

Choice Hotels Launches Book On Google

New Direct Booking Option Offers Travelers Seamless Hotel Reservation Experience

ROCKVILLE, Md., Nov. 7, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) is making booking a hotel room directly at its hotel brand properties easier than ever. By enabling Book on Google, Choice Hotels has made it possible for travelers to seamlessly search, select, and reserve hotel rooms at Choice properties. In a few clicks, Choice Hotels' customers can now complete a reservation online on Google using their saved Google credentials.

"At Choice Hotels, we are committed to being at the forefront of technology and innovation for our consumers and hotel owners," said Robert McDowell, chief commercial officer, Choice Hotels. "Along with ChoiceHotels.com and the Choice Hotels app, Book on Google provides our guests with another frictionless path to reserve a hotel room with many of the benefits of booking direct."

Unlike booking a hotel room through other third-party sites, the Book on Google reservation is handled by Choice Hotels. This includes receiving a confirmation from Choice Hotels that allows guests to manage reservations directly with the hotel. Guests can also enjoy many of the benefits of the award-winning Choice Privileges loyalty program by adding their Choice Privileges membership number once they receive their confirmation.

Earlier this year, Choice Hotels launched the hotel industry's most advanced, proprietary, cloud-based global reservation system. The state-of-the-art distribution platform supports Choice's 5,800 U.S. hotels and connects more than 200 million guests to 450,000 hotel rooms annually.

"We launched Book on Google to help ease friction in the travel booking process. This feature makes it easier for users to book seamlessly online and helps to minimize drop off. We're excited to have Choice Hotels join us and help to create a seamless booking process for users," said Andrew Silverman, Product Management Director, Google.

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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