

U.S. News & World Report names Choice Privileges its No. 1 Hotel Rewards Program

The recognition comes on the heels of WalletHub naming Choice Privileges its top hotel rewards program this past June, underscoring the program's growing appeal after relaunching with new updates this year.

NORTH BETHESDA, Md., July 21, 2025 /PRNewswire/ -- Choice Privileges, the award-winning rewards program from Choice Hotels International, Inc., has been named the No. 1 Hotel Rewards Program by U.S. News & World Report. This prestigious honor, which was announced on NBC's Today Show, comes just weeks after WalletHub also ranked Choice Privileges as the top hotel loyalty program reinforcing the program's growing appeal among travelers.

"We believe today's travelers are looking for a loyalty program that is simple and delivers clear value," said Nandika Suri, Vice President of Loyalty at Choice Hotels International. "That belief has guided how we've been evolving Choice Privileges—making it easier for members to earn and redeem rewards. This recognition by U.S. News is yet another testament to the customer response to these changes, and we're excited to keep delivering an even more compelling program for our members."

U.S. News' rankings feature 14 hotel loyalty programs that offer travelers the best perks and the simplest options for earning and redeeming points.

In its announcement, U.S. News noted that Choice Privileges claimed the top spot because:

"[It] allows members to quickly earn free nights, and due to its acquisition of Radisson and an enhanced partnership with Preferred Hotels & Resorts, the program has expanded its reach to include both budget-focused brands and luxury offerings. With Choice Privileges' reasonably attainable elite status, members also receive impactful perks like room upgrades, early check-in and late checkout after just 10 nights."

Choice Privileges continues to evolve with more features and perks to help maximize any travel plans including:

- **A 50-week booking window**—giving members plenty of time to plan their trip.
- **Choice RewardSaver**—a new tool that allows members to book reward nights for as low as 8,000 points.
- **Flexible point redemptions** for upgraded rooms, better views, or extra space at select hotels.
- **Access to over 7,000 Choice-branded hotels and partner properties—including 1,000 upscale and luxury properties**—like the Cambria Templeton-Paso Robles in California wine country; the modern V Grand Hotel, a member of Radisson Individuals, in Medellin, Colombia; the Westgate Park City Resort & Spa with ski-in, ski-out accommodations; or the stunning beachside Condado Vanderbilt Hotel, a Preferred Hotels and Resorts property in San Juan, Puerto Rico.
- **Access to more than 2,400 hotels within 30 miles of a national park**, including the Sleep Inn & Suites near Zion Park, Utah and the Comfort Inn near Sequoia and Kings Canyon National Park.
- **Memorable sports experiences** like exclusive NASCAR Trackhouse Racing experiences and VIP college sports gameday experiences, which include game tickets, pre-game hospitality, and sideline passes to see some of the top teams, like the winning Ohio State Buckeyes and Oregon State Beavers, in action.
- **An ability to earn elite status** for as few as 10 nights stays.

Sign up to become a member of Choice Privileges today: <https://www.choicehotels.com/choice-privileges/account/enroll>

[Read more in U.S. News](#) and see the full rankings [here](#):

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.

About Choice Privileges®

The award-winning Choice Privileges rewards program enables members to earn and redeem points for reward nights at over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Points can also be earned and/or redeemed with distribution platform partners like Bluegreen Vacations, Penn Entertainment, and Westgate Resorts. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program or learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges.

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