

Choice Hotels International Executives Share Insights at 15th Annual Lodging Conference

Industry Leaders Hear Choice's Perspectives on Boutique and Lifestyle Trends, Extended Stay Lodging and Efficient Property-Level Operations

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Executives from Choice Hotels International, Inc. shared their optimism for the hotel franchisor's business and growth prospects at The Lodging Conference, held this week in Phoenix. Leaders of Choice Hotels development, emerging brands, and franchise services organizations each addressed hotel and development leaders at the 15th annual conference.

One of the biggest opportunities Choice Hotels sees is in the boutique and lifestyle hotel segments.

"Choice Hotels has a unique competitive advantage in that it offers hotel developers franchise opportunities in both the upscale boutique and upscale lifestyle segments," said David Pepper, senior vice president, development and emerging brands, during a conference session focused on trends. "Our Ascend Collection network enables owners of upscale boutique, historic and unique properties to retain their local identity while gaining access to our powerful reservations system. In the upscale lifestyle segment, our Cambria Suites brand has been embraced by consumers and developers thanks to its design, guest suites, healthy dining and fitness options, and staff committed to outstanding service."

The company also sees significant long-term growth prospects in the extended stay segment.

"The extended stay segment remains significantly underserved and with our MainStay Suites and Suburban Extended Stay brands, there are a number of outstanding development opportunities in markets across North America," commented Kevin Lewis, president, upscale and extended stay brands, in a session on the segment. "The ongoing efforts our team has made to enhance our operational model have contributed to strong year-to-date increases in guest satisfaction for both our brands, which is quite an accomplishment in this tough environment."

Choice Hotels Ralph Thiergart, vice president, franchise services, highlighted the company's commitment to providing its owners and operators more resources to help them survive the down market and drive their property-level performance.

"From increased marketing efforts to free-of-charge local market forums where thousands of owners and operators have shared best practices to an expanded array of educational offerings, we are supporting our franchisees' current needs and positioning them for growth when the market rebounds," said Thiergart in a panel focused on operational performance at the hotel level. "We're also providing our hotels more property support visits, with more hotel-specific guidance, consultation and services, enabling our franchisees to take advantage of the value-orientation of our brands and build long-term guest loyalty."

About Choice Hotels

As of June 30, 2009, Choice Hotels International, Inc. franchised more than 5,900 hotels, representing more than 479,000 rooms, in the United States and more than 30 other

countries and territories. On September 22, 2009, the company announced it had opened its 6,000th franchised property. As of June 30, 2009, more than 800 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 64,000 rooms, and an additional 110 hotels, representing approximately 8,700 rooms, are under construction, awaiting conversion or approved for development in more than 15 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

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