

## **The Ascend Hotel Collection Welcomes Villa Victor Hotel In St. Augustine**

ROCKVILLE, Md., Feb. 28, 2018 /PRNewswire/ -- The Villa Victor hotel in St. Augustine, Fla., is the latest hotel to join the Ascend Hotel Collection by Choice Hotels International, Inc. (NYSE: CHH), one of the world's leading hotel companies. Known for inspiring individuality, the Ascend Hotel Collection is the first and largest global soft brand, featuring best-in-class unique, boutique and historic hotels and resorts with more than 200 properties open worldwide.

Located at 42 San Marco Avenue in the historic city of St. Augustine, the Villa Victor hotel gives guests a one-of-a-kind experience that connects them with the local flavor and beach culture of coastal Florida. The property is walking distance to great restaurants, shops on St. George Street, and the enchanting historic district.

The newly renovated property is 100 percent smoke-free and features 51 spacious guest rooms with upscale bathroom amenities. The Villa Victor hotel offers onsite dining that includes delicious breakfast items, such as smoothies, fresh-pressed juices and breakfast burritos. The Chiku Café & Bar also offers small plates, including sandwiches and snacks paired with local craft beer. Other amenities offered are an outdoor pool and spa, exercise facilities, free Wi-Fi throughout the property, and a business center.

The Villa Victor 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, immediate perks, and exclusive member rates when booking directly at [www.choicehotels.com](http://www.choicehotels.com). Members can earn and redeem points towards free nights at participating hotels.

### **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, Denmark, Finland, Ireland, Norway, Sweden, Turkey, Australia, Canada, Ecuador 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](http://www.choicehotels.com/Ascend).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 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](http://www.choicehotels.com) for more information.

SOURCE Choice Hotels International, Inc.

For further information: Choice Hotels: Sarah Lee, Tel: 301-628-4397, Email: Sarah.Lee@choic-hotels.com

---

Additional assets available online: [Photos \(1\)](#)

<https://stage.mediaroom.com/choicehotels/2018-02-28-The-Arcend-Hotel-Collection-Welcomes-Villa-Victor-Hotel-In-St-Augustine>