

Choice Hotels Announces Opening of First New Construction Property with Lobby in a Box, MainStay Suites Chesapeake, VA

NORTH BETHESDA, MD, Nov. 19, 2024— Choice Hotels International, Inc. (NYSE: CHH), announced the opening of the first new construction hotel to feature the *Lobby in a Box* package, a MainStay Suites in Chesapeake, Virginia. By using the proprietary and turnkey *Lobby in a Box* and *Kitchen in a Box* packages, the hotel leveraged effective designs with lower costs that are intentionally constructed for the extended stay consumer. The *Lobby in a Box* package seamlessly designed the lobby into a communal space that provides a flexible setup for guests to either lounge, work, dine or watch TV, and the *Kitchen in a Box* package facilitated the installation of in-room kitchens with ease so that guests can cook their own meals.

“As we continue our momentum in the extended stay category, MainStay Suites Chesapeake marks a milestone as the first new construction hotel to feature *Lobby in a Box*,” said Matt McElhare, vice president and lead for extended stay brands at Choice Hotels. “These innovations provide a turnkey approach that allows franchisees to help efficiently meet the rising demand for extended-stay accommodations for lower costs, while enhancing the guest experience with tailored spaces for long-staying guests that feel like home.”

Located at 1660 Debaun Ave. in Chesapeake, the three-story, 77-room property was developed by Ray Patel and designed by Parth Hospitality with construction by Thor, Jr. Inc. and architecture by Tymoff + Moff Architects. The new MainStay Suites Chesapeake was created to meet the needs of this vibrant market, which includes a strong military presence, defense contractors, shipyards, and prominent universities, as well as nearby major corporations such as Dollar Tree and Northrop Grumman.

With *Lobby in a Box*, MainStay Suites Chesapeake introduces a versatile, multi-functional lobby that features a built-in marketplace with on-the-go meal and beverage options, essential travel items, and flexible seating. Complementing the new lobby design, the property also incorporates Choice's *Kitchen in a Box* package, with in-room kitchens that enhance the guest experience by offering cooking amenities and residential comfort—a hallmark of the MainStay Suites brand. The combined installation of these packages creates a truly “Live Like Home” experience that supports both functionality and profitability for the property.

“Choice Hotels is dedicated to helping franchisees maximize their investment with efficient, high-quality solutions that address real market needs,” said Ron Burgett, senior vice president, extended stay development, Choice Hotels. “By integrating our exclusive *Kitchen in a Box* and *Lobby in a Box* packages into new construction projects like this one, we’re empowering owners to meet the rising demand in the extended stay segment with efficiency, flexibility, and a guest-focused design. This unique turnkey approach not only helps drive growth but strengthens our commitment to innovation in hotel development and conversions.”

MainStay Suites Chesapeake also exemplifies a commitment to sustainability with the installation of over 330 solar panels, providing an eco-friendly energy source. The construction, financed in part through a Small Business Administration (SBA) loan for energy-efficient projects, was supported by Hebron Savings Bank.

“Choice Hotels’ packages have helped us add efficiency and incredible value to this newly built property and elevate the extended-stay experience for our guests,” said Ray Patel, developer of the property. “From the on-the-go marketplace to multi-use lobby to in-room kitchens, these innovations are creating a warm, functional experience tailored to travelers in the beautiful Chesapeake market.”

MainStay Suites’ Chesapeake offers 44,353 square feet of guest accommodations and amenities, including fully equipped kitchens, designated work and relaxation areas in each suite, and convenient, flexible lobby spaces.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. The one to watch in upscale and a leader in midscale and extended stay, Choice® has over 7,500 hotels, representing nearly 635,000 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.

About MainStay Suites®

MainStay Suites, a midscale extended stay brand, allows guests to "Live Like Home" with spacious suites, fully equipped kitchens, and amenities such as a marketplace, fitness center, and free Wi-Fi. MainStay Suites offers an inviting extended-stay experience across more than 125 U.S. locations. Learn more at www.choicehotels.com/mainstay.

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 Street, Suite 600, North Bethesda, Maryland 20852 or by email at: development@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.

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

<https://stage.mediaroom.com/choicehotels/2024-11-19-Choice-Hotels-Announces-Opening-of-First-New-Construction-Property-with-Lobby-in-a-Box,-MainStay-Suites-Chesapeake,-VA>