

## Choice Hotels Named One of 'America's Most Innovative Companies' 2023 by Fortune

### Choice's innovative culture empowers entrepreneurial opportunities

ROCKVILLE, Md., [March 31, 2023] — [Choice Hotels International, Inc.](#) (NYSE: CHH) has been named one of 'America's Most Innovative Companies' in 2023 by Fortune and Statista Inc. This award, being offered for the first time, is based on a holistic view of a company's innovative activity including product innovation, process innovation and innovation culture.

"We are honored to be named one of Fortune's most innovative companies in America," said Robert McDowell, Chief Commercial Officer at Choice Hotels International. "At Choice, we strive for innovation in every aspect of our business as we disrupt the lodging industry and continuously deliver value to investors, owners, guests and associates. Being consistently innovative helps ensure we are attracting and retaining owners while driving stability and resiliency for our business."

Choice Hotels is committed to innovation through every aspect of the business. Choice provides its hotel owners with the support they need to succeed since it launched the country's first hotel chain in 1941. Today, Choice offers franchisees across 22 hotel brands a suite of proprietary cutting-edge cloud-based solutions, including the **choiceADVANTAGE** property management system, the **choiceEDGE** guest reservation platform, and **ChoiceMAX**, a mobile-friendly revenue management tool that continuously adapts to changes in the market using real-time data.

Additionally, the award-winning **Choice University** educational platform delivers customized and always-evolving learning and development resources, while the **Choice Privileges** Rewards Program drives loyalty from a growing base of more than 55 million members. From pre-opening to grand opening and every day forward, Choice provides hotel owners with best-in-class resources to help them maximize the return on their investment.

Choice values innovation that provides cost and time saving opportunities for franchisees. For example, it recently selected Schneider Electric's AI-assisted technology, which is designed to help more than 6,000 franchisees in the United States autonomously track and manage energy consumption and sustainability data. Additionally, Choice Hotel's Radisson Blu Mall of America property champions innovation through a recently introduced system that captures greenhouse gas emission from heating equipment.

Efforts to find innovative solutions for Choice owners and property developers include the launch of the first hotel soft brand, Ascend Hotel Collection, 15 years ago that offered independent boutique hotels an opportunity to benefit from the Choice system without needing to have their property fit into a mold. Choice has also developed a new prototype option for Cambria Hotels, which features a sense of space and place, with a design-forward experience and upscale amenities for guests.

In addition to being named one of the 'Most Innovative Companies in America' 2023, Choice is an award-winning employer earning: Newsweek's Most Trustworthy Companies in America (2023); America's Best Large Employers (2023), Forbes: World's Best Employers (2022), Forbes: The Best Employers for Veterans (2022), Forbes: World's Top Female Friendly Companies (2022); Human Rights Campaign: Best Places to Work for LGBTQ Equality (2022); and DEI: Best Places to Work for People with Disabilities (2022) and others.

To view Fortune's 'Most Innovative Companies in America' 2023 rankings, please visit: <https://fortune.com/ranking/americas-most-innovative-companies/2023/search/>. To learn more about Choice's corporate culture or rewarding career opportunities at Choice Hotels,

visit [www.careers.choicehotels.com](http://www.careers.choicehotels.com).

### **About Choice Hotels®**

[Choice Hotels International, Inc.](#) (NYSE: CHH) is one of the largest lodging franchisors in the world. With nearly 7,500 hotels, representing almost 630,000 rooms, in 47 countries and territories as of December 31, 2022, 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 upper upscale, upper midscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members a faster way to rewards, with personalized benefits starting on day one. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

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