

Choice Privileges Named One of ‘America’s Best Loyalty Programs’ by Newsweek

Popular Choice Hotels International Loyalty Program Makes List for Third Year in a Row

ROCKVILLE, Md., [March 2, 2023] — Choice Privileges has once again been named one of America’s Best Loyalty Programs. The prestigious rankings are presented by Newsweek and the global data research firm Statista and based on an independent survey of more than 4,000 loyalty program members. Customers evaluated programs based on six criteria: Likelihood of Recommendation, Ease & Enjoyment, Benefit, Overall Satisfaction, Customer Support, and Trust. This is the third straight year that Choice Privileges, the award-winning loyalty program of [Choice Hotels International, Inc.](#) (NYSE: CHH), has received the honor.

Choice Privileges offers guests a fast way to earn valuable rewards — including Rewards nights, airline miles, gift cards at top retailers and restaurants, and more. With Choice Hotels’ acquisition of Radisson Hotels Americas last year, members can now exchange and redeem points across a diverse portfolio of 22 brands in 47 countries and territories through the recently announced point exchange benefit with Radisson Rewards Americas. And Choice’s new cobrand credit card will enable members to earn points even faster, including on everyday purchases.

Choice Privileges has also been recognized as a top hotel loyalty program by U.S. News & World Report and USA Today’s 10Best Readers’ Choice Awards.

To view Newsweek’s Americas Best Loyalty Programs 2023 rankings, please visit www.newsweek.com/rankings/americas-best-loyalty-programs-2023. To learn more the Choice Privileges program, please 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 nearly 7,500 hotels, representing almost 630,000 rooms, in 47 countries and territories as of December 31, 2022, the Choice® family of hotel brands provides business and leisure travelers with a range of high-quality lodging options from limited-service to full-service hotels in the upper upscale, upper midscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members a faster way to rewards, with personalized benefits starting on day one. For more information, visit www.choicehotels.com.

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