

Loyalty Rewards Members Can Earn a Free Night After Two Stays

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., Aug. 31, 2017 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, is launching a Choice Privileges fall promotion in which its loyalty rewards members can earn a free night after two stays, reinforcing the highly-rated program's commitment to rewarding customers faster and more frequently than ever before.

Guests who stay at a Choice Hotels property two times between August 31 and November 11, 2017, can earn enough points to redeem for a future free night at over 1,000 hotels worldwide. Members must register for the promotion at ChoiceHotels.com/freenight before check out and book on ChoiceHotels.com, the Choice Hotels mobile app, or by calling 800.4CHOICE. Corporate travelers can book in their online booking tool, global distribution system, or with a travel agent.

"Whether you are a new member or have traveled with us for years, the fall travel season is an ideal time to get even more out of the Choice Privileges rewards program- especially when you book directly with Choice Hotels," said Jamie Russo, vice president of loyalty programs and customer engagement for Choice Hotels. "Not only will members be able to earn a free night with this promotion, they will also benefit from truly instant perks like the first-of-its-kind *Your Extras* program as well as special member pricing at over 5,500 hotels - all included in our free membership."

The unique Choice Privileges *Your Extras* program offers members instant rewards, including Choice Privileges bonus points, airline miles, gift cards for a premium coffee shop, fuel discounts, or shared ride credits at mid-week check-in, regardless of membership status. These extras are delivered right when members check into a hotel and options can be changed on every stay. The program has surpassed 33 million members, and has added more than three million new members already this year.

Choice's loyalty rewards program was rated no.1 in *USA Today's* 10Best Readers' Choice Awards list and no. 3 in *US World News & Reports* Best Hotel Rewards Programs. Membership is free, and offers fast rewards, instant perks, and exclusive member rates when booking directly at www.choicehotels.com. Choice Privileges members receive exclusive member rates on www.choicehotels.com, express reservations at check-in, extended checkout upon request as late as 2 p.m., and access to generous promotions. Members can redeem points towards free nights, airline miles and more, while staying at any of Choice's 11 global brand hotels, including the Ascend Hotel Collection, Cambria Hotels, Comfort Inn, Comfort Suites, Sleep Inn, Quality, Clarion, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.

For full information about the Choice Privileges rewards program, visit www.choicehotels.com/choice-privileges.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 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 June 30, 2017, 792 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 33 million members, 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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SOURCE Choice Hotels International, Inc.

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