

## **Choice Hotels President and Chief Executive Officer Stephen P. Joyce Named National Chairman of U.S. Travel Association**

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Stephen P. Joyce, President and Chief Executive Officer of Choice Hotels International, Inc. has been named National Chairman of the U.S. Travel Association, the 1,500-member national organization representing every segment of the travel community.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100412/PH82960> )

Joyce, who has served as First Vice Chair of the non-profit organization, succeeds Caroline Beteta, President and CEO of the California Travel and Tourism Commission, who guided the organization during the past two years.

"I am honored to serve as National Chairman of U.S. Travel," said Joyce. "My chairmanship will be focused on leading U.S. Travel and our industry to new heights of relevance, significance, and impact. The concept of travel should be embraced by policymakers, opinion leaders, business leaders and consumers across the country. Our ultimate goal is to create an environment in which policymakers and opinion leaders better appreciate travel's benefits and capabilities; business leaders embrace travel's bottom line value; and individuals understand travel's wide-ranging benefits."

U.S. Travel has made tremendous strides during the past few years in addressing critical issues for the travel community, most notably in successfully pushing for legislation, the Travel Promotion Act, that was recently signed into law to create the first-ever U.S. promotion and communications program aimed at travelers around the world. The organization also spearheaded an industry-wide effort last year to counter threats to the industry by policymakers and opinion leaders who demonized business travel, especially meetings, incentive travel and trade show participation.

"Steve is fully engaged and committed to continuing the momentum we've created during recent years to give our industry a bigger voice with policymakers and the media," said Roger Dow, U.S. Travel's President and CEO. "Helping our leaders more fully understand why travel matters and the enormous benefit our industry provides to local communities will be a key focus in the years ahead."

### About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms, in the United States and more than 35 other countries and territories. As of December 31, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 57,000 rooms, and more than 100 hotels, representing approximately 9,400 rooms, are under construction, awaiting conversion or approved for development in more than 20 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, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

#### About U.S. Travel

The U.S. Travel Association is the national, non-profit organization representing all components of the \$770 billion travel industry. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. For more information, visit [www.ustravel.org](http://www.ustravel.org). Follow us on Twitter @ustravelpr.

Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International, Inc.

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