

Clarion Pointe Pipeline Soars with 70th Hotel Opening

With 43 hotels in the pipeline, Clarion Pointe continues to attract owners with a flexible, low-cost conversion approach

(Clarion Pointe Milwaukee, Wisconsin is the brand's 70th hotel to open in a fast-growing pipeline)

NORTH BETHESDA, Md., March 25, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has opened its 70th Clarion Pointe hotel in Milwaukee, Wisconsin as the company continues to invest and innovate in its booming midscale portfolio. With 43 additional hotels in the pipeline and 27 expected to open this year in cities such as Galveston, Texas, and Gettysburg, Pennsylvania, Clarion Pointe's flexible and low-cost conversion approach gives owners an exciting opportunity to be a part of a high-demand market segment.

"The remarkable growth of Clarion Pointe underscores its strong appeal and distinctiveness to both travelers and hotel owners in the highly competitive midscale segment," said Cathy Hartman, Vice President, Brand Strategy, Choice Hotels. "With an ever-expanding pipeline and an increasing number of openings in key markets, Clarion Pointe has proven to be a smart and cost-effective choice for owners looking for a brand that puts a finer point on an affordable travel experience—something travelers are increasingly seeking."

Clarion Pointe was launched in 2018 to meet economically savvy customers' growing preference for select-service hotels that deliver sleek and elevated essentials where they matter most. Informed by Choice's singular leadership in the midscale segment, Clarion Pointe was developed as an extension of Clarion, one of its longest established brands, allowing owners to benefit from strong brand awareness as well as Choice's renowned franchise success system.

Clarion Pointe hotels provide modern design touches, curated food and beverage offerings—including premium coffee and tea, nutrient-focused breakfast items, and a marketplace with elevated beverages and small bites—along with modern fitness essentials and on-demand TV casting. Clarion Pointe participates in the Choice Privileges rewards program boasting more than 68 million members. Travelers can also sign up for the Choice Privileges® Mastercard®, which offers 40,000 bonus Choice Privileges points when they spend \$1,000 in purchases within the first three months.

Choice Hotels, with an industry-leading retention rate, is committed to franchise owners' success, equipping them with advanced technological tools that simplify their operations and drive optimal returns on their investments. These include the choiceEDGE guest reservation platform and the choiceADVANTAGE property management system, which help owners effectively manage room rates, distribution channels, and inventory.

The company has also helped make it easier for prospective owners to finance their hotel investment. It recently partnered with the innovative digital platform Bridge to help provide new and existing Choice hotel owners with access to affordable financing solutions.

For more information about Clarion Pointe, visit: <https://www.choicehotelsdevelopment.com/our-brands/midscale/clarion-pointe>

(Clarion Pointe, Rock Hill, South Carolina)

(Clarion Pointe in Madison-Huntsville, Alabama)

Clarion Pointe®: Stay on Pointe

The Clarion Pointe brand provides savvy, sensible travelers with affordable accommodations and elevated essentials for a sharper stay. Clarion Pointe features contemporary design touches, comfortable rooms with signature murals, fitness centers with modern cardio and strength-training equipment, and a marketplace with craft beer, select wine and small bites. We also offer free Wi-Fi and a complimentary "better-for-you" breakfast with premium coffee. For more information, visit www.choicehotels.com/clarion-pointe.

About Choice Hotels® Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with over 7,500 hotels, representing more than 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties 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.

Forward-looking Statements

This communication includes "forward-looking statements" about future events, including anticipated development, hotel openings and performance. 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 Street, Suite 600, North Bethesda, MD 20852, or by email at development@choicehotels.com.

SOURCE Choice Hotels International, Inc.

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