

Choice Hotels Launches New "Badda Book. Badda Boom." Advertising New Creative Follows Successful 2017 Ads that Drove Consumers to Book Direct

ROCKVILLE, Md., Feb. 26, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, launched new ads reminding travelers that there's an easy way to plan and book hotel stays, and find the lowest hotel rates guaranteed. The "Badda Book. Badda Boom." campaign highlights the benefits of booking direct at ChoiceHotels.com in a fun and relatable way.

"We created 'Badda Book. Badda Boom.' and our character, Mr. B, to help tell our story and bring to life the simplicity of our booking process," said Robert McDowell, chief commercial officer for Choice Hotels. "The concept was introduced last year and proved successful as direct bookings to ChoiceHotels.com have increased and grown faster than other channels. As a result, we're expanding our presence this year and leveraging Mr. B across digital assets for the first time, including social media, video and high impact banners, to connect with more consumers."

The 2018 "Badda Book. Badda Boom." ads, created by McCann New York, will air across a diverse range of media and across national markets. Each spot brings humor to the forefront while reinforcing the message that consumers always receive the lowest price guaranteed when they book at ChoiceHotels.com. The campaign also includes ads that highlight high demand seasonal promotions and individual hotel brand offerings.

Highlighted in the campaign is the company's award-winning Choice Privileges loyalty rewards program which has experienced an unprecedented surge in new memberships and program engagement with the increase in direct bookings. Membership is free, offers fast rewards, immediate perks, and exclusive member rates when booking direct at ChoiceHotels.com. Members can earn and redeem points towards free nights at participating hotels.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe and more than 1,000 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®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from 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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