

Choice Hotels International's WoodSpring Suites Awarded #1 Spot in Guest Satisfaction by J.D. Power

Extended Stay Brand Sets the Standard, Earning Honors for Fourth Consecutive Year

NORTH BETHESDA, Md., July 16, 2025 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH), an industry leader in extended stay, is proud to announce that [WoodSpring Suites](#) has been named the #1 economy extended stay brand by the J.D. Power 2025 North America Hotel Guest Satisfaction Index Study. The brand achieved the top ranking across all six evaluated study dimensions which include guest room, hotel facility, hotel connectivity, hotel staff, value for prices paid, and check-in and check-out services.

WoodSpring Suites earned recognition in the distinguished study for a fourth consecutive year, having been ranked the #1 economy extended stay brand in 2024 and 2023 – since the category's introduction – and the #1 overall economy hotel brand in 2022. An all new-construction brand, WoodSpring offers longer-term guests a welcoming environment and spacious, smartly designed suites with in-room kitchens at affordable weekly and monthly rates. The brand recently launched its new marketing campaign, "[The WoodSpring Way](#)," which highlights the exceptional hospitality staff deliver to its guests.

"Choice Hotels continues to lead the way in the fast-growing extended stay segment, and we're honored to receive this prestigious recognition for a fourth consecutive year, which reinforces our role as a category leader anchored by our flagship brand, WoodSpring Suites," said Matt McElhane, Choice Hotels' vice president and lead for extended stay brands. "This achievement reflects the unwavering dedication of our development and franchisee operators, whose commitment to quality and service makes it possible for us to consistently not only meet, but exceed, our guests' expectations."

With 265 locations open across the U.S. as of the end of Q1 2025, WoodSpring is one of Choice Hotels' four extended stay brands, which also include Everhome Suites, MainStay Suites, and Suburban Studios. A longtime leader in the highly competitive category, Choice Hotels surpassed 500 extended stay hotel properties as of Q1 2025.

The J.D. Power North America Hotel Guest Satisfaction Index Study, now in its 29th year, measures overall customer satisfaction based on performance in six factors: communications and connectivity; food and beverage; guest room; hotel facility; staff service; and value for price. The 2025 study benchmarks the performance of 102 brands across nine market segments and is based on responses from 39,219 hotel guests for stays between May 2024 and May 2025.

About WoodSpring Suites®: It's Simple. Done Better.

WoodSpring Suites is a new-construction economy extended stay brand that offers longer-term guests a welcoming environment and a straightforward stay at an affordable price. With more than 260 locations open across the United States, WoodSpring Suites hotels feature spacious all-suite rooms with fully equipped kitchens, plus on-site laundry facilities, free Wi-Fi, and flexible payment options. WoodSpring was ranked the #1 in economy extended stay brand in the J.D. Power North America Hotel Guest Satisfaction Index Study in 2023, 2024, and 2025. For more information, visit www.choicehotels.com/woodspring.

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® 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, Maryland 20852 or by email at: development@choicehotels.com.

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