

## **Choice Hotels Announces New Choice Privileges Winter Promotion: Earn Double Points**

### **Loyalty Members Earn Double Points up to 30,000 on Every Qualifying Stay Before February 9**

PR Newswire  
ROCKVILLE, Md.

ROCKVILLE, Md., Dec. 16, 2016 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), announced today its Earn Double Points Winter promotion for Choice Privileges, the company's guest-loyalty program. Choice Privileges members from the U.S. and Canada who book between December 15, 2016, and February 9, 2017, are eligible to earn double points up to 30,000 points on every qualifying stay. The promotion is available at participating brands of Choice Hotels including Comfort Inn®, Comfort Suites®, Sleep Inn®, Cambria® and Ascend®.

"This time of year is a great time to connect with friends, family and colleagues," said Jamie Russo, vice president, Loyalty Programs and Customer Engagement, Choice Hotels International. "With double points on all qualifying stays, up to 30,00 points, our members' travels this season are twice as rewarding."

To be eligible to earn the double points, members must set their earning preference to Choice Privileges points in their online account. Any change made to earning preference will remain in effect after the promotion has ended.

Guests can register at [ChoiceHotels.com/doublepoints](http://ChoiceHotels.com/doublepoints), before checkout, and then book via [ChoiceHotels.com](http://ChoiceHotels.com), the Choice Hotels mobile app, or 800.4CHOICE. Corporate travelers may book through a travel agent or corporate online booking system. U.S. and Canada require registration and booking via central channels. Terms and conditions apply. For Choice Privileges program details, eligible rates, eligible countries and point redemption rules, visit [choiceprivileges.com](http://choiceprivileges.com).

#### *About Choice Hotels*

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2016, 745 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®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guest needs. With more than 28 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

© 2016 Choice Hotels International, Inc. All rights reserved.

SOURCE: Choice Hotels International, Inc.

# **Choice Hotels Announces New Choice Privileges Winter Promotion: Earn Double Points**

## **Loyalty Members Earn Double Points up to 30,000 on Every Qualifying Stay Before February 9**

PR Newswire

ROCKVILLE, Md., Dec. 16, 2016

ROCKVILLE, Md., Dec. 16, 2016 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), announced today its Earn Double Points Winter promotion for Choice Privileges, the company's guest-loyalty program. Choice Privileges members from the U.S. and Canada who book between December 15, 2016, and February 9, 2017, are eligible to earn double points up to 30,000 points on every qualifying stay. The promotion is available at participating brands of Choice Hotels including Comfort Inn®, Comfort Suites®, Sleep Inn®, Cambria® and Ascend®.

"This time of year is a great time to connect with friends, family and colleagues," said Jamie Russo, vice president, Loyalty Programs and Customer Engagement, Choice Hotels International. "With double points on all qualifying stays, up to 30,00 points, our members' travels this season are twice as rewarding."

To be eligible to earn the double points, members must set their earning preference to Choice Privileges points in their online account. Any change made to earning preference will remain in effect after the promotion has ended.

Guests can register at [ChoiceHotels.com/doublepoints](http://ChoiceHotels.com/doublepoints), before checkout, and then book via [ChoiceHotels.com](http://ChoiceHotels.com), the Choice Hotels mobile app, or 800.4CHOICE. Corporate travelers may book through a travel agent or corporate online booking system. U.S. and Canada require registration and booking via central channels. Terms and conditions apply. For Choice Privileges program details, eligible rates, eligible countries and point redemption rules, visit [choiceprivileges.com](http://choiceprivileges.com).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2016, 745 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®, Rodeway Inn®, and Vacation Rentals by Choice Hotels™ brands provide a spectrum of lodging choices to meet guest needs. With more than 28 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

© 2016 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

CONTACT: Scott Carman, Choice Hotels, 301-592-6361, [scott\\_carman@choicehotels.com](mailto:scott_carman@choicehotels.com)

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

---

<https://media.choicehotels.com/2016-12-16-Choice-Hotels-Announces-New-Choice-Privileges-Winter-Promotion-Earn-Double-Points>