

Choice Privileges Recognized by Newsweek as One of America's Best Loyalty Programs 2024 for Fourth Year in a Row

Leading hotel rewards program continues to earn accolades for delivering valuable opportunities and experiences for members

NORTH BETHESDA, Md., Feb. 27, 2024 -- Choice Privileges, the award-winning rewards program of Choice Hotels International, Inc. (NYSE: CHH), has been named one of America's Best Loyalty Programs 2024 by Newsweek and Statista. This is the fourth year in a row that Choice Privileges has been recognized on this list that assesses rewards programs on six criteria: ease and enjoyment; benefit; overall satisfaction; customer support; trust; and recommendation.

The 2024 study, by Newsweek and Statista, centered around the results of an independent survey of more than 4,000 US customers who are members of loyalty programs across 41 categories of US retailer and service provider segments. In total, over 17,900 evaluations were analyzed, which resulted in the ranking of 266 winning programs.

Over the last year, as part of a continued reinvigoration of the program after the integration with Radisson Rewards Americas, Choice Privileges has expanded rewards and opportunities for guests including:

- Launching two co-brand credit cards – the Choice Privileges Select Mastercard and Choice Privileges Mastercard – to offer travelers more ways to accelerate the amount of Choice Privileges points they earn while staying at participating Choice Hotels and on everyday spending like gas, groceries and home goods.
- Expanding Choice Privileges Experiences that members can redeem points for with the additions of NASCAR races, and more college football, basketball, baseball and hockey experiences.
- Diversifying the types of hotels Choice Privileges members can earn and/or redeem points with including Preferred Hotels & Resorts; PENN Casinos & Resorts; BlueGreen Vacations.
- Offering complimentary breakfast for Diamond status members at Radisson Blu, Radisson, Radisson RED, and Park Plaza hotels.

Choice Privileges members can earn points by staying at over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Choice's family of brands range from upper upscale and upscale, full service, boutique and resort-like hotels including Radisson Blu, Radisson, Cambria Hotels and the Ascend Hotel Collection, to midscale, economy and extended Stay hotels including Country Inn & Suites, Comfort, Quality Inn, Sleep Inn, Econo Lodge, Everhome and Mainstay Suites.


For more information or to enroll in Choice Privileges, 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. The challenger in upscale and a leader in midscale and extended stay, Choice® has over 7,500 hotels, representing more than 630,000 rooms, in 46 countries and territories. A diverse portfolio of 22 brands that range from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Choice Privileges®

The award-winning Choice Privileges rewards program enables members to earn and redeem points for reward nights at over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Points can also be earned and/or redeemed with partners like Bluegreen Vacations, Penn Entertainment, and the iconic Treasure Island Hotel & Casino in Las Vegas. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program or learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges.

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