

Choice Hotels' Ascend Hotel Collection Expands To St. Maarten

Alegria joins the fast growing Caribbean portfolio

PR Newswire
SIMPSON BAY

SIMPSON BAY, St. Maarten, June 1, 2015 [PRNewswire/](#) -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's leading hotel companies, continues to island-hop in the turquoise blue of the tropics. Today, Choice's Ascend Hotel Collection announced further Caribbean expansion with the addition of the distinctive 78-room Alegria on the southern coast of St. Maarten. Alegria is the eleventh hotel property in the Choice Hotels Caribbean portfolio, joining the Ascend Hotel Collection member hotels quickly on the heels of ACOYA Hotel Suites & Villas on Curacao.

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Overlooking the ocean at Maho Bay and adjacent to Maho Beach, Alegria is an oasis where visitors can immerse themselves in world-famous white sand beaches and enjoy the excitement of watching airplanes land at Princess Juliana International Airport. The hotel is a short taxi ride from Philipsburg, capital of the island's Dutch side, and numerous beaches.

"With its extraordinary location and high level of service, the addition of Alegria to the Ascend Hotel Collection elevates the portfolio like never before. This boutique-style property set in the middle of paradise offers guests a truly unique travel experience and convenient access to one of the most popular beaches in the world," said Michael Murphy, senior vice president of upscale brands for Choice Hotels International. "Each member hotel within the Ascend Hotel Collection provides a distinct and memorable experience that brings the local culture to life. Alegria delivers on this promise in a truly special setting."

A Unique Location

All year long, visitors flock to Maho Beach to experience the excitement of jets flying overhead as they approach Princess Juliana International Airport. (The night skies remain clear, however, as the airport restricts flights after 9 p.m.). In addition to this, Mullet Bay Beach is known for its expansive, white-sand and waves, which make it a popular destination for casual beach-goers and surfers alike.

Nearby attractions include the Loterie Farm Nature Reserve nestled in the hillside of Pic Paradis on the French side of St. Maarten which offers dining, hiking and zip-lining over the treetop canopy. Guests can also visit the St. Maarten Zoo, the largest zoological park in the Caribbean; and just a short cab ride away is Fort Amsterdam, a historic site that was built by Dutch settlers in 1631 renowned for its architectural ruins and spectacular views.

"As more international visitors discover the beauty, lovely climate, crystal-clear waters and countless attractions of St. Maarten, Alegria will introduce them to island hospitality and the adventure of vacationing off the beaten path," said Brian McSherry, chief operating officer of Alegria's management company, M&R Hotel Management.

A Heightened Guest Experience

At Alegria, guests can choose from several spacious room types that are fully equipped with upscale amenities such as flat screen televisions with satellite, plush bedding, coffee makers, free Wi-Fi, and, the best part - balcony views of the gardens or beach. The two-bedroom penthouse offers more than 2,000 square feet of space, king beds, two and a half baths, a lounge area with sofa bed, designer kitchen, as

well as a washer and dryer.

The hotel also features two pools with a swim-up bar and duty-free shopping are just a short walk away. Excellent dining options, casinos, nightclubs and an 18-hole championship golf course are also close by.

Health and Wellness

Guests of Alegria can indulge in Spa and beauty treatments in the privacy and convenience of their rooms. Services are provided by Good Life Spa, which is recognized as St. Maarten-St. Martin's leading spa. Guests are invited to relax and recharge with a wide range of spa and salon options including massages, body treatments, facials, waxing and manicure-pedicures. Only the healthiest ingredients, without harmful chemicals or additives, have been selected for treatments at the Alegria.

Dining with a View

Adjacent to the hotel is the Sunset Bar & Grill, which is St. Maarten's most popular beach bar. Known for its white, sandy beach and lively entertainment, Sunset Bar & Grill also is one of the premier spots for watching planes land at Princess Juliana International Airport.

The Choice Hotels International Caribbean portfolio currently includes hotels in the Caribbean islands of the Bahamas, Cayman Islands, Aruba, Curacao, The Dominican Republic, Puerto Rico and now St. Maarten. For further information, visit www.choicecaribbean.com.

Ascend Hotel Collection®: let the destination reach you.

The best travel experiences can't be found in a guidebook. That's why the one-of-a-kind, upscale properties in the Ascend Hotel Collection® membership program let you focus on your destination in a whole new way. Each Ascend® hotel is a unique reflection of its local community, with staff committed to sharing their insider knowledge of the places, moments and experiences that makes each destination special. You'll discover hidden treasures off the beaten path, and find the true local flavor you crave.

About Choice Hotels

Choice Hotels International, Inc. (®) (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,300 hotels franchised in more than 35 countries and territories, we represent more than 500,000 rooms around the globe. As of March 31, 2015, 615 hotels were in our development pipeline. Our company's Ascend Hotel Collection (®), Cambria® hotels & suites, Comfort Inn (®), Comfort Suites (®), Sleep Inn (®), Quality (®), Clarion (®), MainStay Suites (®), Suburban Extended Stay Hotel (®), Econo Lodge (®) and Rodeway Inn (®) brands provide a spectrum of lodging choices to meet guests' needs. With more than 22 million members and counting, check out our Choice Privileges® rewards program to see how you can reap the benefits of being a member of the Choice Hotels (®) family. Visit us at www.choicehotels.com for more information.

About M&R Hotel Management

M&R Hotel Management is a top-performing hotel operator based in Great Neck, New York, with a track record of successful ground-up development and ongoing hotel operations that delivers a return on investment. M&R practices "hands-on hospitality," maintaining an intimate knowledge of each property, conducting frequent property visits, communicating frequently, submitting daily, weekly and monthly reports and staying abreast of hospitality and real estate development trends. The portfolio includes the brands of InterContinental Hotels Group, Choice Hotels International, Wyndham Hotel Group and Best Western International. In addition, Marriott International, Hilton Worldwide, Hyatt Hotels Corp. and Starwood Hotels & Resorts Worldwide have certified M&R to manage selected brands.

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SOURCE Choice Hotels International, Inc.

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