

Ascend Collection Surpasses 400 Openings Globally and Debuts New Logo, Ushering in the Brand's Next Era of Growth

NORTH BETHESDA, Md., May 5, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the largest lodging franchisors in the world, is celebrating a major achievement for the Ascend Collection brand with more than 400 independent resort, historic and boutique hotels open around the globe. Established as the first soft brand in the hotel industry in 2008, Ascend continues to be a vanguard in the upscale segment, delivering meaningful results for owners and memorable stays for guests as demand for bespoke hotel experiences continues to grow.

As part of the next chapter of the brand's growth, Choice Hotels is streamlining the brand name as the "Ascend Collection" and unveiling a new logo paying tribute to its pioneering legacy while further embracing its mission to let each property's unique character shine.

The Ascend Collection has 423 hotels open worldwide and is continuing its strategic expansion into high-demand leisure and urban markets with more than 70 hotels in the global pipeline. In 2024, the brand experienced an increase of more than 40% in total room numbers globally compared to 2023. The brand last year also entered new markets including [Washington, D.C.](#); [Park City, Utah](#); [Vancouver](#); [Mexico City](#); [Queensland, Australia](#), and recently signed a hotel in Calama, a city known as the gateway to Chile's majestic Atacama Desert.

"Reaching more than 400 properties in the Ascend Collection is more than a milestone; it's a clear signal of the growing opportunity for owners," said Mark Shalala, Senior Vice President, Development, Upscale Brands, Choice Hotels International. "The collection's expansion, particularly into new and exciting destinations like Chile, positions us even better to raise brand awareness and help drive more bookings and revenue potential for owners. With the benefits of being part of Choice Hotels' fast accelerating upscale business, the power of our franchisee support system and the brand's flexible operating model, now is the perfect moment to become an Ascend owner."

Ascend's growth is just another marker of Choice Hotels' broader expansion and strengthening of its upscale portfolio. In 2024, the company expanded the number of its Upscale and upper upscale room count by 44% to over 110,000 rooms, which make up almost 20% of its room portfolio. Additionally, it invested in a major refresh of ChoiceHotels.com and the mobile app in December 2024, driving a 16% increase in lower-cost, direct bookings to upscale hotels since then. Following [new enhancements](#) this year, Choice Privileges, the company's award-winning loyalty program, has also become an even more powerful vehicle for attracting guests to upscale hotels, with up to 180,000 upscale rooms bookable today.

New Logo: A Modern Look That Honors Ascend's Roots

The new logo gives equal prominence to the words "Ascend" and "Collection," reinforcing the brand's status as the original soft brand in the industry. With a clean, simplified, and elegant style, the logo subtly complements each hotel, allowing its distinct identity to take center stage.

"As Choice continues to strategically grow its upscale business, we remain dedicated to the opportunity that inspired the creation of the Ascend Collection," said Megan Brumagim, Vice President, Upscale Brands, Choice Hotels International. "In a market saturated with cookie-cutter hotels, Ascend offers bespoke experiences that guests increasingly crave. It also gives owners the flexibility to deliver elevated, experience-driven stays without compromising their vision, ensuring every experience at an Ascend hotel is unlike any other."

Ascend's growing portfolio boasts a range of distinctive properties offering memorable guest experiences, including:

- **Ice Hotel— Kiruna, Sweden:** A one-of-a-kind stay awaits at the world's first and largest ice hotel. Guests can spend the night in a suite sculpted entirely from ice and snow or enjoy the warmth and comfort of chalet-style hotel rooms with views of breathtaking winter scenery.
- **Amberes 64 — Mexico City, Mexico:** This design hotel features modern aesthetics that mirrors Mexico City's diverse architectural landscape. It's a top choice for guests who want to stay in one of the city's hottest neighborhoods for dining and shopping, while still being close to top tourist attractions.
- **Copperhill Mountain Lodge — Åre, Sweden:** This exclusive mountain resort, featuring rustic Scandinavian design, offers breathtaking panoramic views of the Swedish countryside in Åre, one of Europe's most popular winter sports destinations.
- **Inn at l'On — Mount Pleasant, South Carolina:** With its stately architecture and prime location in the picturesque l'On community, just minutes from historic Charleston, this hotel offers guests an authentic experience of Southern charm.
- **St. Charles Coach House — New Orleans, Louisiana:** This hotel's history dates back to 1921, once serving as an automobile dealership before transforming to a true boutique hotel. Perfect for guests who want to immerse themselves in the NOLA's culture, the hotel is just a streetcar stop away from historic sites and local dining favorites.

Choice's Winning Platform for Independent Hotel Success

Choice Hotels takes a franchisee-first approach, equipping owners with tools to optimize hotel operations, adapt to market changes and help maximize revenue opportunities.

Its suite of industry-leading technology and support platforms includes ChoiceMAX, an advanced, mobile-first revenue management solution that adapts hotel rates to changes in the market using real-time data, giving owners more time to focus on their properties' day-to-day operations. It also includes ChoiceConnect, a mobile-friendly portal that provides a streamlined view of performance metrics across properties, the choiceEDGE guest reservation platform, and the choiceADVANTAGE property management system, which help owners effectively manage room rates, distribution channels, and inventory.

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.

Ascend Collection™: Let the Destination Reach You

The Ascend Collection is a global portfolio of independent resort, historic and boutique hotels. Recognized as the hotel industry's first "soft brand" concept, there are more than 400 Ascend Collection properties open worldwide, including in Denmark, Finland, Ireland, Japan, Norway, Spain, Sweden, Turkey, Australia, New Zealand, Canada, Ecuador, Mexico and throughout the Caribbean. Membership with the Ascend Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/ascend.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated expansion, growth, development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing, acceptance of brands, and the other "Risk Factors" described in the Annual Report on Form 10-K and the Quarterly Reports on Form 10-Q of Choice Hotels International, Inc., 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, N. Bethesda, MD 20852, email: development@choicehotels.com.

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Additional assets available online: [Photos \(6\)](#)

<https://stage.mediaroom.com/choicehotels/2025-05-05-Ascend-Collection-Surpasses-400-Openings-Globally-and-Debuts-New-Logo.-Ushering-in-the-Brands-Next-Era-of-Growth>