

Riverside Inn & Suites Joins The Ascend Hotel Collection

Multimillion-dollar renovation highlights hotel's elegance and charm

ROCKVILLE, Md., July 10, 2018 /PRNewswire/ -- The Riverside Inn & Suites is the latest hotel to join the Ascend Hotel Collection, a portfolio of best-in-class unique, boutique, and historic independent hotels and resorts by Choice Hotels International. The hotel is located on Riverside Boulevard and overlooks Rock River, and has been a staple in the Rockford, Ill., community for more than 20 years.

Following a multimillion-dollar renovation, the hotel is known as the "Jewel of Rockford" and now features amenities and accommodations to satisfy every guest's needs, including an updated indoor pool, and traditional guest rooms and townhouse suites for large families or groups. The boutique hotel is located near popular attractions, such as Discovery Center Children's Museum, Coronado Performing Arts Center, and Magic Waters Waterpark.

Top features of the Riverside Inn & Suites include:

- Complimentary continental breakfast
- State-of-the-art fitness center
- Antique walking tour
- Themed guest rooms with river views
- Modern business center
- Free Wi-Fi
- Over 30,000 square-feet of flexible conference center and meeting space to accommodate functions of up to 1,700 guests

The Riverside Inn & Suites hotel participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's 10Best Readers' Choice Awards* list for two consecutive years. Choice Privileges membership is free and offers fast rewards, instant perks, and exclusive member rates for those who book directly at www.choicehotels.com. Members can earn and redeem points towards free nights, airline miles and more while staying at any of Choice's 11 global brand participating hotels.

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 largest leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend Hotel Collection has more than 200 properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Sweden, Turkey, Australia, Canada, Ecuador, 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 over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 550,000 rooms around the globe and, as of March 31, 2018, there are more than 900 hotels in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 36 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from everyday 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.

For further information: Choice Hotels: Jasmine Palmer, Tel: 301.628.5804, Email: Jasmine.Palmer@choicehotels.com

Additional assets available online:  [Photos \(2\)](#)

<https://media.choicehotels.com/2018-07-10-Riverside-Inn-Suites-Joins-The-Ascend-Hotel-Collection>