

Boutique Houston Hotel Blends Philanthropy With Hospitality Hotel Ylem Joins the Ascend Hotel Collection

ROCKVILLE, Md., Dec. 19, 2018 /PRNewswire/ -- Hotel Ylem is the latest property to join the Ascend Hotel Collection, a portfolio of best-in-class unique, boutique, and historic hotels and resorts that reflect their surrounding community by Choice Hotels International, Inc. (NYSE: CHH).

The property recently completed extensive renovations and the revamped boutique hotel now provides a more personalized guest experience and rooms that include contemporary, ethically-sourced local products such as, in-room coffee, bath amenities, and linens. Its central location adds to the hotel's appeal by offering guests easy access to top attractions, such as the Museum District, Houston Zoo, and NRG Stadium, the home field of the Houston Texans NFL team.

Other unique amenities include:

- Complimentary shuttle service
- Spacious guestrooms with modern fixtures and luxury bedding
- An upscale bar featuring a menu of signature hand-crafted cocktails
- A Happiness Center equipped with comfort items like extra blankets and electronic leg massagers to ensure each guest has the optimal experience
- Art gallery featuring work from local artists
- Digital concierge via in-room tablets, providing a more personalized, on-demand guest experience

In addition to referencing its recent renovations, the hotel's name—the ancient Greek word for primordial matter that formed the universe—underscores its commitment to supporting and growing the broader community. Along with collaborating with neighboring businesses, the 79-room upscale hotel donates a portion of its in-room mini-bar, sundry shop and cocktail lounge sales to charity: water, a non-profit that provides clean drinking water to developing nations. Guests can also wander through the onsite art gallery, which sells works from local artists and then donates the proceeds to philanthropic partners.

As a member of the Ascend Hotel Collection, Hotel Ylem guests can participate in the award-winning Choice Privileges loyalty rewards program, rated a top hotel loyalty program by both *USA Today's* 10Best Readers' Choice Awards and *U.S. News & World Report* for three consecutive years. Choice Privileges membership is free and offers fast rewards 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 participating branded hotels.

Ascend Hotel Collection: Let the Destination Reach You.

The Ascend Hotel Collection® global portfolio of unique, boutique, and historic independent hotels and resorts 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 largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 30, 2018, the Choice®

family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

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