

## **The Cove Hotel Joins The Ascend Hotel Collection**

### **New Boutique Offering in Long Beach, Calif.**

ROCKVILLE, Md., May 30, 2018 /PRNewswire/ -- The Cove Hotel, an Ascend Hotel Collection member by Choice Hotels International, made its official debut earlier this month. Located just minutes from many Long Beach attractions, including Junipero Beach, the Long Beach Museum of Art, the Aquarium of the Pacific, the Long Beach Airport, and California State University's Long Beach campus, the Cove Hotel provides chic accommodations that are reflective of its community.

The 76-room boutique hotel is designed in a contemporary coastal style with spacious guestrooms and suites. Top amenities and features of the hotel include:

- Complimentary champagne or chilled juice upon check-in
- Bright and beautifully appointed lobby with panoramic views
- Complimentary continental breakfast
- 1,400-square-feet of indoor and outdoor meeting space
- Heated swimming pool with plush lounge chairs
- Fire pit and private cabanas
- Gourmet coffee and smoothie bar in the day and cocktail bar by night

Known for inspiring individuality, the Ascend Hotel Collection is the first and largest global soft brand, by Choice Hotels International, featuring best-in-class unique, boutique and historic hotels and resorts. There are more than 200 Ascend Hotel Collection member hotels worldwide.

The Cove 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 direct at [www.choicehotels.com](http://www.choicehotels.com). Members can earn and redeem points towards free nights, airline miles and more, while staying at any of Choice's global brand participating 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 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 550,000 rooms around the globe and as of March 31, 2018, there are more than 900 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 36 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.

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