

Ascend Hotel Collection Gains Momentum

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., June 5, 2017 /PRNewswire/ -- Ascend Hotel Collection, the first and largest soft brand of any multi-brand hotel company, continues a year of rapid growth executing new member agreements and expecting new openings every month throughout 2017. As part of Choice Hotels International, one of the world's leading hotel companies, the Ascend Hotel Collection features unique, boutique and historic independent hotels and resorts with 230 properties open and under development worldwide.

"Ascend franchise signings are up 30 percent from last year, thanks to our successful business model that offers hoteliers steadfast support and flexibility," said Mark Shalala, vice president, development, upscale brands, Choice Hotels. "In addition to adding new hotels, our expansion is in strong, high RevPAR markets, such as San Francisco, Hilton Head Island, Maui, San Clemente and Philadelphia."

Some of the brand's most recent U.S. openings include: The LOOK Red Hook (Brooklyn, New York), enVision Hotel Boston-Everett (Everett, Massachusetts), The Volare (San Clemente, California), The Waters (Hot Springs, Arkansas) and Hotel Petaluma (Petaluma, California). Outside the U.S., Choice Hotels is working on global agreements for the Ascend brand in France, the United Kingdom, Norway, Sweden, Turkey, Australia, Canada and the Caribbean.

"Being a part of the Ascend Hotel Collection gives independent hoteliers access to our 32 million Choice Privileges members," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "Every time we expand, we create new opportunities for travelers seeking local and authentic experiences."

Ascend Hotel Collection: let the destination reach you.

The Ascend Hotel Collection is a global portfolio of unique, boutique and historic independent hotels and resorts and is part of Choice Hotels International, one of the world's leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, Ascend has more than 170 properties open worldwide, including in France, the United Kingdom, Norway, Sweden, Turkey, Australia, Canada, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/Ascend.

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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