

Choice Hotels Asia-Pac to Expand South East Asia Footprint Under New Agreement

MELBOURNE, Australia, July 23, 2019 – [Choice Hotels Asia-Pac](#), one of the largest hotel franchise groups in Asia Pacific, will further strengthen its presence in the region following the announcement of a hotel management agreement.

The leading hotel franchise group has signed an agreement appointing Bangkok-based hotel management company, Krest Hospitality, as Choice Hotels Asia-Pac's preferred management company in South East Asia.

With local market expertise spanning hotel management and international branding, Krest Hospitality – an affiliate of Kosmopolitan Hospitality – expects to drive further development and expand the property portfolio across Choice Hotels Asia-Pac's Comfort, Quality and Clarion brands. Effective immediately, Krest Hospitality's responsibilities include identifying new properties, negotiating contracts, implementing staff training and providing marketing services.

Choice Hotels Asia-Pac CEO Trent Fraser said the deal with the local hotel management company will help realize the franchise group's growth strategy.

"With extensive knowledge and a successful track record in South East Asia, Krest Hospitality is ideally placed to assist us in expanding our presence in the region. We're delighted to confirm the appointment of Krest Hospitality as our preferred hotel management company and look forward to a successful, ongoing relationship."

Krest Hospitality / Kosmopolitan Hospitality has experienced impressive growth since the business launched in 2015, currently managing more than 18 hotel properties worldwide. The company's CEO, Glenn de Souza, confirmed that this agreement is mutually beneficial for both of the travel and hospitality brands.

"Choice Hotels Asia-Pac has an excellent reputation in the industry and we are proud to have been engaged as the business's preferred hotel management company in our local market. With industry knowledge and experience, our Krest Hospitality team is committed to raising Choice Hotels Asia-Pac's brand profile and help grow the business."

The strategic alliance will cover Singapore, Malaysia, Indonesia, Vietnam, Thailand, Philippines, Cambodia, Sri Lanka, South Korea, Maldives, Laos, Myanmar, Bangladesh and Bhutan.

Choice Hotels Asia-Pac currently has several properties in the South East Asia region, and, as a result of this alliance, hopes to see this number further increase by more than 20 properties over the next five years with a strong development pipeline already in place. This week, Krest Hospitality signed an agreement to build a new Quality hotel in Phuket, Thailand – a new build property to be named Quality Resort Kata Phuket – with construction already commenced, with an anticipated opening date of September 2020.

For more information, head to www.choicehotels.com.au

[About Choice Hotels Asia-Pac](#)

Choice Hotels Asia-Pac has more than 300 hotels across the Asia Pacific region, totalling in excess of 11,000 rooms and making it the region's largest hotel franchise group. Brands underneath the Choice Hotels banner include the Ascend Hotel Collection, Clarion, Quality, Comfort and Econo Lodge. Choice Hotels Asia-Pac is a 100 percent owned subsidiary of Choice Hotels International, a publicly listed (NYSE: CHH) company in the United States with more than 7,000 hotels and 570,000 rooms in more than 40 countries and territories.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in Choice Hotels International's Annual Report on Form 10-K, any of which could cause actual results to be materially different from expectations.

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