

Choice Hotels Loyalty Program Brings Back Popular Promotion

Choice Privileges members can earn one free night with every two qualifying stays this fall

ROCKVILLE, Md., Sept. 13, 2018 /PRNewswire/ -- Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), announces the return of its popular ***Stay Twice, Earn a Free Night*** promotion. Members who book two separate qualifying stays this fall will earn enough loyalty points to redeem a future free night at more than 1,000 Choice Hotel properties worldwide. The ***Stay Twice, Earn a Free Night*** promotion runs now through November 9, 2018, and there is no limit to the number of times Choice Privileges members can earn the bonus.

"The *Stay Twice, Earn a Free Night* promotion gives our 37 million Choice Privileges members an even faster path to earning free nights—the benefit they want most," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "With over 1,000 of our hotels available for 8,000 points or less, this promotion makes travel with Choice Hotels even more accessible. It is no wonder that our members keep requesting this promotion when their loyalty returns this much."

To participate in the *Stay Twice, Earn a Free Night* promotion, Choice Privileges members must book their travel directly on ChoiceHotels.com, the Choice Hotels mobile app, or by calling 800.4Choice. Corporate travelers can make reservations in their online booking tool, through the global distribution system, or with a travel agent. All travelers must register for the promotion.

The Choice Privileges loyalty rewards program has been awarded the top spot in *USA Today's* 10Best Readers' Choice Awards list for two consecutive years and named a top hotel loyalty program by *U.S. News & World Report* for three consecutive years. The free membership offers fast rewards and perks, including bonus points, airline miles, premium coffee gift cards, and shared ride credits through the *Your Extras* program—in addition to exclusive member rates when booking directly through the Choice website. Benefit options may vary by location. For more information and the complete terms about the *Your Extras* program and the Choice Privileges rewards program, visit <https://www.choicehotels.com/choice-privileges/your-extras> and www.choicehotels.com/choice-privileges.

The *Stay Twice, Earn a Free Night* promotion is not applicable for Vacation Rentals by Choice Hotels™ or WoodSpring Suites properties. Additional terms apply to the promotion. For more details and the full terms and conditions, please visit ChoiceHotels.com/freenight.


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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