

Choice Hotels Launches Virtual Pay Online

First Hotel Company to Eliminate Need for Faxed and Emailed Authorization Forms for Corporate Travel

ROCKVILLE, Md., Sept. 18, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has launched a virtual payment option on ChoiceHotels.com to create a seamless booking experience for corporate travelers, becoming the first hotel company to adopt this payment method on its consumer-facing website. With one click during the checkout process, corporate travel managers now have the option to book reservations using a centralized form of payment, and without having to supply each traveler with a physical card or provide an authorization form. Choice is currently rolling out this program to its corporate clients in a phased approach. This feature is in addition to Choice's current Virtual Pay capabilities for bookings via GDS channels.

"Travel managers have consistently told us that they want an easier booking process—so Choice delivered with yet another innovation," said Chad Fletcher, vice president of global sales, Choice Hotels. "By using our seamless, virtual-pay solution, travel managers can quickly and effortlessly book stays for their travelers without needing to present a personal credit card at check-in. Everyone wins with virtual pay."

Virtual pay is another example of Choice's dedication to exceeding the expectations of business travelers and making their jobs easier. Recent significant [investments in hotel brands](#), like Cambria Hotels, Comfort, Sleep Inn, and WoodSpring Suites, also reinforces our commitment to corporate travelers.

"Choice Hotels' new virtual payment process and website saves me time during the booking process. Their commitment to providing an exceptional travel experience for everyone—which includes offering diverse hotel brands and contemporary amenities, an award-winning loyalty program, and the smoothest check-in and checkout process—is second to none," said Jennifer Austin, travel coordinator, The Progressive Group, a corporate client of Choice Hotels.

Over its nearly 80-year history, Choice Hotels has pioneered many technological innovations that are now standard in the hospitality industry. In addition to launching choiceEDGE earlier this year—the industry's most advanced, cloud-based central reservation and distribution system—Choice was the first hotel company to introduce a global iPhone app, offer a cloud-based property management system, and accept online reservations.

For more information about business travel at Choice Hotels, visit <https://www.choicehotels.com/deals/business-travel>.


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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For further information: Hank Nathan, Choice Hotels: 301-592-6619, Hank.Nathan@choicehotels.com

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