inception, travelers are definitely noticing that Clarion Pointe is creating an experience that's truly 'on pointe'."

Influenced by the Clarion brand promise of creating environments for people to connect and socialize, Clarion Pointe allows guests to optimize their travel experience with "focal pointes," including:

- Contemporary design touches that guests will want to share with friends, such as signature murals inspired by local points of interest.
- Thoughtful food and beverage starting with a complimentary better-for-you breakfast

and premium-branded coffee, all the way through small bites, craft beer, and select wine available for purchase in the marketplace.

- Technology with on-demand connectivity to work or chill out, including 49-inch TVs with casting capabilities and free, streaming-strength Wi-Fi.

- Dedicated modern workout space featuring all the essentials, like cardio equipment and a strength-training station, to stay fit to the core.

For more information on development opportunities, visit

www.choicehotelsdevelopment.com/clarion-pointe.

About Clarion Pointe

The Clarion Pointe brand, franchised by Choice Hotels, offers savvy, sensible travelers more options for affordable travel. Hotels offer guests a convenient and affordable experience with elevated essentials in just the right places, including contemporary design touches, curated food and beverage options, and on-demand connectivity. In addition to comfortable rooms with signature murals, Clarion Pointe properties offer modern fitness essentials plus free Wi-Fi and complimentary breakfast. For more information, visit www.choicehotels.com/clarion-pointe.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. With more than 7,100 hotels, representing more than 590,000 rooms in over 40 countries and territories as of December 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.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

Addendum


This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels

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SOURCE Choice Hotels International, Inc.

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