

Choice Hotels' Upscale Brands Continue Segment Leadership Ascend Hotel Collection and Cambria Hotels See 33% Increase in U.S. Room Count in Third Quarter 2020

ROCKVILLE, Md., Nov. 20, 2020 /PRNewswire/ -- Choice Hotels International, Inc.'s (NYSE: CHH) popular upscale brands, the Ascend Hotel Collection and Cambria Hotels, achieved impressive year-over-year room count growth and outperformed local competitors in RevPAR share gains in the third quarter of 2020. The success of Ascend, a global portfolio of resort, boutique and historic hotels, and Cambria, which is designed for modern travelers and offers a distinct local experience, further validates the company's strategic focus on growing this revenue-intense segment.

"With leisure travel and road trips on the rise, our upscale brands continue to outperform the competition since they are ideally suited for guests looking for an escape during the current environment. Not only do our hotels offer distinct upscale amenities, but they allow travelers to unwind and experience the local flavor of a new setting," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "In the past few months, we added several new Ascend hotels around the country — from New England, in time for leaf peeping season, to Port St. Joe in Florida, so guests can take advantage of warmer climates as winter approaches. At the same time, Cambria Hotels continues its rapid U.S. expansion with recent openings in Greenville, South Carolina; Ocean City, Maryland; and Sonoma, California. We look forward to finishing the year strong by bringing more unique upscale properties to guests in their favorite destinations soon, including Cambria hotels in downtown Detroit; Napa, California; and Washington, D.C."

Choice's upscale brands experienced several notable achievements in the third quarter, including:

- **Ascend Hotel Collection** outperformed the upscale segment in year-over-year revenue per available room (RevPAR) change by over 26 percentage points, while achieving RevPAR share gains of nearly 19 percentage points and average daily rate index gains of approximately 9 percentage points against local competitors. In fact, for the past six months, Ascend has significantly outperformed upscale soft brands and the segment overall in terms of year-over-year RevPAR change.
- **Cambria Hotels**: achieved RevPAR share gains versus local competitors of nearly 15 percentage points.
- These brands combined increased Choice's domestic upscale room counts by an impressive 33%, despite the COVID-19 pandemic.

"Just as guests love Ascend and Cambria hotels, developers continue to seek out Choice brands to boost the value of their hotels," said Mark Shalala, senior vice president of development, upscale brands, Choice Hotels. "While Ascend continues to extend its leadership position as the industry's first and largest soft brand, Cambria's pipeline of nearly 80 hotels makes it one of the top hotel brands expanding in North America, as recently ranked by *TOPHOTELNEWS*."

For more information about Choice's upscale development opportunities, visit <https://choicehotelsdevelopment.com>.

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 September 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

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated 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 our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q, any of which could cause actual results to be materially different from our expectations.

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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<https://stage.mediaroom.com/choicehotels/2020-11-20-Choice-Hotels-Upscale-Brands-Continue-Segment-Leadership>