

Adventure Awaits At Upscale Boutique Hotel Near Rocky Mountain National Park

The Recently Renovated Ridgeline Hotel Estes Park Joins the Ascend Hotel Collection

ROCKVILLE, Md., Jan. 30, 2019 /PRNewswire/ -- The Ridgeline Hotel Estes Park is the latest property to join the [Ascend Hotel Collection](#) by [Choice Hotels International, Inc.](#) (NYSE: CHH), a portfolio of unique, boutique and historic hotels and resorts that reflect their surrounding community.

Nestled in the quaint town of Estes Park, Colo., the upscale boutique hotel offers adventure-seekers an authentic taste of Northern Colorado with warm hospitality, stunning views, and year-round access to one of the most popular national parks in the country: Rocky Mountain National Park.

Owned and operated by global hospitality company Delaware North, the 147-room hotel recently completed a multimillion-dollar renovation and now features a modern, rustic aesthetic and open layout that enhances the overall guest experience. Its central location at 101 S. Saint Vrain Avenue in Estes Park provides guests with easy access to nearby shopping, dining, and entertainment. The hotel also offers guests a unique trip through Rocky Mountain National Park and other local points of interest, such as breweries and distilleries, in its own convertible bus.

"After transforming the property into an attractive, modern and comfortable boutique hotel in a picturesque national park gateway town, Delaware North is thrilled to have The Ridgeline Hotel Estes Park join the highly regarded Ascend Hotel Collection of Choice Hotels International," said Jim McGrath, vice president of lodging for Delaware North. "As part of the Choice Hotels family, we look forward to welcoming even more guests to discover the hotel."

Other unique amenities of The Ridgeline Hotel Estes Park include:

- Over 20,000 square feet of indoor/outdoor meeting and event space.
- A full-size indoor heated swimming pool and hot tub with a 180-inch projector screen for "swim-in" movies each afternoon.
- Gourmet burgers and local fare at Latitude 105 Alehouse, the onsite restaurant and bar featuring Colorado-inspired cocktails and 18 regional beers on tap.
- A game room with life-size Jenga and Connect Four, an Xbox system, and an air hockey table.
- Outdoor fire pits with ample seating and s'mores kits available for purchase.
- Complimentary coffee and bicycle rentals.
- Pet-friendly accommodations at no additional cost.
- State-of-the-art fitness center.

In addition to its in-house event space, the Ridgeline Hotel is attached to the Estes Park Conference Center, which allows the property to accommodate sizeable groups of visitors and conference-goers. The hotel is making it even easier for guests and locals alike to experience the best of Northern Colorado this winter with [special packages](#) that offer distinct experiences, from a stress-free weekend escape to a romantic, chocolate-and-wine-filled getaway—and more.

"The Ascend Hotel Collection combines exceptional service with rich local character to curate unique area-experiences and the Ridgeline Hotel, with tailored amenities and design cues taken from the mountains that surround it, is a sterling representation of the brand. We know this new Ascend hotel will be the perfect mountain getaway for out-of-town visitors and Colorado-natives alike," said Janis Cannon, senior vice president, upscale brands, Choice Hotels.

As a member of the Ascend Hotel Collection, Ridgeline Hotel Estes Park 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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