

Choice Hotels International Executives Address Industry Leaders at New York University International Hospitality Industry Investment Conference

Members of Choice's Management Team Share Perspectives on Executive Leadership, Marketing and Select-Service Lodging Segment

PRNewswire-FirstCall
SILVER SPRING, Md.

Three executives from Choice Hotels International, Inc. addressed hotel and development leaders from around the globe at the 31st annual New York University International Hospitality Industry Investment Conference, which took place June 1 and June 2 in New York City. Representing the company as speakers at this event were Stephen P. Joyce, president and chief executive officer; Chris Malone, chief marketing officer; and David Pepper, senior vice president, development, and division president, upscale and extended stay brands.

Steve Joyce participated as a member of the conference's opening general session, which featured chief executive officers from the world's leading hospitality companies.

"Choice's proven business model has enabled us to maintain our commitment to executing against our core strategy and mission in the face of this downturn," commented Joyce. "Additionally, there is a new found sense of value-orientation among guests, which I believe will be long-term in nature, which dovetails nicely with how our brands are positioned. I believe this trend will benefit Choice; in fact, in the first quarter of 2009, we saw our largest gain in share in over seven years against our competitive set. We are very optimistic that when hotel transactions begin to occur in the coming months, our brands will experience a significant uptick in conversions as a result of our ability to drive reservations to our franchised properties."

Chris Malone, who oversees Choice's efforts related to marketing, worldwide travel industry sales, advertising, eCommerce and reservations programs, was on a global branding strategies panel focusing on personalization to today's younger travelers.

"Choice is aggressively taking advantage of new technologies such as iPhone, Facebook and Twitter to reach guests and make it easier than ever to find, book and stay at Choice-brand hotels," said Malone. "We are seizing upon the opportunity to promote the great value our brands offer every day in our wide-ranging marketing and e-commerce efforts. This value is enhanced by the recent launch of our first-ever \$50 prepaid cash card for Choice Privileges members after just three separate stays this summer at participating hotels."*

David Pepper shared his insights on the Select Service panel. He is responsible for the company's franchise sales efforts and for the strategic oversight of Choice's newest brands, Cambria Suites, MainStay Suites and Suburban Extended Stay Hotel.

"The select-service segment, particularly the economy and mid-scale markets in which Choice operates, is, on a comparative basis, faring much better than the full-service segment," noted Pepper. "While the new construction environment remains challenging, we feel very confident about the opportunities for our domestic limited-service conversion brands. And in this time of economic uncertainty, hotel owners are looking to franchise with a strong franchisor such as Choice Hotels."

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 475,000 rooms, in the United States and more than 30 countries and territories. As of March 31, 2009, 896 hotels are under construction, awaiting conversion or approved for development in the United States, representing 70,381

rooms, and an additional 111 hotels, representing 9,114 rooms, are under construction, awaiting conversion or approved for development in more than 15 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn, and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International, Inc.

* Terms & Conditions apply. See choicehotels.com for details.

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