

Choice Hotels International's Global Portfolio Reaches New Heights Driven by Upscale and Upper Upscale Growth Internationally

Leisure, business travelers and adventure-seekers alike can access a growing number of stunning hotels including an upcoming Radisson Blu in Bariloche, Argentina; The Ascend Collection's Ice Hotel in Sweden; Cambria Hotel's first property in Canada, coming to Ontario in 2026; and nearly 70 Ascend Collection hotels across China this year

NORTH BETHESDA, Md., June 3, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest and most successful lodging franchisors, continues to expand its international footprint, with 31 hotels and more than 3,300 rooms on-boarded year-to-date outside of the U.S., and over 11,000 rooms added to the pipeline over the same period, resulting in a net pipeline increase of 95% since the beginning of the year.

This growth is fueled in large part by the company's gains in the upscale and upper-upscale segment, which encompass hotel brand debuts in new markets across Canada, the Caribbean and Latin America, Europe, China and Australia. These developments include recent Radisson Blu and Cambria signings in Argentina and Canada respectively and the company's latest announcement to significantly expand in the Chinese market through a new long-term distribution and master franchise agreement with SSAW Hotels & Resorts. This agreement immediately adds 68 upscale and upper upscale, full-service SSAW properties — totalling more than 9,500 rooms — to the Ascend Collection, with prospects to add more hotels. This continued growth is supported by Choice Hotels' investments in technology to help its hotels succeed, including its recent [partnership with Mews](#), a property management system that connects seamlessly with Choice Hotels' award-winning proprietary tools, providing more options to franchisees to unleash the power of the Choice Hotels system.

"For the past several years, Choice Hotels' international segment has achieved consistent annual growth across a number of meaningful metrics, and we're poised to reach new milestones," said Ricardo Losada Revol, Senior Vice President and General Manager of the International division at Choice Hotels International. "This momentum is a testament to the strength of our agile, personalized service model, our world-class franchisee success system, and the cutting-edge tech tools that support it — all of which we continue to invest in to enhance the benefits owners gain by being part of Choice Hotels."

Growing upscale footprint in the Caribbean and Latin America

With 180 hotels representing over 25,000 rooms, the Caribbean and Latin America region remains a stronghold for Choice Hotel's growth in the Americas, particularly in the upscale segment. In 2025, the company opened several properties in exciting locations including the [Radisson San Luis Potosí, Mexico](#) and the [Radisson Riviera Panama](#). In May, it opened [V Grand Hotel, a member of Radisson Individuals](#) in Medellín, Colombia. This hotel offers guests an immersive connection to the city through curated cultural experiences, wellness offerings, and personalized service — all within the comfort of an upper-upscale setting in the city's trendy El Poblado district.



Choice Hotels will also enter new markets in the region this year: In Q3, it will open a Radisson Blu in Bariloche, Argentina, a charming Patagonian town that attracts tourists year-round for its unparalleled skiing experiences and scenic views. The newly constructed 80-room, full-service property located directly at Lake Nahuel Huapi gives guests a breathtaking view of the town's mountain landscape. Choice Hotels also plans to introduce an Ascend Collection hotel in Calama, Chile's gateway to the renowned Atacama Desert, and a Radisson hotel in Suriname's capital, Paramaribo, later this year.

Building on a 27-year strategic relationship, Choice Hotels has recently renewed for 20 additional years its Exclusive Master Franchise Agreement with Atlantica Hospitality International in Brazil, which currently includes nearly 70 hotels with more than 10,000 rooms across segments.

Scaling market share in China and greater Asia-Pacific



The agreement with SSAW, a leader in the upscale business hotel and resort segment in China, adds prominent brands, Pagoda, Narada, SSAW Garden and Boutique, and Ginlan Jia, that are expected to be bookable on [ChoiceHotels.com](https://www.choicehotels.com) this year. The portfolio includes five-star hotels such as the 440-room Garden SSAW Hotel Beijing, which blends historic and modern design and gives easy access to Beijing's top cultural attractions, and the Narada Grand Hotel Zhejiang — once host of the G20 summit—a top choice for business travelers and anyone looking to explore the rich cultural heritage of Hangzhou.

Choice Hotels also continues to expand its midscale and upper midscale presence across the Asia-Pacific region, with five hotel openings year-to-date and three others expected to open later this year. In 2025, the company opened two Comfort Inn hotels in [Grafton, New South Wales](#) and in [Robe, South Australia](#); a [Comfort Hotel in Tanabe, Japan](#); and in India, a [Clarion Hotel in Kochi](#) and a [Quality Inn in Rajkot](#).

Accelerating Growth in Europe Through Strategic Partnerships

Choice Hotels continues to scale its presence in Europe through strategic relationships and direct franchise agreements, adding 19 hotels year to date. In 2025, the company onboarded five hotels in Scandinavia through its business relationship with Strawberry (formerly Nordic Choice Hotels) — [including The Ice Hotel in Sweden](#) — and expects to add four more hotels later this year. Part of the Ascend Collection, the Ice Hotel gives guests a stay unlike any other with guestrooms completely made of ice.

In France, Choice Hotels added 34 properties between 2024 and 2025, including Comfort branded aparthotels [by the French Riviera](#) and in the [fairytale town of Annecy](#) through its strategic partnership with Zenitude; In Spain, it added six hotels in 2024 through its franchise agreement with Faranda Hotels, including its stunning [Galician seaside hotel, Hotel Faranda Rías Altas](#) and expects to add five more hotels this year including those through its collaboration with Sercotel.

Cambria Hotels to debut in Canada, Ascend Collection deepens market presence

Choice Hotels has executed a new deal to introduce its first Cambria Hotel in Canada. Expected to open in 2026, the hotel will be located in Thunder Bay, Ontario, and will cater to business and leisure travelers flying through Thunder Bay International Airport and adventure-seekers who want to enjoy the area's popular outdoor excursions. The company will also nearly double the Ascend Collection's market share in Quebec with six new openings planned this year and two expect openings in British Columbia.

Choice Hotel's international hotels participate in Choice Privileges, the award-winning rewards program that allows guests to earn and redeem points for reward nights at over 7,000 Choice-branded hotels across a diverse portfolio of brands in nearly 40 countries and territories, including more than 180,000 upscale and luxury rooms in top destinations around the world.

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 nearly 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 Hotels® 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 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 915 Meeting Street, Suite 600, North Bethesda, MD 20852, or by email at development@choicehotels.com.

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