

Choice Privileges Rated Top Hotel Loyalty Program In USA Today's 10Best Readers' Choice Awards

ROCKVILLE, Md., Nov. 10, 2017 /PRNewswire/ -- Another big win for the Choice Privileges loyalty program from Choice Hotels. For the second straight year, *USA Today's* 10Best Readers' Choice Awards has named Choice Privileges the "Best Hotel Loyalty Program." A panel of USA Today travel experts and 10Best editors developed the list of nominees. Readers voted to determine the rankings.

"It has been an exciting year for the Choice Privileges program. This recognition validates what matters to us most: that our members are benefitting from our new perks and program enhancements," said Jamie Russo, vice president of loyalty programs and customer engagement for Choice Hotels. "It is quite an honor to be recognized by industry experts and our membership base. We also want to thank our 33 million members for voting to name Choice Privileges the best hotel loyalty program."

Earlier this year, the Choice Privileges program was also honored with the prestigious Freddie 210 Award for Europe and received recognition from Loyalty 360.

It is free to join the Choice Privileges program and members get the lowest price guaranteed when they book direct at ChoiceHotels.com, as well as benefits and immediate perks including:

- **Faster and greater rewards.** Get to a free night faster with FlexRewards, which can be redeemed for free nights at discounted point levels at various hotels.
- **Your Extras.** Earn instant extra rewards when traveling during the week, including fuel rewards, discounts on Uber trips and Amazon.com credit.
- **Elite recognition.** All Choice Privileges Elite Members (Platinum, Gold and Silver members) are offered the option of a complimentary welcome gift or bonus points at check-in.

In addition to faster rewards, instant perks, and exclusive member rates when booking direct at ChoiceHotels.com, members can redeem points towards free stays at any of Choice's 11 hotel brands worldwide, 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 more information about *USA Today's* 10Best Readers' Choice Award list, visit <http://www.10best.com/awards/travel/best-hotel-loyalty-program-2017/>.

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 September 30, 2017, over 800 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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