

## **Choice Privileges Kicks Off New Year With New Bonus Points Promotion Loyalty Members Can Earn Twice the Points During Stays This Winter**

ROCKVILLE, Md., Jan. 19, 2021 /PRNewswire/ -- Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), is kicking off the new year with the launch of a *New Year, New Bonus* promotion. Now through Feb. 28, Choice Privileges members who book and stay at participating Choice Hotels properties will earn twice the bonus points, up to 30,000.

"We're starting the year off on a high note by offering our Choice Privileges members an opportunity to earn double the loyalty points through our *New Year, New Bonus* promotion. Travelers can use those extra points for free nights at Choice-branded hotels, an all-inclusive AMResorts® vacation, gift cards to their favorite groceries, restaurants and retailers, and more," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "We're focused on finding new ways to delight and thank guests for their loyalty, and these bonus points are just a small token of our appreciation for our more than 47 million loyalty members who continue to stay with us during these challenging times."

To participate in the *New Year, New Bonus* promotion, guests can register at [www.choicehotels.com/choice-privileges/promo/new-years-bonus-points](http://www.choicehotels.com/choice-privileges/promo/new-years-bonus-points), and book travel on ChoiceHotels.com, the Choice Hotels mobile app or by calling 800.4CHOICE.

Choice Privileges, named a top hotel loyalty program by both *USA Today's* 10 Best Readers' Choice Awards and *U.S. News & World Report*, is making it easier than ever for loyalty members to achieve elite status this year after recently announcing a continuation of the [new requirements to earn benefits faster](#). Updates include reducing the number of nights required to earn elite status and initiating extensions for current elite members.

Membership is free, offering fast rewards, including bonus points, airline miles, or credits for premium coffee and shared rides through the exclusive, personalized, *Your Extras* benefit. For more information or to enroll in Choice Privileges, visit [www.choicehotels.com/choice-privileges](http://www.choicehotels.com/choice-privileges).

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. All Choice-branded hotels are participating in *Commitment to Clean*, an initiative that builds upon the strong foundation of franchisees' long-standing dedication to cleanliness with enhanced training and best practices for deep cleaning, disinfecting and social distancing.


### **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 [www.choicehotels.com](http://www.choicehotels.com).

SOURCE Choice Hotels International, Inc.

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