

## **The National Hispanic Corporate Council Welcomes Choice Hotels as its Newest Corporate Member**

Washington, D.C. (February 9, 2023) - The National Hispanic Corporate Council (NHCC), the premier resource for corporate America on Hispanic strategy development, announces Choice Hotels International, Inc. as its newest corporate member.

Choice Hotels joins a growing list of Fortune 1000 companies and major organizations who turn to NHCC for insights on strategy development to effectively compete in the growing U.S. Hispanic segment. As a membership-based organization, NHCC provides its corporate members with resources to maximize the 62+ million individuals, \$2 trillion-dollar U.S. Hispanic market opportunity.

“At Choice Hotels, we continue to take fresh actions to enhance our enduring commitment to diversity, equity and belonging – and by joining the National Hispanic Corporate Council, we’re once again living out our brand promise of ensuring everyone, from franchisees, guests and associates, feels welcome, wanted and respected,” said Corinne Abramson, head of associate diversity, equity and belonging, Choice Hotels. “We look forward to collaborating with the NHCC to build on our existing efforts, like our Hispanic Organization Leadership and Advancement employee resource group, to further opportunities for the Hispanic community within Choice and across the entire hotel industry.”

“On behalf of the NHCC Board of Directors and its corporate members, I am delighted to welcome Choice Hotels to NHCC. As a corporate member-focused organization, we look forward to enhancing its own Hispanic stakeholders’ opportunity by leveraging our national network of corporate leaders and member resources,” said Eduardo Arabu, Chief Executive Officer, NHCC.

NHCC’s Center of Expertise provides an enterprise-wide approach through executive leadership, talent/human resources, marketing, supplier diversity, community relations, and ERG within Hispanic and DEI framework. An affiliation with NHCC provides a collaborative community that shares thought leadership, best practices, solutions, and resources to elevate Hispanic talent, customers, suppliers, community relations, and ERG strategies.

### **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 nearly 630,000 rooms, in 46 countries and territories as of September 30, 2022, 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 upper upscale, upper mid-scale, 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](http://www.choicehotels.com).

### **About NHCC**

Founded in 1985 as a learning organization for corporate America by corporate America, The National Hispanic Corporate Council (NHCC) is a collaborative community for Fortune 1000 members that provides access to Hispanic strategy development to optimize corporate performance.

We offer unique lens to the U.S. Hispanic talent and consumer market with a population of 62 million and \$2 trillion purchasing power. As the leading resource for maximizing the U.S Hispanic market opportunity, NHCC convene leaders to Connect Learn. Share. Network. around thought leadership, best practices, strategies, and resources to address corporate priorities.

Learn more at [www.nhcchq.org](http://www.nhcchq.org). Follow us via [Facebook](#), [Twitter](#), and [LinkedIn](#) platforms.

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<https://stage.mediaroom.com/choicehotels/2023-09-02-The-National-Hispanic-Corporate-Council-Welcomes-Choice-Hotels-as-its-newest-Corporate-Member>