

## **The Ascend Hotel Collection Welcomes Kohea Kai Resort Maui In Hawaii**

PR Newswire  
ROCKVILLE, Md.

ROCKVILLE, Md., June 21, 2017 /PRNewswire/ -- The Ascend Hotel Collection by Choice Hotels International, Inc. (NYSE:CHH), one of the world's leading hotel companies, welcomes Kohea Kai Resort Maui as an Ascend Hotel Collection member. This tropical "18 and over" retreat brings out the beauty and serenity of island living in the heart of Maui, the second-largest of the Hawaiian Islands. In the native Hawaiian language, Kohea Kai means warm, serene, abundantly relaxing sea.

Located steps away from five miles of sandy beach, the relaxing Kohea Kai Resort Maui is a 26-room boutique hotel featuring soothing ocean views, outdoor pool and hot tub, open-air rooftop lanai, and serene spacious suites. Guest rooms feature private lanais, California king sized beds, sleeper sofas (in select rooms), and mini refrigerators or a full-sized kitchen. Amenities include complimentary breakfast buffet, free Wi-Fi, free parking and no resort fees.

An intimate compound made up of separate bungalows, each of the resort's five buildings is unique and connected by a series of lush tropical gardens, offering guests both privacy and a communal experience. Kohea Kai is close to dining, shopping and recreational activities, located on the South Shore of Kihei in the heart of Maui.

Kohea Kai Resort Maui participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list. Membership is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at [www.choicehotels.com](http://www.choicehotels.com). Members can redeem points towards free nights, airline miles and more while staying at any of Choice's global hotel properties.

The Ascend Hotel Collection is the first and largest soft brand, which continues to see rapid growth with nine franchise signing agreements to-date and new openings expected every month throughout 2017. As part of Choice Hotels International, the Ascend Hotel Collection features unique, boutique and historic independent hotels and resorts like the Kohea Kai Resort worldwide.

*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](http://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](http://www.choicehotels.com) for more information.

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CONTACT: Choice Hotels: Sarah Lee, [Sarah.Lee@choicehotels.com](mailto:Sarah.Lee@choicehotels.com), Office: 301-628-4397

Web Site: <http://www.choicehotels.com>

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