

## Choice Hotels International Launches New Marketing Campaign for Everhome Suites “WhenEverhome”

**North Bethesda, Md. (February 13, 2025)** – Choice Hotels International, Inc. (NYSE: CHH), a leader in extended stay hotels, is launching a new [marketing campaign](#) for Everhome Suites, the new construction midscale extended stay brand. As Choice Hotels is on track to open 10 hotels in the first six months of the year, the “WhenEverhome” campaign aims to increase awareness of the brand and highlights the myriad of reasons that guests seek out long-term accommodations – from business travel to life’s unexpected circumstances – and introduces Everhome Suites as the ideal solution whenever guests are away from home. The brand is designed for the fastest growing demand areas in lodging such as workforce travelers related to infrastructure projects, healthcare, and consulting, as well as families who are renovating their current houses or in between homes due to relocation.

The new marketing campaign includes a series of engaging [video ads](#), which will be featured across various digital platforms, including paid social media, digital display banner ads, video pre-roll ads that automatically play before video content, and connected TV. The first two brand videos, a 30-second and a 15-second spot, will start running this week, with additional videos to follow.

“Our goal with this campaign is to bring the Everhome Suites ‘closer to home’ experience to life, emphasizing the ease, comfort, and value that our guests can expect when staying with us,” said Matt McElhare, Vice President and Lead for Extended Stay Brands, Choice Hotels. “With pet-friendly rooms featuring kitchens, spacious bathrooms and closet space, Everhome is perfect for professionals who need to be on a job site, working at a different office for a week at a time, people renovating their homes or relocating that are looking to stick to their routine and stay connected to the things they care about just like at home.”

The campaign’s creative strategy is informed by consumer insights and research that reveal extended-stay guests prioritize convenience and a home-like atmosphere. The videos feature various property amenities and highlight the modern, apartment-style accommodations that Everhome Suites offers.

“Choice Hotels is helping ensure our owners have an impactful marketing campaign that is designed to drive brand awareness and attract guests who are seeking extended accommodations,” said Ron Burgett, Senior Vice President, Extended Stay Development, Choice Hotels.

Everhome Suites continues to expand its presence, with new properties opening across the country. In total, there are eight Everhome Suites open with nearly 25 expected to be open by the end 2025, including 20 currently under construction and another 45 in the pipeline.

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

For more information about Everhome Suites and to book a stay, please visit <https://www.choicehotels.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 newly constructed midscale hotels are designed to help extended stay guests maintain routine on the road with apartment-style suites featuring fully equipped kitchens, spa-like 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 <https://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 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](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 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, email: [development@choicehotels.com](mailto:development@choicehotels.com).

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