

Finally A Vacation From High Gas Prices! **Choice Privileges Members Can Stay Two Separate Times, Earn a \$50 Gas Card***

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., March 1, 2011 [/PRNewswire/](#) -- Travelers exploring America this spring will be able to stretch their travel dollar even farther thanks to Choice Hotels and a new *Choice Privileges* promotion where members can earn a \$50 gas card after just two separate stays. When guests book at ChoiceHotels.com or 800-4CHOICE and stay two separate times at any Choice Hotels property between March 3 and May 4, 2011, they receive enough *Choice Privileges* points to redeem for a \$50 gas card that they can use anytime.*

(Photo: <http://photos.prnewswire.com/prnh/20110301/PH54926>)

"The recent increase in gas prices is certainly fueling the need for an extra value offer like our new promotion," said Greg Brown, vice president of loyalty, promotions and relationship marketing for Choice Hotels. "We know our brands offer great value every day of the year, but we're pushing that value even higher this spring just as more people are thinking about getting out on the road."

What's more, guests who register at ChoiceHotels.com are eligible to earn more than one \$50 gas card during the promotion. Also, *Choice Privileges* Elite Platinum and Elite Diamond members can book their qualifying stays through any channel. Qualifying stays at Choice Hotels economy and extended stay brand properties, including MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn hotels, must be a minimum of two consecutive nights.

As a member of the free *Choice Privileges* program, guests can earn points that can be redeemed for free nights, airline miles, gift certificates and more. Members can earn points while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn or Ascend

Collection properties throughout the U.S. (including Hawaii), Canada, Europe, the Middle East, Mexico, Central America, Australasia and the Caribbean.**

For more information about the *Choice Privileges* rewards program, as well as other promotional offers by Choice Hotels, visit choicehotels.com.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 495,000 rooms, in the United States and more than 30 other countries and territories. As of December 31, 2010, more than 500 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 40,000 rooms, and more than 100 hotels, representing approximately 9,000 rooms, are under construction, awaiting conversion or approved for development in 18 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.

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

© 2011 Choice Hotels International, Inc. All rights reserved.

*Reservations must be made at choicehotels.com or 800.4CHOICE at qualifying rates and *Choice Privileges* member number must be provided upon check-in. After a second qualifying stay with arrival between 3/3/11 and 5/4/11, enough points will be added to points earned to reach the 8,000 point level, which can be redeemed until July 31, 2011 for one (1) \$50 gas card. For Econo Lodge, Rodeway Inn, Suburban Extended Stay Hotel, or MainStay Suites

hotels, a stay is defined as two (2) or more consecutive nights at one hotel regardless of check-ins or check-outs. For Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Cambria Suites® or Ascend Collection® hotels, a stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs at any property included in the *Choice Privileges* program. Only members earning this bonus qualify to redeem for the \$50 gas card. Members that register for this promotion may earn up to two (2) \$50 gas cards, Elite Platinum and Elite Diamond members that register for this promotion may earn up to five (5) \$50 gas cards, members that do not register may only earn one (1) \$50 gas card. Terms and conditions apply to \$50 gas card. You must maintain a U.S. address (including U.S. territories) to be eligible for this promotion. For program details, qualifying rates and point redemption rules, visit choiceprivileges.com.

****Excluding Cuba, Democratic Republic of Congo, Iran, Liberia, Republic of Cote d'Ivoire, Sudan, Syria, Zimbabwe, Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.**

SOURCE Choice Hotels International, Inc.

Photo:<http://photos.prnewswire.com/prnh/20110301/PH54926>
<http://photoarchive.ap.org/>

SOURCE: Choice Hotels International, Inc.

Finally A Vacation From High Gas Prices!

Choice Privileges Members Can Stay Two Separate Times, Earn a \$50 Gas Card*

PR Newswire

SILVER SPRING, Md., March 1, 2011

SILVER SPRING, Md., March 1, 2011 [/PRNewswire/](http://PRNewswire.com) -- Travelers exploring America this spring will be able to stretch their travel dollar even farther thanks to Choice Hotels and a new **Choice Privileges** promotion where members can earn a \$50 gas card after just two separate stays. When guests book at ChoiceHotels.com or 800-4CHOICE and stay two separate times at any Choice Hotels property between March 3 and May 4, 2011, they

receive enough **Choice Privileges** points to redeem for a \$50 gas card that they can use anytime.*

(Photo: <http://photos.prnewswire.com/prnh/20110301/PH54926>)

"The recent increase in gas prices is certainly fueling the need for an extra value offer like our new promotion," said Greg Brown, vice president of loyalty, promotions and relationship marketing for Choice Hotels. "We know our brands offer great value every day of the year, but we're pushing that value even higher this spring just as more people are thinking about getting out on the road."

What's more, guests who register at ChoiceHotels.com are eligible to earn more than one \$50 gas card during the promotion. Also, **Choice Privileges** Elite Platinum and Elite Diamond members can book their qualifying stays through any channel. Qualifying stays at Choice Hotels economy and extended stay brand properties, including MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn hotels, must be a minimum of two consecutive nights.

As a member of the free **Choice Privileges** program, guests can earn points that can be redeemed for free nights, airline miles, gift certificates and more. Members can earn points while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn or Ascend Collection properties throughout the U.S. (including Hawaii), Canada, Europe, the Middle East, Mexico, Central America, Australasia and the Caribbean.**

For more information about the **Choice Privileges** rewards program, as well as other promotional offers by Choice Hotels, visit choicehotels.com.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 495,000 rooms, in the United States and more than 30 other countries and territories. As of December 31, 2010, more than 500 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 40,000 rooms, and more than 100 hotels, representing approximately 9,000 rooms, are under construction, awaiting conversion or approved for development in 18 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.

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

*Reservations must be made at choicehotels.com or 800.4CHOICE at qualifying rates and **Choice Privileges** member number must be provided upon check-in. After a second qualifying stay with arrival between 3/3/11 and 5/4/11, enough points will be added to points earned to reach the 8,000 point level, which can be redeemed until July 31, 2011 for one (1) \$50 gas card. For Econo Lodge, Rodeway Inn, Suburban Extended Stay Hotel, or MainStay Suites hotels, a stay is defined as two (2) or more consecutive nights at one hotel regardless of check-ins or check-outs. For Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Cambria Suites® or Ascend Collection® hotels, a stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs at any property included in the **Choice Privileges** program. Only members earning this bonus qualify to redeem for the \$50 gas card. Members that register for this promotion may earn up to two (2) \$50 gas cards, Elite Platinum and Elite Diamond members that register for this promotion may earn up to five (5) \$50 gas cards, members that do not register may only earn one (1) \$50 gas card. Terms and conditions apply to \$50 gas card. You must maintain a U.S. address (including U.S. territories) to be eligible for this promotion. For program details, qualifying rates and point redemption rules, visit choiceprivileges.com.

**Excluding Cuba, Democratic Republic of Congo, Iran, Liberia, Republic of Cote d'Ivoire, Sudan, Syria, Zimbabwe, Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

SOURCE Choice Hotels International, Inc.

CONTACT: Rocco Loverro, +1-301-592-6719, Rocco_Loverro@ChoiceHotels.com

Web Site: <http://www.choicehotels.com>

<https://media.choicehotels.com/2011-03-01-Finally-A-Vacation-From-High-Gas-Prices>