

Vacation Rentals by Choice Hotels Launches New Promotion Encouraging Travelers to Redefine Their Next Vacation

ROCKVILLE, Md., Oct. 2, 2018 /PRNewswire/ -- Whether travelers are seeking a long weekend with family in a log cabin during peak fall foliage or a ski weekend getaway with friends, the Vacation Rentals by Choice Hotels portfolio offers the perfect, unique option to experience a new kind of travel that exceeds expectations and redefines what it means to vacation. Running now through December 31, 2018, Choice Hotels has launched *Vacation Redefined*, a promotion giving members the chance to earn 10,000 bonus Choice Privileges® Points towards their next vacation by booking directly on www.ChoiceVacationRentals.com and using the code **EARN10K**. Members who book a qualifying vacation stay of three nights or more by December 31, 2018 and complete their stay by February 28, 2019 will receive a bonus of 10,000 Choice Privileges Points.

"Vacation Rentals by Choice Hotels wants to fuel travel inspiration. Our diverse inventory options offer travelers new ways to vacation, including options for large groups, pet friendly rentals and unique accommodations, all from a trusted brand," said Mark Randle, director, strategy and operations, Vacation Rentals by Choice Hotels. "Vacation Redefined is designed to help travelers get a head start on planning their next dream vacation while reaping the benefits available through our free award-winning loyalty rewards program, Choice Privileges."

The Vacation Rentals by Choice Hotels property portfolio includes more than 30,000 private residences, cabins and resort-style accommodations in 35 popular United States vacation destinations, including Florida's Gulf Coast, Lake Tahoe, Calif., Myrtle Beach, S.C., Outer Banks, N.C., Gatlinburg, Tenn., Maui, Hawaii, and multiple locations across Colorado's Rocky Mountains. All properties are available through an instant, seamless, and affordable online booking process.

Additional terms apply to the *Vacation Redefined* promotion. For more details and the full terms and conditions, please visit <https://www.choicevacationrentals.com/vacation-redefined>. For more information about Vacation Rentals by Choice Hotels or to redeem bonus points earned with the #VacationRedefined promotion, please visit www.ChoiceVacationRentals.com and follow @ChoiceVacationRentals on Facebook. For Choice Privileges program details, eligible rates, eligible countries and point redemption rules, visit ChoicePrivileges.com.

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 franchised 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.

About Vacation Rentals by Choice Hotels

The Vacation Rentals by Choice Hotels® portfolio contains more than 30,000 private residence, cabin and resort-style accommodations in 35 popular United States vacation destinations, while inspiring travelers to venture to their dream destinations and create lasting memories with the backing of a trusted brand. Each vacation rental property is professionally managed by a local, experienced management company so guests can rest assured knowing they've found their perfect vacation rental, and vacation. All of the award-winning features, detailed descriptions and photos are available on the Vacation Rentals by Choice Hotels website, visit www.choicevacationrentals.com.

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