

## Everhome Suites Expands Presence in the Northeast with Three New Groundbreakings in New Hampshire, New Jersey, and New York

*Choice Hotels continues to strengthen its leadership position in extended stay with Everhome Suites' growth*

NORTH BETHESDA, Md., June 6, 2024 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, continues to expand its Everhome Suites brand with recent groundbreakings in Portsmouth, New Hampshire; Rochester, New York; and Somerset, New Jersey, developed in collaboration with [Highside Companies](#). The extended stay demand fundamentals make these locations an ideal fit for the Everhome Suites midscale brand, catering to both business and leisure travelers. Within the category, Choice has nearly 480 hotels open and more than 400 properties in the pipeline across its four extended stay brands, as of the first quarter of 2024.

"With three new properties breaking ground in key high-barrier-to-entry Northeast markets, Choice is continuing its leadership and growth in extended stay," said Matt McElhare, vice president and lead for Extended Stay Brands, Choice Hotels. "With four Everhome Suites open, over 60 in development, 20 under construction, and more than 10 expected to open within the next year, Choice has first mover advantage with a proven track record of success. Our leadership is made possible by Choice's dedicated team of nearly 70 extended stay experts, in collaboration with our outstanding group of developers like Highside Companies."

"We are excited about our ongoing collaborations with Choice, which include thirteen Everhome Suites currently under development, with more on the horizon," said Justin Roberts, CEO of Highside Companies.

The hotel details are as follows:

- **Everhome Suites Portsmouth** at 2109 Woodbury Ave, along NH-16, will have 106 rooms. Portsmouth, New Hampshire, is home to major manufacturing facilities, including Cole Haan, Sig Sauer, SubCom, Lonza Biologics, and Portsmouth Naval Shipyard, which employs over 9,000 officers/civilians and supports the Navy's nuclear submarines and Coast Guard ships. The hotel is also conveniently close to Portsmouth Regional Hospital and Portsmouth International Airport. The hotel is expected to open in the summer of 2025.
- **Everhome Suites Somerset** will be a 114-room hotel at 1860 Easton Ave., near I-287 in New Jersey. Somerset hosts the Colgate-Palmolive Global Technology Center, Johnson & Johnson, Nissan Training Facility, Robert Wood Johnson University Hospital, and the Children's Hospital. It also boasts large manufacturing and distribution centers from Best Buy, Amazon, Louis Vuitton, Fujitsu, Chanel, L'Oreal, and Bob's Discount Furniture. The hotel is expected to open in the fall of 2025.
- **Everhome Suites Rochester** is located at 500 Bellwood Dr, along I-390 in New York, and will have 114 rooms. Demand in the market is primarily driven by General Motors Manufacturing, Kodak Eastman Global Headquarters, L3Harris Manufacturing, Ortho Clinical Diagnostics, Thermo Fisher Scientific, University of Rochester Strong Memorial Hospital, Unity Hospital, and Carestream Health. The location is also close to Frederick Douglass Greater Rochester International Airport. The hotel is expected to open in the spring of 2025.

Everhome Suites offers the comforts of home along with many other convenient amenities, including:

- Every room has a fully equipped kitchen with full-sized refrigerator, dishwasher, stovetop, microwave, flatware, cookware and plenty of counter space
- Spa-style bathrooms with high-quality fixtures
- Large closets and additional open and closed storage
- Select number of premium one-bedroom suites that feature in-room washer and dryer
- Locally inspired touches including artwork, food and beverage offerings in the HomeBase Market, and a signature mural at the main entrance

- Weekly housekeeping
- Free WiFi
- Pet-friendly options
- Contemporary multipurpose lobby
- Communal outdoor amenity area with barbeque grills, firepits, and green spaces; pools at select locations
- 24/7 self-serve, tech-enabled Homebase Market with food, beverages and groceries
- 24/7 fitness center with state-of-the-art cardio and strength-training equipment, including Peloton bikes
- 24/7 guest laundry facilities

Everhome Suites participates in Choice Privileges, the award-winning rewards program where members earn points on eligible charges during their stay, which can be redeemed for reward nights at over 7,000 hotels across a diverse portfolio of brands in 45 countries and territories. With the Choice Privileges Mastercard, members can earn more points faster, including on everyday purchases.

Choice Hotels, with a franchise-first focus and an industry-leading retention rate, has been committed to providing its hotel owners with the support they need to succeed since it launched the country's first hotel chain in 1941. Today, Choice offers franchisees a suite of cutting-edge cloud-based solutions, including the **choiceEDGE** guest reservation platform and the **choiceADVANTAGE** property management system to help franchisees effectively manage room rates, distribution channels, and inventory.

For more information on Everhome Suites development opportunities, visit [choicehotelsdevelopment.com/everhome-suites](http://choicehotelsdevelopment.com/everhome-suites).

#### **Everhome Suites®: *Closer to Home***

The Everhome Suites brand provides a Closer to Home™ experience that enables guests to live life on their terms during longer-term stays. The new construction midscale hotels are designed to help extended stay guests maintain routine on the road with spacious suites with long stay amenities featuring fully equipped kitchens, spa-style bathrooms, and customizable "me" spaces, including movable workstations, full-size closets, and additional storage. Everhome Suites properties have modern and sophisticated public spaces, 24/7 fitness centers with Peloton bikes, guest laundry facilities, free Wi-Fi, and self-service marketplaces with a variety of fresh and frozen meal and grocery options. For more information, visit [www.choicehotels.com/everhome-suites](http://www.choicehotels.com/everhome-suites).

#### **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 nearly 7,500 hotels, representing more than 630,000 rooms, in 45 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](http://www.choicehotels.com).

#### **Forward-Looking Statements**

This communication includes "forward-looking statements" about future events, including anticipated development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q, any of which could cause actual results to be materially different from our expectations.

#### **Addendum**


This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 915 Meeting St, Suite 600, North Bethesda, MD 20852, email: [development@choicehotels.com](mailto:development@choicehotels.com).

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<https://stage.mediaroom.com/choicehotels/2024-06-06-Everhome-Suites-Expands-Presence-in-the-Northeast-with-Three-New-Groundbreakings-in-New-Hampshire,-New-Jersey,-and-New-York>