

Expansion in Turkey: New Clarion Hotel in Tekirdağ

Choice Hotels expands its portfolio in Turkey with an agreement to develop a new Clarion hotel. Following recent market entries in Spain, Latin America and Saudi Arabia, this new contract with the operating company EOS Gayrimenkul Geliştirme İnşaat Taahhüt Ve Tic. A.Ş. aligns with the company's global strategy.

The new Clarion hotel is located on the main street from Istanbul into Tekirdag and has an unobstructed ocean view. It will offer 100 to 110 rooms, several conference facilities, and a banquet hall. The hotel will also cater to the emerging region around Tekirdağ, whose city center is just five minutes away. The economically important site of Çerkezköy, which hosts subsidiaries of numerous international corporations, can also be reached within half an hour.

Developing the Turkish hotel market

Investor Fatih Koyuncu rates the site's potential extremely high: "I am totally convinced of the prospects of our project. The rapidly growing city and its surrounding area is in desperate need of a centrally located hotel with international brand association." Georg Schlegel, Managing Director of Choice Hotels Germany and Central Europe, is pleased about the continuing expansion of the Turkish portfolio: "I am delighted to continue our growth in this region and that we were able to work with Fatih Koyuncu to open the now fourth Clarion Hotel in Turkey. I am confident that the Turkish economy will develop positively and that we will be able to implement more hotel projects for the region in the near future."

Upscale Brands Clarion Hotels and Ascend Hotel Collection in Turkey

The Turkish portfolio already includes three Clarion Hotels: Clarion Hotel Golden Horn, Clarion Hotel Istanbul Mahmutbey and Clarion Hotel Kahramanmaraş. The Ascend Hotel Collection soft brand is also represented with The S, an Ascend Hotel Collection Member in Alacatli/Cesme. The Ascend Hotel Collection recently opened its first hotel in Germany and is currently growing in Europe. The brand rapidly expanded its presence in Europe over the last two years in locations including Stockholm, Copenhagen, Barcelona, Madrid, Nice and Freiburg/Germany and has now reached more than 50 hotels alone in Europe and more than 200 hotels worldwide.

Stronger presence in Middle East

Recently, Choice Hotels announced plans to bring seven additional hotels to Saudi Arabia under its Comfort and Quality brands, which is the first tranche of a broader strategy to open additional Choice-branded hotels to the Kingdom. The announcement follows the master development agreement with an affiliate of one of the largest tourism and travel companies in the Middle East, Al-Tayyar Travel Group.

Fast adjustment to market and flexibility when addressing conversions

In April, Choice Hotels demonstrated its nimble ability to expand in new markets by entering a strategic alliance with Sercotel to add around 180 hotels to its portfolio. The alliance establishes a framework for a significant growth in Spanish and Latin American markets, as well as new opportunities throughout Europe. Forty Choice-branded hotels are expected to be added there by the end of the year. The rapid expansion confirms the agile and scalable adaptation of the Choice franchise concept to regional markets. Both the alignment of brands and the considerable scope of development with regard to brand standards make Choice Hotels particularly interesting when it comes to the conversions of existing hotels.

More information on the Group's hotels is available at www.ChoiceHotels.de and www.ChoiceHotels.com.

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. With more than 39 million global members and counting, the award-winning Choice Privileges™ rewards program allows guests to reap the benefits of being a member of the Choice Hotels™ family.

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