

## **The Ascend Hotel Collection Welcomes Three New Iconic South Beach Properties**

**15% off all bookings during the introductory month of October 2017**

MIAMI, Oct. 16, 2017 /PRNewswire/ -- The Ascend Hotel Collection welcomes the iconic **Hotel Breakwater South Beach**, **Casa Victoria Orchid** and **Hotel Ocean** properties in South Beach, FL. Known for inspiring individuality, the Ascend Hotel Collection is the first and largest global soft hotel brand, featuring best in class unique, boutique and historic independent hotels and resorts.

These three boutique hotels offer truly distinctive South Beach experiences for all travelers. Located in Miami's historic Art Deco district, **Hotel Breakwater South Beach** is an eclectic hotel offering a rotating art program and aquarium-style pool; the **Casa Victoria Orchid** property is situated on the legendary Española Way and features inspired European charm; the luxurious accommodations and breathtaking ocean views of **Hotel Ocean** are the perfect setting for a true beach escape.

Unique in their own right, the properties serve an essential role in the history of Miami Beach. The hotels, having roots in the 1930s, are an ideal stay for history seekers and modern travelers alike. The storied facades of Hotel Ocean and Hotel Breakwater South Beach are considered icons on Ocean Drive as they were originated during the colorful Art Deco epoch, affording travelers with a glimpse into the past while still maintaining modern amenities and charm. Tucked away in the stoned pathways of the Historic Española Way, Casa Victoria Orchid beckons its guests to take a journey back in time via its European-inspired stucco building with all the comforts of home.

"We are delighted to welcome these beautiful properties to the Ascend Hotel Collection, all of which embody the local authenticity and sophistication of South Beach. These hotels are a true representation of what the Ascend Hotel Collection is all about," said Janis Cannon, senior vice president of upscale brands for Choice Hotels. "South Beach is a hotspot for travelers seeking an experience that's reflective of the community, and now guests can immerse themselves in this vibrant South Florida city, all while having the benefits of booking through Choice Hotels and earning Choice Privileges loyalty rewards."

"We're excited to become an Ascend Hotel Collection member," said Reynaldo Ramirez, Director of Sales and Marketing. "Our hotels are each unique in their own way and being a part of the Ascend Hotel Collection allows the hotels to keep their identity, while at the same time, be a part of one of the largest international hotel companies."

Each property offers a range of amenities, including fitness centers, pools, complimentary breakfast and comfortable accommodations. As part of the introduction to the Ascend portfolio, the three properties are excited to offer guests 15% off for bookings made during the month of October 2017 utilizing booking code "LADVANTAGE."

The Hotel Breakwater South Beach, Casa Victoria Orchid and Hotel Ocean properties will participate in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list. Membership in the program is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at [www.choicehotels.com](http://www.choicehotels.com). Members can redeem points towards free nights, airline miles and more while staying at any of Choice's global hotel properties.

### **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, the Ascend Hotel Collection has more than 170 properties open and operating 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](http://www.choicehotels.com/Ascend).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 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 June 30, 2017, 792 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, 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 guests' needs. With more than 32 million members, 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.

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