

The Ascend Hotel Collection Welcomes The Waters In Hot Springs, Arkansas

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., May 17, 2017 /PRNewswire/ -- The Waters, nestled within Arkansas Hot Springs National Park, is among the latest hotel properties to join the Ascend Hotel Collection by Choice Hotels International, Inc. (NYSE:CHH), one of the world's leading hotel companies. Known for celebrating and inspiring individuality, the Ascend Hotel Collection is the first and largest global soft brand featuring best in class unique, boutique and historic independent hotels and resorts.

"We are so proud to welcome The Waters to the Ascend Hotel Collection. From its ideal location and soothing design aesthetic to its warm service culture, The Waters adds a truly distinctive offering from the heart of Arkansas to this rapidly expanding global portfolio," said Janis Cannon, senior vice president of upscale brands for Choice Hotels. "This unique, historic gem offers travelers a peek into history, while still providing the modern amenities and conveniences that upscale travelers expect."

The 62-room boutique hotel is centrally located in the Hot Springs Central Avenue Historic District. As the region's name implies, for generations, people have travelled to the hot springs to "take to the waters". Today, visitors still enjoy the natural setting at nearby spas, including Quapaw Baths and Spa, a sister property to The Waters.

Inside the hotel, design touches highlight this local history. Three-story tall Corinthian terracotta columns welcome guests in the historic 1913 marble lobby, which was once a doctor's office that dispensed prescriptions for the therapeutic baths.

The hotel's restaurant, The Avenue, is led by Le Cordon Bleu graduate and recent Arkansas Hospitality Association winner Casey Copeland. The establishment is best known for its southern artisan cuisine and wide variety of unique small plates and shareables.

Other amenities include:

- Free Wi-Fi
- Valet Parking
- Dry cleaning services
- Attached boutique offering make-up services and beauty products called Blushed Beauty Boutique
- Refrigerators available in every guest room
- Direct access to the Hot Springs National Park hiking trails
- Spa services available at sister property, Quapaw Baths and Spa, located across the street

"Joining forces with the Ascend Hotel Collection underscores our commitment to delivering one-of-a-kind, memorable guest experiences that will help continue to revitalize downtown Hot Springs and attract more visitors," said Robert Zunick, Co-Owner. "Choice Hotels pioneered the hotel soft brand concept with the Ascend Hotel Collection, so we know we are in excellent hands and on board with the best."

This hotel participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10 Best Readers' Choice Awards list. Membership is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at www.choicehotels.com. Members can redeem points towards free nights, airline miles and

more while staying at any of Choice's 11 global brand hotels, including Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway, and the Ascend Hotel Collection.

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 hotel companies. With approximately 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 March 31, 2017, 795 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria®, 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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