

Choice Privileges Announces Stay Twice, Earn A Free Night Promotion To Welcome Guests Returning To Travel This Summer

Choice Hotels' Loyalty Members Can Earn a Free Future Night at Over 1,000 Hotels

ROCKVILLE, Md., June 11, 2020 /PRNewswire/ -- [Choice Privileges](#), the award-winning loyalty program from [Choice Hotels International, Inc.](#) (NYSE: CHH), is offering a *Stay Twice, Earn A Free Night* promotion for members, designed to make the return to travel even more rewarding as people start to hit the road again. Choice Privileges members who book two separate qualifying stays at participating hotels – and check-in between June 10 and Sept. 7 – will earn enough points for a future free night that can be redeemed at over 1,000 hotels in Choice's family of brands worldwide. There is no limit to the number of points guests can earn toward free nights.

"As many of our loyal Choice Privileges members return to travel, it's important to us that we're providing meaningful perks and benefits that welcome them back and show our appreciation for their business," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "Whether they're headed for a relaxing vacation, or to reconnect with family and friends, we want guests to know that Choice Hotels is there. We hope our *Stay Twice, Earn A Free Night* promotion will serve as an added reward for our more than 45 million members while also helping them to stretch their travel budgets."

To participate in *Stay Twice, Earn A Free Night*, Choice Privileges members must register for the promotion before check-out, and book their travel on [ChoiceHotels.com](#), the Choice Hotels mobile app or by calling 800.4CHOICE. Additional details on the promotion and redemption can be found at www.choicehotels.com/deals/free-night.

Choice Privileges also recently announced [a series of enhancements](#) that help provide members with the flexibility to use their benefits as soon as they are ready to travel. Updates include reducing the number of nights required to earn elite status; pausing the expiration of loyalty points until Dec. 31; and initiating upgrades, extensions and bonuses for current elite members.

Choice Hotels' *Commitment to Clean* initiative and flexible cancellation policies are designed to help give guests added peace of mind when booking a Choice-branded hotel.

Commitment to Clean is Choice Hotels' holistic approach to supplying franchisees and their employees with the tools needed to help hotels achieve superior levels of cleanliness and address health and safety concerns associated with the COVID-19 pandemic. The initiative enhances existing best practice guidance for deep cleaning, disinfecting, hygiene and social distancing.


For more information or to enroll in Choice Privileges, visit www.choicehotels.com/choice-privileges.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. With more than 7,100 hotels, representing over 590,000 rooms, in over 40 countries and territories as of March 31, 2020, 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.

SOURCE Choice Hotels International, Inc.

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