

Choice Privileges Rewards Program Unveils New Offerings New Loyalty Rewards Include Elite Member Benefits and Summer Promotion

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., May 24, 2017 /PRNewswire/ -- The Award-winning loyalty program, Choice Privileges by Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, unveiled additional membership benefits, reinforcing the program's commitment to rewarding customers faster and more frequently than ever before.

All Choice Privileges Elite Members (Gold, Platinum and Diamond levels) will be offered a complimentary welcome gift or bonus points across all 11 of Choice's brands at check-in. This new Elite member recognition program begins on June 1, 2017, across all Cambria, Comfort Inn, Comfort Suites, Sleep Inn, MainStay Suites, Quality Inn and Clarion brand properties. Ascend Hotel Collection, Econo Lodge, Rodeway, and Suburban Extended Stay hotel properties will start offering these Elite member gifts and bonus points on August 1, 2017. This is in addition to perks Choice Privileges Elite members already enjoy, including complimentary upgrades, extended booking windows, exclusive reservation, customer service phone numbers, and Elite member offers.

While these new benefits are aimed at Elite level participants, the Choice Privileges rewards program remains committed to adding more value for all members, and that continues with Choice's new summer travel promotion. Now through July 31, 2017, all loyalty program members who book two separate qualifying stays at one of 11 Choice brands can earn enough points for a \$50 gift card. To qualify for the summer promotion, guests must register at www.choicehotels.com/giftcard before check-out and book on www.choicehotels.com, the Choice Hotels mobile app, or by calling 800.4CHOICE. Corporate travelers can book in their online booking tool or through global distribution system.

"Our program aims to provide more points and benefits starting on day one. Whether you are enjoying one of our YourExtras rewards, earning a \$50 gift card with our summer promotion, or receiving an addition welcome gift at check-in because you are among our most frequent guests, the Choice Privileges program values you" said Jamie Russo, vice president of loyalty programs and customer engagement for Choice Hotels.

Membership in the Choice Privileges program is free, offering perks and exclusive member rates when booking directly at www.choicehotels.com. As a result of the program relaunch in 2016, new enrollments to the program have jumped by more than 40 percent. Choice Privileges was also recognized as the no. 1 loyalty program in *USA Today's* 10 Best Readers' Choice Awards list. Popular changes to the program include:

- Direct Booking: Guests have access to the lowest price guaranteed when they book directly on www.choicehotels.com or the Choice Hotels mobile app.
- YourExtras: Members receive tangible rewards the moment they check in and can use these rewards throughout their stay.
- Keep Your Points: Points no longer expire, as long as members stay active.
- FlexRewards: Members can redeem points for free nights at discounted point values at participating properties.
- 10 Points per Dollar: Members can earn 10 points per \$1 at more than 5,500 Choice hotels.

Regardless of status, all Choice Privileges members receive exclusive member rates on www.choicehotels.com, express reservations and check-in, extended checkout upon request as late as 2 p.m., and access to generous promotions. Members can redeem points towards free nights, airline miles and more while staying at any of Choice's global hotel brands,

including Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway, and the Ascend Hotel Collection.

For full information about the Choice Privileges rewards program, visit www.choicehotels.com/choice-privileges.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With approximately 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 March 31, 2017, 795 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria®, 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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