

Choice Hotels Asia-Pac Boosts Diverse Portfolio With Announcement of Six New Properties Across Australia and New Zealand

MELBOURNE, Australia, December 17, 2019 -

International franchise group Choice Hotels Asia-Pac welcomes six new hotels to its extensive portfolio of properties in Australia and New Zealand, increasing its footprint across New South Wales, Victoria, South Australia as well as the South Island of New Zealand.

In NSW, the new additions include two established properties in Tamworth - Quality Inn Ashby House Tamworth and CH Boutique Hotel - which both joined the Quality Inn and Ascend Hotel Collection respectively, as well as the Comfort Inn City Centre in Armidale which joins the Comfort hotel brand.

The Econo Lodge Border Gateway in Wodonga has also been welcomed as a new VIC-based addition while in South Australia the Quality Inn O'Connell, located in Adelaide, also joins the Choice Hotels Asia-Pac family.

In Christchurch, a historic boutique hotel - The Classic Villa - expands Choice Hotel Asia-Pac's Ascend Hotel Collection portfolio in New Zealand, marking an award-winning and breathtaking new partner addition.

Trent Fraser, CEO of Choice Hotels Asia-Pac, said, "We are thrilled to welcome the new hotels to our portfolio and are excited to be expanding the Ascend brand into New Zealand, whilst also building our presence across iconic regional towns in Australia."

"Each new property brings its own diverse and unique character and visitor experience to the Choice Hotels Asia-Pac family, and we look forward to welcoming guests through their doors," he added.

The picture-perfect lace-lined manor, Quality Inn Ashby House Tamworth, is owned and operated by hoteliers Kay and Matt Sweeny. The proud owners have been in the accommodation industry for the past 12 years and have owned the Ashby House since 2013, recently rebranding to join the Choice Hotels Asia-Pac portfolio as a Quality Inn.

The elegant facade and manicured gardens exude charm and character whilst also containing 22 beautiful rooms, one fully self-contained cottage, an outdoor swimming pool and an on-site restaurant called The Gallery Restaurant.

CH Boutique Hotel, located in central Tamworth, offers premium hotel accommodation just minutes away from the major, iconic attractions and popular restaurants of this regional hub. Boasting 62 rooms in a range of options from Standard Rooms to Executive King Suites with an art deco design throughout, this new Ascend property is ideal for work and leisure.

Nestled in the centre of Armidale's CBD, the *Comfort Inn City Centre Armidale* is a haven for both leisure and business travellers who want to experience everything the New England area has to offer - from dining, entertainment and nightlife in the city centre to the natural wonders, history and beauty of the region, it is the perfect base to explore. The hotel features 40 hotel rooms with a selection of room types including superior king, standard queen, standard twin and family rooms. The hotel is dedicated to its environmental program, and was the first accommodation provider in Australia to be certified carbon neutral under the National Carbon Offset Standards (NCOS).

Located in a peaceful and tranquil part of Wodonga, *Econo Lodge Border Gateway*, is the latest addition to Choice Hotels Asia Pac's portfolio in the region. Owned and operated by Duncan McLaren, the hotel boasts 10 rooms, stunning landscaped gardens and a swimming pool. Duncan has recently joined the Choice Hotels Asia-Pac family and is following in his father's footsteps, who owns and operates the *Econo Lodge Alabaster*.

Quickly on the rise as one of Australia's most liveable and cosmopolitan cities, Adelaide is the home of *Quality Inn O'Connell* where guests will be treated to a fantastic visitor experience that ticks the box for both business and leisure. Located less than 10 kilometres to the airport as well as in close proximity to the Adelaide Oval and its CBD, this hotel offers a selection of 24 rooms which are set across from Adelaide Park Lands or an internal courtyard. The *Quality Inn O'Connell* is the fourth property in the Choice Hotels Asia-Pac group for Greg Winston, who is also the South Australian Regional Leader, representing franchisees in his state.

The Classic Villa, Christchurch has been operated by New Zealand award-winning hoteliers Peter Morrison and Jan Clarke. The breathtaking Italian-style historic hotel, conveniently located in central Christchurch, boasts multiple awards including winning TripAdvisor's Certificate of Excellence consecutively from 2011 - 2018, Best New / Redeveloped Accommodation Hotel in Christchurch and Qualmark's 5-star Accommodation and Gold Environmental Award. Peter Morrison is also the World President of Skai, a professional organisation of tourism leaders, promoting global tourism.

For booking details or for more information, visit ChoiceHotels.com.au or ChoiceHotels.nz.

About Choice Hotels Asia-Pac

Choice Hotels Asia-Pac has more than 300 hotels across the Asia Pacific region, totalling in excess of 11,000 rooms and making it the region's largest hotel franchise group. Brands underneath the Choice Hotels banner include the Ascend Hotel Collection, Clarion, Quality, Comfort and Econo Lodge. Choice Hotels Asia-Pac is a 100 percent owned subsidiary of Choice Hotels International, a publicly listed (NYSE: CHH) company in the United States with more than 7,000 hotels and 570,000 rooms in more than 40 countries and territories.

For further information, contact Bastion Effect:

Caroline Roe	0432 560 403	caroline@bastioneffect.com
Stephanie McMullin	0447 582 557	stephanie@bastioneffect.com

Additional assets available online:  [Photos \(1\)](#)

<https://media.choicehotels.com/press-releases?item=123679>