

## First Clarion Pointe Hotel Opens in Texas

### New Brand Extension Combines Premium Elements with Affordable Select-Service Experience

ROCKVILLE, Md., May 1, 2019 /PRNewswire/ -- The first Clarion Pointe hotel opened today in Sulphur Springs, Texas, less than eight months after Choice Hotels International, Inc. (NYSE: CHH) launched the Clarion brand extension. The new select-service hotel combines the premium elements guests desire with an affordable travel experience and builds on the company's eight decades of expertise in the midscale segment.

The 72-room Clarion Pointe Sulphur Springs features custom murals showcasing popular Sulphur Springs attractions in each room, a brand hallmark that brings the hotel's location to life for every guest. Located at 411 East Industrial Drive, the new hotel is near Interstate 30 and well-known local attractions, including Hopkins County Veterans Memorial, Coleman Park, Main Street Theatre, and The Hopkins County Museum and Heritage Park.

"Clarion Pointe came to life faster than any brand in the company's history, and the first hotel in Sulphur Springs is proof of this powerful select-service conversion concept," said Anne Smith, vice president, brand management, design and compliance, Choice Hotels. "Choice continues to lead and shape the midscale space to meet the needs of franchisees and guests alike. Since unveiling our Clarion Pointe extension in September of last year, the brand has been in high demand."

Nearly 30 Clarion Pointe hotels are expected to open and 10 are planned for this year, including in Medford, Ore.; North Charleston, S.C.; Oklahoma City; and Rochester, N.Y. Influenced by the Clarion brand promise of creating environments for people to connect and socialize, Clarion Pointe allows guests to maximize their travel experience with "*focal pointes*," including:

- Contemporary design touches, including signature murals in guest rooms and the lobby that reflect local points of interest.
- Curated food and beverage, like free premium coffee and tea from The Coffee Bean & Tea Leaf, as well as free breakfast with fresh and nutritious items. Craft beer and select wines, juices and smoothies, and small bites are available for purchase in the hotel's marketplace.
- On-demand connectivity that lets guests stream content from their mobile devices onto 49-inch TVs with casting capabilities and free streaming-strength Wi-Fi.
- Modern fitness space featuring cardio equipment and a strength-training station.

"The interest in Clarion Pointe gives us a solid foundation for growth in the years ahead," said Tom Nee, vice president, franchise development, Choice Hotels. "Clarion Pointe is ideal for owners who want a hotel concept that resonates with today's travelers, from a company that's proven successful in the midscale segment. Owners gain access to Choice's extensive resources, from in-market support and help with the conversion process, to tools that assist with improving ongoing daily operations."

The new Clarion Pointe Sulphur Springs was developed by Helm Hotels Group, a family-owned company with over 35 years of experience in Texas.

"Our years of hospitality experience coupled with Choice's invaluable resources and established brands makes us excited to be at the forefront of the new Clarion Pointe brand," Charles Helm, Owner, Helm Hotels Group. "We know guests will love the brand, which offers a premium local experience, and all of the amenities to make for a great and memorable trip."

For more information on development opportunities, visit [choicehotelsdevelopment.com/clarion-pointe](http://choicehotelsdevelopment.com/clarion-pointe).

### **About Clarion Pointe**

The Clarion Pointe™ brand offers sensible explorers more options to get to the Pointe. Hotels offer guests a convenient and affordable experience with premium elements in just the right places, including

contemporary design touches, curated food and beverages options, and on-demand connectivity. In addition to comfortable rooms with signature murals, Clarion Pointe properties offer modern fitness essentials and community rooms, plus free Wi-Fi and complimentary breakfast. For more information, visit [www.choicehotels.com/clarion-pointe](http://www.choicehotels.com/clarion-pointe).

### **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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of December 31, 2018, the Choice® family of hotel brands provides 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](http://www.choicehotels.com).

### **About Helm Hotels Group**

Clarion Pointe of Sulphur Springs is owned and operated by Helm Hotels Group, family owned and operated for over 35 years and currently has been in the Helm family for 3 generations. Helm Hotels Group also owns two other hotels in Denton and Lufkin, Texas. More information about Helm Hotels Group can be found at [helmhotelsgroup.com](http://helmhotelsgroup.com).

### **Forward-Looking Statement**

This communication includes "forward-looking statements" about future events, including anticipated development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

### **Addendum**


This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, [development@choicehotels.com](mailto:development@choicehotels.com).

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

<https://media.choicehotels.com/2019-05-01-First-Clarion-Pointe-Hotel-Opens-in-Texas>