

Choice Privileges Named A Top Travel Rewards Program By U.S. News & World Report

ROCKVILLE, Md., Aug. 14, 2018 /PRNewswire/ -- Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), has once again been recognized by *U.S. News & World Report* as one of the Best Hotel Rewards Programs for 2018-19. Each year, the publication evaluates airlines, hotels, cruise lines, and vacation spots to determine which programs, providers, and locations offer travelers the most value. This latest accolade marks the third consecutive year Choice Privileges has been recognized by *U.S. News & World Report* as a leader in the Best Hotel Rewards Programs category.

"We strive to bring seamless, high-value travel experiences to all of our 37 million members who enjoy staying at thousands of Choice properties across the globe," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "Our consistent ranking on the *U.S. News & World Report* list reinforces that our members are enjoying the value and perks available through their Choice Privileges membership—a clear sign that we're delivering against our promise."

"Choice Privileges' network of 5,500-plus participating hotels makes it a great option for travelers keen on sticking to a budget. Many popular vacation destinations are home to multiple Choice Hotels outposts, and some hotels require as few as 6,000 points for a reward night," cited *U.S. News & World Report*.

The Choice Privileges loyalty program offers members a variety of rewards, including:

- Exclusive member rates, guaranteeing the lowest price when booking direct through Choice
- Up to 20-percent discount on rooms booked at least seven days in advance at participating hotels
- Points toward free nights, gift cards, and more with each direct booking
- Instant rewards with Your Extras, the first-of-its-kind program that delivers rewards such as airline miles, fuel rewards, or coffee gift cards the moment a member checks in for at least a one-night mid-week stay
- Special offers throughout the year

U.S. News & World Report evaluated 16 hotel loyalty programs with at least 50 properties for this year's list and considered a number of factors that matter to everyday travelers, including the ease of earnings free nights, number of participating hotels, available member benefits, such as free amenities or free room upgrades, property diversity, and geographic coverage.

The Choice Privileges loyalty rewards program has also been rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list for two consecutive years. For more information about the Choice Privileges rewards program, visit www.choicehotels.com/choice-privileges. A complete list of travel programs recognized by *U.S. News & World Report* is available at <https://travel.usnews.com/rankings/travel-rewards/>.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of June 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program, offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

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