

Choice Hotels Appoints Keith Biumi as Regional Vice President, Membership Development of Ascend Hotel Collection

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., March 17, 2017 [PRNewswire/](#) -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, has appointed Keith Biumi to the position of regional vice president, membership development of the Ascend Hotel Collection. The Ascend Hotel Collection is the world's first and largest portfolio of distinctive upscale independent hotels and resorts, backed by the global resources of Choice Hotels.

Biumi has more than 25 years of experience in the hotel industry in domestic and international markets, with broad expertise in development, franchising, brand marketing, finance and hotel operations. He will oversee the strategic initiatives for Ascend, focused on continuing its growth and success.

"We welcome Keith to our team. His extensive background and accomplishments in the upscale space will help further expand the Ascend Collection membership," said David Pepper, chief development officer, Choice Hotels. "Keith's knowledge, passion and leadership will be a great asset as we seek to bring Ascend to new locations and deliver one-of-a-kind experiences."

Biumi joins Ascend from Intercontinental Hotels Group (IHG) where he served as regional vice president, upscale development and franchise sales. At IHG, he received the "Upscale Developer of the Year" award a record eight times. Biumi earned a Bachelor of Science from the State University of New York, Plattsburgh.

The Ascend Hotel Collection, a portfolio of unique, boutique and historic properties, is recognized as the industry's first "soft brand," a concept pioneered by Choice Hotels that puts the company's vast network of support behind independent hotels and resorts. These resources equip hoteliers with Choice's robust distribution channels, technology, and an award-winning loyalty program. More than 170 properties are now open and operating around the world, which surpasses its top three competitor soft brands combined.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of December 31, 2016, 775 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 guests' needs. With more than 30 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 for more information.

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