

Coastal Sanctuary And Modern Amenities Await At Torrance, California's First Boutique Hotel

Bluestem Hotel Joins the Ascend Hotel Collection

ROCKVILLE, Md., Jan. 9, 2019 /PRNewswire/ -- The beautifully designed [Bluestem Hotel](#) is the latest property to join the [Ascend Hotel Collection](#) by [Choice Hotels International, Inc.](#) (NYSE: CHH), a portfolio of unique, boutique, and historic hotels and resorts that reflect their community.

Like the blue-silver grass that bears its name, the Bluestem Hotel embodies California's colorful, calm energy. In addition to lush surroundings and expansive public spaces, each of the hotel's 58 guestrooms feature vibrant hues, geometric, mid-century modern furnishings, and local artwork and decor that bring the authentic boutique experience to life. The Bluestem also incorporates oversized Italian tile, Japanese Nichcha fiber panels and a succulent garden throughout the property to further curate a visual sanctuary for guests.

Other unique amenities include:

- A vibrant courtyard fitted with a fountain and multiple fire pits
- Open-air yoga and meditation classes, and convenient fitness center
- Complimentary fresh, hot breakfast with eggs, pastries, local coffee and more
- Delicious beer offerings from award-winning local craft breweries
- Manager's reception with wine and treats
- Eco-friendly, organic bath amenities
- Business center and state-of-the-art meeting rooms

The Bluestem Hotel – the first boutique hotel to open in the city – is owned by the Chanani family, who after more than 20 years of operating local hotels, realized the need to bring unique, upscale accommodations to the thriving Torrance area of Los Angeles. Ideally situated at 2448 Sepulveda Blvd., the transformed Bluestem Hotel offers corporate, leisure and group visitors convenient access to the renowned beaches and dining at Southern California's best breweries and restaurants. The hotel was designed by Greenwood & Black Interior Architecture Firm, built by Level 3 Construction, and is managed by Marquis Hotels Group.

As a member of the Ascend Hotel Collection, Bluestem Hotel guests can participate in the award-winning [Choice Privileges](#) loyalty rewards program, rated a top hotel loyalty program by both *USA Today's* 10Best Readers' Choice Awards and *U.S. News & World Report* for three consecutive years. Choice Privileges membership is free and offers fast rewards and exclusive member rates for those who book directly at www.choicehotels.com. Members can earn and redeem points towards free nights, airline miles, and more while staying at any of Choice's participating branded hotels.

Ascend Hotel Collection: Let the Destination Reach You.

The Ascend Hotel Collection® global portfolio of unique, boutique, and historic independent hotels and resorts is part of Choice Hotels International, one of the world's largest leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend Hotel Collection has more than 200 properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Sweden, Turkey, Australia, Canada, Ecuador, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/ascend.


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 6,900 hotels, representing more than

560,000 rooms in over 40 countries and territories as of September 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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