

Choice Hotels Consolidates Reservations Into New North American Network

PRNewswire
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Choice Hotels International, Inc. today announced it will create a new North American Call Center Network by consolidating five reservations locations into three. This consolidation is part of the company's previously-announced corporate-wide restructuring.

The company will concentrate its reservations operations in Grand Junction, Colorado (one of two existing locations), Minot, North Dakota, and Toronto, Ontario, Canada. Locations in Phoenix, Arizona, and Grand Junction, Colorado (the other existing location), will be phased out over the next few months.

"As consumer practice shifts more reservations to global distribution systems and the Internet, we are focusing our reservations operations in more cost-effective locations with state-of-the-art telecommunications technology," said Charles A. Ledsinger, Jr., president and chief executive officer. "As a result, we will be able to serve our customers well and continue to drive significant business to our hotels."

The reservations restructuring will eliminate approximately 100 positions, with another 40 jobs being created in the new network, resulting in a net decrease of 60 jobs. It is anticipated that the company will realize operating savings in its reservations fund of approximately \$1.5 million in 2001 and \$2 million in 2002.

Choice Hotels International, the world's second-largest lodging franchisor, franchises more than 5,000 hotels in 41 countries under the Comfort, Quality, Clarion, Sleep, Econo Lodge, MainStay Suites and Rodeway Inn brand names. For more information on Choice, visit the company's Internet site at <http://www.choicehotels.com/>.

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