

Choice Hotels Unveils a Global Collaboration with Turkish Airlines' Miles&Smiles Frequent Flyer Program

- Choice Privileges members can now convert their points into Miles&Smiles Miles, starting at a minimum of 5,000 points to 1,000 Miles.
- Miles&Smiles members can use their Miles for award tickets, cabin upgrades, extra baggage allowance, and shopping via Turkish Airlines Shop&Miles.

Amsterdam, 15 April 2024 – Choice Hotels International's award-winning rewards program, Choice Privileges, has today announced the launch of its global agreement with Miles&Smiles, the frequent flyer program of Turkish Airlines, unlocking an array of new rewards for over 63 million Choice Privileges® members worldwide.

This initiative empowers Choice Privileges members to seamlessly convert their earned points into Miles&Smiles Miles, in 1,000 points increments starting at 5,000 points, at a ratio of 5 points to 1 Mile.

Frequent flyers can redeem their Miles for award tickets from Turkish Airlines and its partner carriers, as well as for cabin upgrades and extra baggage allowances. In addition, members shopping via Turkish Airlines' online shopping platform shopandmiles.com can use their Miles to purchase products and services from the airline's wide array of program partners.

Commenting on the new partnership, Nick Bosworth – Director of Marketing, Brand and Loyalty at Choice Hotels EMEA – said: "Our Choice Privileges program has long been celebrated for providing members with a quick and easy path to earning and utilising points for rewards they truly care about. Today, we are excited to enhance our reward options by introducing Miles&Smiles, offering our members an opportunity to turn their points into unforgettable travel experiences with Turkish Airlines."

Choice Privileges members can earn points for their point-eligible stays at over 7,000 hotels worldwide. These include participating Cambria®, Clarion®, Clarion Pointe®, Comfort®, Econo Lodge®, Everhome®, MainStay Suites®, Quality®, Rodeway Inn®, Sleep Inn®, Suburban Studios®, and Ascend Hotel Collection® properties in Europe, the Middle East, North and South America, the Caribbean, and Asia.

In the Americas, members can also accumulate points at Radisson Individuals®, Radisson Collection®, Radisson Blu®, Radisson, Radisson RED®, Park Plaza®, Park Inn by Radisson®, and Country Inn & Suites® by Radisson properties.*

For further information on the Choice Privileges Rewards Exchange program, please visit:
<https://www.choicehotels.com/en-uk/choice-privileges/rewards-exchange>

For a comprehensive list of Turkish Airlines' destinations worldwide, visit:
<https://www.turkishairlines.com/en-tr/flight-destinations>

For further information, please contact: Balint Brunner at Kershaw and Company

07539 437 238 / balint@kershawandcompany.com

Notes to Editors

*The Radisson brands outside of the Americas are owned by Radisson Hotel Group, an unaffiliated

company headquartered in Belgium, and are not eligible for participation. WoodSpring Suites® locations are not participating in Choice Privileges. At locations in Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway, and Sweden customers can only redeem (not earn) Choice Privileges points.

About Choice Hotels EMEA

Choice Hotels EMEA™ is represented under the Ascend Hotel Collection™, Clarion™, Quality™ and Comfort™ brands, in France, Germany, Italy, the Czech Republic, and Turkey. Choice Hotels International, Inc., the parent company of Choice Hotels EMEA, is one of the largest hotel groups in the world (as of December 31, 2021) with more than 7,500 hotels representing more than 630,000 rooms, in 46 countries and territories.

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/choicehotels/2024-04-15-Choice-Hotels-Unveils-a-Global-Collaboration-with-Turkish-Airlines-Miles-Smiles-Frequent-Flyer-Program>