

Quality Inn Celebrates 85 Years of Exceptional Value and Service

With a long tradition of achieving industry firsts, Choice Hotels International's legacy brand embraces innovations to serve modern travelers into the future



NORTH BETHESDA, MD, December 23, 2024— Quality Inn, the founding brand of Choice Hotels International, Inc. (NYSE: CHH) and the first franchise hotel chain in the United States, celebrates its 85th anniversary by reflecting on its many accomplishments. With more than 1,800 hotels open around the world, including a record 44 openings this year alone, Quality is still one of the fastest-growing midscale brands in the industry*. Today, one in four midscale properties in the U.S. is a Quality Inn, a testament to its enduring legacy of delivering exceptional value to both hotel owners and guests. As it marks this milestone, the brand continues to evolve and embrace innovative solutions that cater to current travelers' demands and consistently deliver the high standards of service that have made Quality a leader in the hospitality industry.

To reinforce its commitment to supporting owners and elevating guest experiences at Quality properties, Choice has implemented design and service initiatives that have driven higher guest satisfaction scores and have grown the brand's appeal among consumers. Feedback from more than 24,000 customers earned Quality recognition in Newsweek's 2024 'Best of the Best' list, which highlights the most reputable brands based on brand image, reliability of service and trustworthiness, among other metrics. It also made Newsweek's 2025 "Best Customer Service" list in recognition of its ability to consistently satisfy high customer expectations.

"From being the first hotel brand to offer 24-hour desk service to offering hot breakfasts, Quality Inn has always been an industry trailblazer and has continued to evolve to meet travelers' changing preferences and drive the best value for hotel owners. It's a key reason why Quality remains a magnet for first-time investors almost a century on," said Judd Wadholm, Senior Vice President and General Manager of Core Brands, Choice Hotels International. "As we look toward the future, we are setting the bar even higher for Quality. We are committed to continuously strengthening the brand and giving owners the tools to satisfy customer's high expectations and help drive even greater revenue."

The company in recent years introduced **Q Design Solutions**, which offers franchise owners cost-effective, turnkey room design options that ensure a clean, welcoming aesthetic in guestrooms, breakfast areas and lobbies. From furniture to flooring, these fresh design updates were created following guest testing and a hotel pilot program. The design options have received great guest and owner reception in hotels that have adopted this design package. Owners have already seen a return on their investment through increased Likelihood to Recommend (LTR) ratings.

Choice has also introduced **Q Service**, a specialized training program that equips franchise owners with the tools to deliver better guest experiences that couple with Quality brand hotels "Value Qs":

- Q Bed: Fresh linens, fluffy pillows, and plush blankets
- Q Breakfast: Complementary hot, fresh, and healthy breakfast selections
- Q Shower: Bright and roomy showers with multi-setting showerheads
- Q Service: Professional, responsive, and friendly staff
- Q Essentials: Free Wi-Fi, coffee and tea selections, and in-room refrigerator

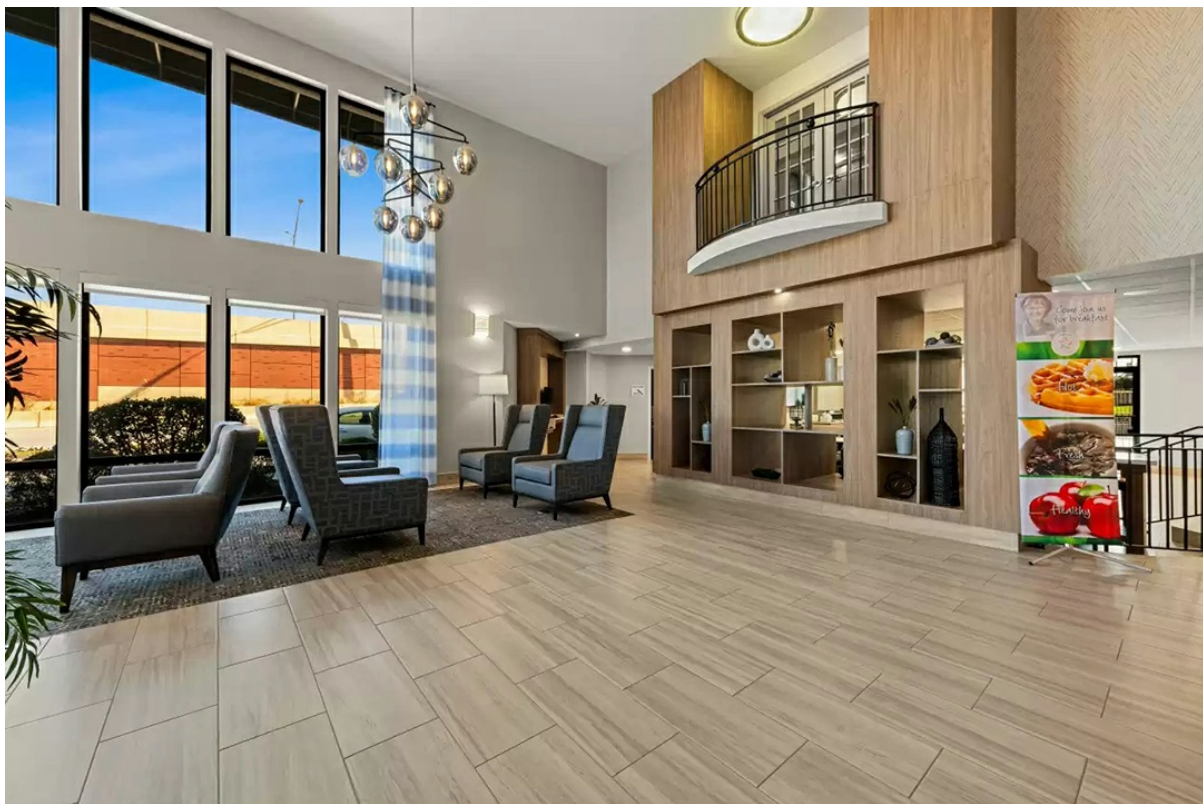
With these latest investments, Quality maintains its status as a leader in hospitality 85 years since its inception and continues to attract first-time franchisors and grow its footprint nationwide.

Guests can visit Quality hotels in a growing number of markets including Nashville, Tennessee, Columbia, South Carolina and Southern California. They can book a stay at these properties through Choice Privileges, Choice's award-winning loyalty program. [Sign up to become a member.](#)

*(According to recent STR data.)



(Rendering of new Q-Design guestrooms.)



(Quality Inn & Suites, Charlotte)

About Quality Inn

The brand now known as Quality was founded in 1939 as Quality Courts by a group of seven Florida motor court owners. In 1941, it became Quality Courts United, Inc., the country's first hotel chain, and the first group to offer industry firsts such as wall-to-wall carpeting, daily linen changes, 24-hour desk service,

and in-room telephones. In 1990, the group became Choice Hotels Internationals, Inc., with the Quality brand setting the foundation for the company's broader midscale portfolio encompassing eight brands.

Today, Quality Inn delivers on its commitment to provide guests with an affordable and enjoyable stay. The brand's signature "Value Q's" – including premium bedding, hot and healthy breakfast, friendly service, and free Wi-Fi – help guests focus on the people and travel memories that matter most. Quality Inn is one of the largest and most recognized midscale brands with more than 1,600 locations open worldwide. For more information, visit www.choicehotels.com/quality-inn.

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 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.

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 45 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.

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.

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<https://stage.mediaroom.com/choicehotels/2024-12-23-Quality-Inn-Celebrates-85-Years-of-Exceptional-Value-and-Service>