

Choice Hotels Appoints Eleonora Tarzibachi as Head of Brand Development and Management for Ascend Hotel Collection

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., April 24, 2017 /PRNewswire/ -- [Choice Hotels International](#) (NYSE: CHH), one of the world's leading hotel companies, appointed Eleonora Tarzibachi as Head of Brand Development and Management of its [Ascend Hotel Collection](#), the industry's first and largest global, soft brand collection of independent unique, boutique and historic hotels and resorts. Tarzibachi, who previously served as Choice's Senior Director of International Strategy and Business Performance, will lead the brand's worldwide expansion.

"The essence of the Ascend Hotel Collection is authenticity. These hotels provide travelers an immersive experience enveloped in local charm, no matter where they are in the world," said Janis Cannon, senior vice president of Upscale Brands at Choice Hotels International. "Eleonora's extensive experience in international business strategy brings a true understanding of the global marketplace to the Ascend Hotel Collection. We are so thrilled to have Eleonora at the helm to continue to drive our worldwide reach and provide innovative ideas and solutions for our members and our guests."

Choice Hotels pioneered the "soft brand" concept in 2008 with the Ascend Hotel Collection, delivering to independent hoteliers the ability to remain distinct and unique while equipping them with powerful business tools, including Choice's industry leading technology, robust distribution channels and rapidly expanding award-winning loyalty program, Choice Privileges. Today, there are more than 170 Ascend Hotel Collection properties open and operating around the world.

"I worked closely with the Ascend soft brand in my most recent role as I interfaced with multiple countries and territories for the International Division. I have incredible passion for this portfolio and opportunity," said Tarzibachi. "My international role also provided me with a deep understanding of the different needs of the diverse Ascend Hotel Collection traveler and membership base, as well as its growth potential."

Tarzibachi began her career at Choice Hotels in 2000 as a Business Analyst and progressed to her most recent position as Senior Director of International Strategy and Business Performance where she developed strategic growth plans for the international portfolio.

Ascend Hotel Collection: let the destination reach you.

The Ascend Hotel Collection is a global portfolio of unique, boutique and historic independent hotels and resorts and is part of Choice Hotels International, one of the world's leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, Ascend has more than 170 properties open and operating worldwide, including in France, the United Kingdom, Norway, Sweden, Turkey, Australia, Canada, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/Ascend.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of December 31, 2016, 775 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®,

Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 30 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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