

## Choice Hotels Hosts Annual European Hotel Convention in Amsterdam

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ROCKVILLE, Md., Oct. 20, 2015 [PRNewswire/](#) -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's leading hotel companies, is pleased to announce that it will be hosting its 2015 European Annual Convention in Amsterdam. The highly anticipated event will be held on October 18-20, bringing together franchisees from across Europe to the city of Amsterdam. The 2015 European Annual Convention is centered upon the theme of "Orchestrating the Future," designed to focus on the collaborative ventures that the franchise has made in Europe.

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"Growing the Choice Hotels brand in Europe is a major priority, and we are thrilled to be hosting our annual 2015 European Annual Convention in Amsterdam," said Mark Pearce, Senior Vice President, International Division, for Choice Hotels. "We've unveiled a new look, a new brand identity and a new future for Choice, and we're excited to be sharing our strategic vision with our European franchisees in Amsterdam."

The conference comes in tandem with two exciting new deals that Choice Hotels has forged. The first, in Belgium with Dema Hotels and Oxford Hospitality, will add three newly converted units over the next twelve months, providing a local growth platform through which to rapidly scale Choice's presence in the market. The properties in Belgium will become part of the Comfort, Quality and Clarion brands.

The second deal, in Germany with BHKV Hospitality, will add two new construction Comfort hotels in Frankfurt-Kelsterbach and Monheim. The agreement supports the company's goal to notably increase the presence of the Comfort brand in Germany. Further projects are expected to follow, with an anticipated development focus in cities like Munich, Cologne, Dusseldorf, Berlin and Stuttgart.

Having recently opened an office in Amsterdam to meet the growing European development demands, the convention will celebrate the significant initiatives that Choice Hotels International has launched in Europe over the past few years.

Also present at the convention will be MBA students from Hotelschool The Hague, a business school affiliated with Choice. Students will be networking and learning about Choice's business and strategic vision for Europe, as well as have the opportunity for a private question and answer session with Choice executives. To capitalize on the local attractions of Amsterdam, all of the 2015 attendees will experience unforgettable dining, tourist attractions, shopping markets, and entertainment from local performers and bagpipe musicians in this historic city.

### *About Choice Hotels*

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,300 hotels franchised in 35 countries and territories, we represent more than 500,000 rooms around the globe. As of June 30, 2015, 613 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge® and Rodeway Inn® brands provide a spectrum of lodging choices to meet guests' needs. With more than 24 million members and counting, check out our Choice Privileges® rewards program to see how you can reap the benefits of being a member of the Choice Hotels® family. All hotels are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

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