

Choice Hotels International Launches Two New Marketing Campaigns Focused on Its Four Extended Stay Brands to Boost Brand Awareness and Drive Bookings

Choice Hotels' new "Stay in Your Rhythm" campaign is focused on the amenities offered at all its extended stay brands, while "The WoodSpring Way" highlights the exceptional hospitality provided, creating a home away from home for guests

NORTH BETHESDA, Md., July 23, 2025 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's largest lodging franchisors, has rolled out two bold, new and first-of-its-kind campaigns, spotlighting the benefits of its four extended stay brands—Everhome Suites, MainStay Suites, Suburban Studios, and WoodSpring Suites. "*Stay in Your Rhythm*" a campaign focused on all its extended stay brands, shows guests how they can keep up with daily routines, while "*The WoodSpring Way*" highlights the genuine hospitality and friendly service WoodSpring Suites staff deliver to its guests. With over 550 extended stay locations open, 51 under construction, and 350+ in the pipeline, Choice Hotels is leading the way in long-term lodging.

"As leaders in the extended stay segment, Choice Hotels has long understood that this category is unlike any other in the hospitality industry, defined by distinct guest expectations that we continuously strive to exceed," said Noha Abdalla, Chief Marketing Officer, Choice Hotels. "These first of their kind campaigns reflect our extensive understanding of why people stay longer – from work assignments and relocations to life transitions and personal journeys. No matter the reason, we know our guests aren't looking to escape their routines – they're looking to maintain them. That's why we take pride in our unique position to offer guests what matters most: consistency, comfort and connection."

The "*Stay in Your Rhythm*" campaign underscores Choice Hotels' extended stay's commitment to helping business and leisure travelers maintain their routines during long-term stays. With in-room kitchens, guest laundry, fitness centers, and pet-friendly options available at all four of Choice Hotels' extended stay brands, guests never have to miss a beat from their normal routines. The campaign celebrates guests' ability to maintain their daily rituals, like brewing their morning coffee, cooking their favorite dinner, walking the dog, or doing a workout during extended stays.

"*The WoodSpring Way*" campaign highlights the passion and genuine care WoodSpring property teams have for travelers, going above and beyond to ensure their guests have the comforts and conveniences of home during their stay. The featured general managers, spanning Chicago, Denver, Atlanta and Orlando, take pride in creating a home-like atmosphere and treating every guest- pets included - like family. Each manager exemplifies the pride and culture of the WoodSpring Suites brand, which has consistently shown industry best-in-class guest satisfaction for years.

Most recently, [WoodSpring Suites](#) was ranked the #1 economy extended stay brand in the J.D. Power 2025 North America Hotel Guest Satisfaction Index Study, achieving 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. The brand 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. This achievement highlights the WoodSpring teams' dedication to guest service – from offering extra kitchen supplies to handing out special treats for dogs, they are always ready to lend a hand.

"We've designed our extended stay properties to ensure we provide guests with everything they need when circumstances take them away from home for weeks at a time," said Matt McElhare, Vice President, Extended Stay Brands, Choice Hotels. "Through the launch of our innovative campaigns, we aim to educate the growing population of extended stay travelers on how our brands offer the best value in the industry while also profiling the unique culture in our flagship brand, WoodSpring Suites, which has consistently set the standard for guest satisfaction in the segment. We're especially thankful to our

owners and management company teams that help to build and sustain this culture on property, consistently delivering a great guest experience."

Both campaigns are driven by in-depth research and guest feedback showing that travelers value efficiency, cleanliness, good value, and flexibility during their stay. The campaigns will run through the rest of the year and into 2026, across various channels including paid social media, ConnectedTV, digital display and online video.

For more information, visit www.choicehotels.com and www.woodsring.com.

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 St Ste 600, Rockville, MD 20852, email: development@choicehotels.com.

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