

Quality Inn Celebrates Milestone With 1,500th U.S. Hotel Opening

ROCKVILLE, Md., Oct. 23, 2017 /PRNewswire/ -- Quality Inn recently opened its 1,500th U.S. hotel in Williston, North Dakota. As the largest brand in the midscale segment and part of Choice Hotels International, Inc. (NYSE: CHH), the Quality Inn brand is an undisputed champion of value.

The brand's rapid growth is positioned to continue with more than 25 properties slated to open before the end of the year, totaling 88 openings in 2017 — a seven-percent increase from last year. Quality Inn properties are located all over the country, including major markets, like Nashville, New York, Dallas, New Orleans and Atlanta.

"Quality Inn is the most in-demand midscale conversion brand because it appeals to both franchisees and guests," said Anne Smith, vice president of brand management and design at Choice Hotels International. "The brand innovated the midscale hotel franchise model, becoming the first hotel chain in the country. More than 75 years later, Quality Inn is a consistent performer with domestic RevPAR up 3.3 percent in the first half of the year, outpacing the midscale segment."

"Thanks to its high brand awareness and strong equity, we continue to see Quality Inn offering a strong value proposition to hotel owners," said Tom Nee, vice president of franchise development at Choice Hotels International. "Additionally, franchisees have access to Choice Hotels' services and support tools, making it an appealing option to open new properties."

Choice Hotels set the tone for the midscale market since the Quality Inn started back when the company was founded. In 1939, Choice Hotels created Quality Courts, an informal group of motels that set quality standards at an affordable price for travelers. In 1972, Quality Courts was renamed and rebranded to Quality Inn to reflect its growing global presence. Since then, Quality Inn has been Choice's largest single brand.

American Hospitality Management, Inc., an award-winning hotel management company with multiple midscale properties, franchised the 1,500th Quality Inn. The property will be managed by INH Management Inc., a full-service real estate and property management company.

The property is located in Williston, North Dakota, near the Yellowstone and Missouri Rivers, an area is the economic center of agriculture growth and the Bakken oil play, and provides travelers with amenities, including free breakfast and Wi-Fi, a business center and comfortable rooms.

"We couldn't be more excited about the opportunity to grow our business with the Quality Inn Williston," said Pat Egan of INH Management Inc. "This is our first property with Choice Hotels, and they have been a tremendous collaborator every step of the way. Operating a Quality Inn allows us, just as it does our guests, to truly get our money's worth, by focusing on the necessities. In partnering with Choice, we are able to reach more customers through the national awareness of the brand and people can get the best pricing by booking direct on Choicehotels.com. Customers can also be rewarded through the Choice Privileges loyalty program."

Quality Inn® Get Your Money's Worth

Choice Hotels International was originally founded on Quality. As the company's legacy

brand, Quality Inn continues to deliver on its original commitment of providing guests with an affordable and enjoyable stay. The brand's signature "Value Qs", which include premium bedding, hot and healthy breakfast, friendly service and free Wi-Fi, help guests focus on the people and travel memories that matter most. Quality Inn is one of the largest and most recognized brands in the midscale segment with more than 1,800 properties open worldwide as of June 30, 2017. For more information, visit <https://www.choicehotels.com/quality-inn>.

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 for more information.

Forward-Looking Statement

Certain matters discussed in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Generally, our use of words such as "expect," "estimate," "believe," "anticipate," "should," "will," "forecast," "plan," "project," "assume" or similar words of futurity identify such forward-looking statements. These forward-looking statements are based on management's current beliefs, assumptions and expectations regarding future events, which in turn are based on information currently available to management. We caution you not to place undue reliance on any such forward-looking statements. Forward-looking statements do not guarantee future performance and involve known and unknown risks, uncertainties and other factors.

Several factors could cause actual results, performance or achievements of the company to differ materially from those expressed in or contemplated by the forward-looking statements. Such factors include, but are not limited to, changes to general, domestic and foreign economic conditions; foreign currency fluctuations; operating risks common in the lodging and franchising industries; changes to the desirability of our brands as viewed by hotel operators and customers; changes to the terms or termination of our contracts with franchisees; our ability to keep pace with improvements in technology utilized for marketing and reservations systems and other operating systems; our ability to grow our franchise system; exposure to risks related to development activities; fluctuations in the supply and demand for hotels rooms; our ability to realize anticipated benefits from acquired businesses; the level of acceptance of alternative growth strategies we may implement; operating risks associated with our international operations; the outcome of litigation; and our ability to manage our indebtedness. These and other risk factors are discussed in detail in the company's filings with the Securities and Exchange Commission including our annual reports on Form 10-K and our quarterly reports filed on Form 10-Q. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

SOURCE Choice Hotels International, Inc.

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