

The Ascend Hotel Collection Welcomes the UpValley Inn & Hot Springs in Napa, Calif.

ROCKVILLE, Md., Dec. 19, 2017 /PRNewswire/ --The UpValley Inn & Hot Springs hotel in Calistoga, Calif., has joined the [Ascend Hotel Collection](#), bringing the charm of Napa Valley's wine country to this global portfolio of unique, boutique and historic hotels and resorts. Known for inspiring individuality, the Ascend Hotel Collection is the world's first and largest soft brand, featuring best-in-class upscale properties with more than 200 properties open worldwide.

Just 90 minutes from San Francisco, The UpValley Inn & Hot Springs hotel takes its name from Calistoga locals who refer to this area of Napa as "upvalley." A popular getaway for food, wine and wellness travelers, the hotel is ideally situated along the famed Silverado Trail, a 29-mile stretch dotted with world-renowned and intimate family-owned wineries along the eastern edge of Napa Valley. The hotel provides guests with free shuttle service to and from wineries and tasting rooms.

Guests can also take sanctuary at the hotel's exceptional amenities which features a new steam room, sauna and Calistoga's world famous underground geothermal mineral water springs. The hot springs are believed to offer restorative properties. The UpValley Inn & Hot Springs hotel has plans to offer mud bath services, another uniquely Calistoga relaxation ritual, in the near future.

Additionally, the hotel recently underwent a dramatic transformation across its six buildings, which included guestroom renovations featuring marble-encased bathrooms and private balconies.

The UpValley Inn & Hot Springs hotel participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list for two consecutive years. 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 the Ascend Hotel Collection, Cambria Hotels, Comfort Inn, Comfort Suites, Sleep Inn, Quality Inn, Clarion, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.

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, the Ascend Hotel Collection has more than 200 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 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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For further information: Choice Hotels: Sarah Lee, Tel: 301-628-4397, Email: Sarah.Lee@choicehotels.com

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