

Choice Hotels Entices Travelers with Free Nights This Spring

Book. Stay. Repeat. Promotion Offers Loyalty Members Enough Points for a Complimentary Night at over 1,000 Choice Hotels Properties After Every Two Separate Stays

ROCKVILLE, Md., Feb. 21, 2019 /PRNewswire/ -- Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), is making spring travel even more rewarding for its members with its popular *Book. Stay. Repeat.* promotion. Beginning Feb. 26, Choice Privileges members who book two separate stays can earn a minimum of 8,000 reward points, which is enough rewards points to redeem a free night for a future stay at more than 1,000 Choice Hotels properties worldwide. There is no limit to the number of reward points members may earn during the promotion, which runs for two months.

"Bringing back the *Book. Stay. Repeat.* promotion – a true guest favorite – is our way of saying thank you to our more than 40 million loyalty members," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "We take pride in tailoring our rewards to what members want most and we know this promotion, along with the other easy-to-earn rewards Choice Privileges offers year-round, will help guests make the most of their springtime travel."

To participate in the *Book. Stay. Repeat.* promotion, Choice Privileges members must book their travel directly on ChoiceHotels.com, the Choice Hotels mobile app, or by calling 800.4CHOICE. Additionally, travelers must register for the promotion at ChoiceHotels.com/freenight before reserving their stay. Loyalty members that reside in the United States and Canada are able to register early beginning today.

Choice Privileges has been named a top hotel loyalty program in *USA Today's* 10Best Readers' Choice Awards and by *U.S. News & World Report* for three consecutive years. Membership is free, offers fast rewards — including bonus points, airline miles, gift cards for premium coffee, and shared ride credits through the *Your Extras* program — and exclusive member rates when booking direct through the Choice Hotels channels.

Additional terms apply to the *Book. Stay. Repeat.* promotion. For more details and the full terms and conditions, please visit ChoiceHotels.com/freenight. For more information about the Choice Privileges loyalty program, visit <https://www.choicehotels.com/choice-privileges>.

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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of December 31, 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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