

Ascend Debuts Three Road Trip-Ready Hotels Within Driving Distance Of Major Metro Areas

The Shore Club Wisconsin, The Inn Hotel and The Penn Stroud Welcome Guests Excited to Travel Again

ROCKVILLE, Md., June 30, 2020 /PRNewswire/ -- The Shore Club Wisconsin, The Inn Hotel and The Penn Stroud have recently joined Choice Hotels International, Inc.'s (NYSE: CHH) Ascend Hotel Collection, a global portfolio of resort, boutique and historic hotels. All three hotels are just a few hours' drive from major U.S. cities and bustling suburbs, making them optimal destinations for guests who are looking to hit the road and start exploring again. Each hotel perfectly complements the relaxing vibes of either a lakeside or mountain getaway, with a focus on delivering exceptional customer service and refined amenities for experienced leisure travelers.

"Research shows that more than two-thirds of consumers miss traveling and can't wait to hit the road again, and many people will take more trips by car as a result of the COVID-19 pandemic," said Dianne Taylor, head of brand, Ascend Hotel Collection, Choice Hotels. "As the industry's leading soft brand, Ascend Hotels specializes in making journeys memorable, whether guests are seeking a quick escape or a robust vacation. Each Ascend hotel enhances guests' trips with one-of-a-kind, upscale experiences that immerse them in the best of every destination."

- **The Shore Club Wisconsin:** Located at 276 Victorian Village Dr. in Elkhart Lake, Wisconsin, this recently renovated hotel provides guests with convenient access to charming attractions surrounding the shore and boasts 600 feet of private beach. Guests can lounge lakefront or try out a number of entertaining watersports, such as paddle boarding, kayaking, water skiing, wakeboarding or tubing. The Cottonwood Social and world-famous Tiki Bar are also on-site for guests seeking a drink or bite to eat.
- **The Inn Hotel:** Found at 15 Dam Rd. in Arnolds Park, Iowa, this hotel channels the storied history of the building's predecessor, which was an epicenter for social life along Lake Okoboji from the late 19th century until 2018. The new hotel leans into an Art Deco style that transports guests back to the Roaring '20s, while still delivering the modern amenities that today's leisure travelers seek. Embraced by tranquil lakes on three sides and quaint attractions and eateries to the south, The Inn Hotel is a true midwestern gem.
- **The Penn Stroud:** Located at 700 Main St. in Stroudsburg, Pennsylvania, this hotel reflects nearly 200 years of history while offering guests upscale amenities in a premium location following a multi-million-dollar renovation. The Penn Stroud, nestled in the heart of the Pocono Mountains, is close to the Appalachian Trail – one of the country's most traversed hiking routes. Downtown Stroudsburg is home to several art galleries, cafes and historic sites, and the hotel is also close to attractions including Mountain View Vineyard and Alpine Mountain Skiing.

"The addition of these hotels to our Ascend Hotel Collection reaffirms that the road forward is paved with opportunity – both for guests ready to return to travel, and for the hotel owners who are ready to welcome them," said Mark Shalala, senior vice president of development, upscale brands, Choice Hotels. "Guests value both the security of brands they trust as well as individuality, and the Ascend brand brings them the best of both. Backed by Choice's industry-leading technology, robust distribution and reservation channels, and comprehensive *Commitment to Clean* initiative, Ascend hotels are poised for continued success in the months and years ahead."

Ascend hotel guests can participate in the award-winning Choice Privileges loyalty program, rated a top hotel loyalty program by both *USA Today's* 10Best Readers' Choice Awards and *U.S. News & World Report*. Choice Privileges membership is free and offers fast rewards and exclusive member rates for those who book directly at www.choicehotels.com.

All Choice-branded hotels are participating in *Commitment to Clean*, which is the company's global, holistic approach to supplying franchisees and their employees with the tools they need to 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 on *Commitment to Clean*, visit <https://www.choicehotels.com/about/commitment-to-clean-hotels>.

Ascend Hotel Collection®: Let the Destination Reach You.

The Ascend Hotel Collection global portfolio of independent resort, historic and boutique hotels is part of Choice Hotels, one of the world's largest leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, there are more than 315 Ascend Hotel Collection properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Spain, Sweden, Turkey, Australia, Canada, Ecuador, and throughout Mexico, the Caribbean and Central America. 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 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.


Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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