

Ascend Hotel Collection Adds New England Getaways In Time For Leaf Peeping Season

Fall Outdoor Adventures Await Guests at New Hampshire and Vermont Hotels

ROCKVILLE, Md., Oct. 14, 2020 /PRNewswire/ -- The Palmer House Resort and The Valley Inn have recently joined Choice Hotels International, Inc.'s (NYSE: CHH) Ascend Hotel Collection, a global portfolio of resort, boutique and historic hotels. Located in New Hampshire and Vermont, these hotels are ideally suited for travelers looking to take advantage of the fall season to explore the outdoors and escape the hustle and bustle of everyday life. Each hotel, surrounded by mountain and forest views, exemplifies the unique stay experience that Ascend hotels offer and that leisure travelers desire.

"We're delighted to welcome guests to these tucked away gems, so they can immerse themselves in true New England adventure, whether it's fishing, hiking, skiing, golfing, swimming, playing tennis or relaxing by a cozy fire pit. Plus, guests can now stay at these hotels in time to take in the area's picturesque fall foliage," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "As people continue to return to traveling, we look forward to adding more unique upscale properties to the Ascend Hotel Collection in locations that allow them to satisfy their travel curiosity."

- **The Palmer House Resort**: Located at 5383 Main St. in Manchester, Vermont, The Palmer House Resort is nestled in the heart of Green Mountain National Forest. The 50-room hotel provides various accommodations across its 16-acre property, including the main hotel, a chalet and two historic homes. The sprawling grounds are perfect for outdoor enthusiasts, offering a nine-hole golf course, two hard-surfaced tennis courts, an indoor and outdoor swimming pool, a fishing pond, a 15-foot fire pit and scenic views of Equinox Mountain. The hotel also features a free daily breakfast, fitness center and restaurant and bar, Clove + Maple. For guests who venture off-property, Manchester is a quaint, historic community with several local shops and restaurants. The city is also home to Hildene, the Lincoln family summer house and Orvis Company headquarters.
- **The Valley Inn**: Surrounded by the White Mountain National Forest at 17 Tecumseh Rd. in Waterville Valley, New Hampshire, The Valley Inn is at the center of the area's many outdoor activities, including hiking, biking, skiing, golfing, tennis, boating and swimming. The 44-room hotel offers accommodations ranging from standard rooms with two queen-sized beds to townhouses with kitchenettes. The property features a spacious lobby with fieldstone fireplace and balcony overlooking the forest, seasonal outdoor pool, breakfast room with complimentary breakfast, game room and large meeting space that allows for socially distant gatherings. The charming Waterville Valley town also offers several restaurants and shops, in addition to the nearby Rey Cultural Center, Squam Lakes Natural Science Center and Plymouth State University.

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*, an initiative that builds upon the strong foundation of franchisees' longstanding dedication to cleanliness with enhanced training and best practices for cleaning, disinfecting 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 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 nearly 600,000 rooms, in over 40 countries and territories as of June 30, 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.

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