

Choice Hotels Appoints Chad Fletcher as Vice President of Global Sales

ROCKVILLE, Md. (February 1, 2018) – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, announced Chad Fletcher has joined the company as vice president of global sales.

In this role, Fletcher will lead the company's corporate, travel agency and group sales strategy to support the continued growth of business travel. He will oversee the team responsible for maintaining relationships with key corporate clients, and work with Fortune 500 companies and large, global travel agencies.

"Our approach to corporate and group sales focuses on segmenting corporate customers across our portfolio of brands to best accommodate their business travel needs," said Robert McDowell, chief commercial officer, Choice Hotels. "Chad has the skills and extensive industry experience to lead our global sales organization and continue to help drive loyalty and increase revenue."

Fletcher joins Choice Hotels from the Avis Budget Group, where he most recently served as vice president of commercial sales, North America, where he successfully implemented business-wide strategies to improve profitability and spur continuous growth. Earlier in his career, Fletcher held key leadership sales positions at Daylight Transport and DHL Express. Fletcher earned his bachelor's degree from California State University, Fullerton.

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: Alannah Don, Tel: 301-592-5154, Alannah.don@choicehotels.com

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