

Your Next Adventure Starts Here: Win Big with Choice Privileges' 1-Million Points Sweepstakes



Choice Hotels International's award-winning rewards program launches its inaugural sweepstakes, rewarding members with points to redeem unforgettable getaways and VIP access to a racing event with Trackhouse Racing

NORTH BETHESDA, Md., July 22, 2025 /PRNewswire/ -- Choice Privileges, the award-winning rewards program from Choice Hotels International (NYSE: CHH), today announced the launch of its first-ever [Million Point Sweepstakes](#), offering members the opportunity to win points that can be redeemed for hotel stays, [airline miles](#), [sports experiences](#), and more. The sweepstakes comes on the heels of [updates to Choice Privileges earlier this year](#), including an extended 50-week booking window, and more flexible point redemption options — helping the program earn the title of best hotel rewards program from both [U.S. News & World Report](#) and [WalletHub](#).

Here's what's up for grabs for Choice Privileges members who are ready to turn their travel dreams into reality ([Terms apply](#)):

- **One grand prize winner** will receive **1 million Choice Privileges points**, unlocking endless travel possibilities — including luxury and upscale stays— at more than 7,000 Choice-branded hotels in over 46 countries and territories, plus hundreds of partner properties globally, including [Preferred Hotels & Resorts](#), [Westgate Resorts](#), [Bluegreen Vacations](#), and [Penn Entertainment](#).
- **One winner** will enjoy a **VIP NASCAR Trackhouse Race Experience** in St. Louis, MO, including two VIP race passes, a meet-and-greet with Trackhouse Racing driver Daniel Suárez, two nights of hotel accommodations, and a \$1,000 Mastercard® gift card for travel expenses.
- **Eleven winners**, one drawn each week between July 22 through October 7, will receive **100,000 Choice Privileges points**.

"Choice Privileges is your all-access pass to travel your way — and with Choice Hotels' growing lineup of hotels and partners, we have something for every kind of traveler," said Nandika Suri, Vice President of Loyalty, Choice Hotels International. "We refreshed the program this year to deliver even greater value to our more than 70 million members, along with many more ways to use their points. This sweepstakes is just one more exciting way we're rewarding them and showing them how far their Choice Privileges points can take them."

Choice Privileges members can enter the sweepstakes today and earn additional entries for qualifying nights stayed during the promotion period, which runs through October 7, 2025. No purchase necessary; [see official rules for details](#). Winners will be announced on October 21, 2025.

Here's a glimpse at how Choice Privileges points can help create memorable travel moments. Plus, members can stretch their points even more by using them to [book flights with Choice Privileges' 15 airline partners](#)— including United Airlines, Southwest Airlines, and British Airways.



Nature and National Park Exploration

Choice Hotels has more than 2,000 hotels near a national park. Here's just one way members can experience the most jaw-dropping sites and several national parks on every adventurer's bucket list—all in just two weeks:

Route: Las Vegas → Zion National Park → Moab → Salt Lake City (14 nights)

- **Las Vegas:** Westgate Flamingo Bay Resort — Starting at 30,000 pts/night × 4 nights
- **Zion (Hurricane, UT):** Sleep Inn & Suites — Starting at 15,000 pts/night × 3 nights
- **Moab, UT:** Comfort Suites Moab — Starting at 30,000 pts/night × 3 nights
- **Salt Lake City:** Radisson Salt Lake City — Starting at 30,000 pts/night × 4 nights

Total Points Used: Starting at 375,000 pts



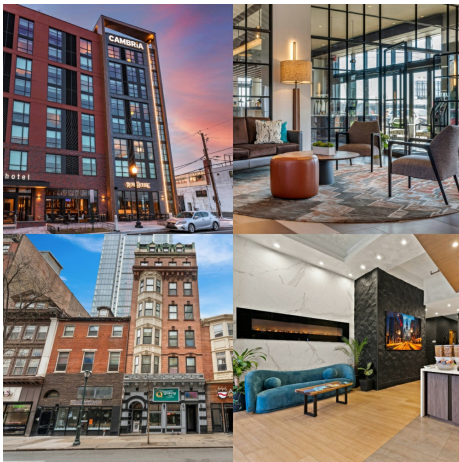
Culture and Beach Fun in Mexico

Choice Hotels has more than 180 stylish hotels for all budgets in the Caribbean and Latin America region — perfect for relaxation or exploring.

Route: Cancun → Mexico City → Puebla (14 nights)

- **Cancun:** Atelier Playa Mujeres, Preferred Hotels & Resorts — Starting at 74,000 pts/night × 5 nights
- **Mexico City:** Amberes 64, Ascend Collection — Starting at 20,000 pts/night × 5 nights
- **Puebla:** Radisson Puebla Angelopolis — Starting at 25,000 pts/night × 4 nights

Total Points Used: Starting at 570,000 pts



East Coast Arts, Museums & History Tour

From Broadway to Beacon Hill, Choice Hotels offers centrally located stays to experience the top historic and cultural sites around the country.

Route: Washington, D.C. → Philadelphia → NYC → Boston (14 nights)

- **Washington, D.C.:** Cambria Hotel Navy Yard — Starting at 20,000 pts/night × 4 nights
- **Philadelphia:** Quality Inn Center City — Starting at 20,000 pts/night × 3 nights
- **New York City:** The Mayfair Hotel, Ascend Collection — Starting at 45,000 pts/night × 4 nights
- **Boston:** Cambria Hotel Boston Somerville — Starting at 35,000 pts/night × 3 nights

Total Points Used: Starting at 425,000 pts



Winter Escape in Europe

Choice Hotels also offers endless options across Europe including in Spain, Sweden and Norway.

Route: London → Paris → Prague → Venice (14 nights)

- **London:** Comfort Inn Victoria — Starting at 10,000 pts/night × 3 nights
- **Paris:** Castille Paris – Starhotels Collezione, Preferred Hotels & Resorts — Starting at 73,000 pts/night × 4 nights
- **Prague:** Clarion Hotel Prague City — Starting at 10,000 pts/night × 3 nights
- **Venice:** Hotel Aquarius, Ascend Collection — Starting at 20,000 pts/night × 4 nights

Total Points Used: Starting at 462,000 pts

Cross-Country Football Tour

Choice Privileges members can use their points to stay near the action at top college and pro football matchups across the country.



- **Columbia, SC (Oct 25, 2025):**
Game: South Carolina Gamecocks vs. Alabama Crimson Tide
Stay: Cambria Hotel Columbia Downtown The Vista — Starting at 35,000 pts/night × 3 nights
- **Arlington, TX (Dec 7, 2025)**
Game: Dallas Cowboys Home Game
Stay: Comfort Suites Arlington — Starting at 15,000 pts/night × 3 nights
- **Miami, FL (Dec 14, 2025):**
Game: Miami Dolphins Home Game
Stay: Cambria Hotel Ft. Lauderdale, Airport South & Cruise Port — Starting at 30,000 pts/night × 3 nights
- **Atlanta, GA (Jan 1, 2026):**
Game: Peach Bowl
Stay: Country Inn & Suites by Radisson, Atlanta Galleria/Ballpark — Starting at 20,000 pts/night × 3 nights

Total Points Used: Starting at 300,000 pts

About Choice Privileges®

The award-winning Choice Privileges rewards program enables members to earn and redeem points for reward nights at over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Points can also be earned and/or redeemed with partners like Bluegreen Vacations, Penn Entertainment, and Westgate Resorts. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program or learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with over 7,500 hotels, representing nearly 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

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