

Choice Hotels International Appoints Joshua Sloser as Chief Commercial Officer

Experienced, strategic executive will lead the organization's commercial strategy

NORTH BETHESDA, Md., Sept. 2, 2025 —Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, has appointed Joshua Sloser as Chief Commercial Officer, a key executive role reporting directly to the company's President and Chief Executive Officer, Pat Pacious, effective today.

In this role, Sloser will develop and implement the company's commercial strategy, overseeing the digital channels including ChoiceHotels.com and mobile app, revenue management, third party distribution, and customer service to drive business growth and market share.

"Choice Hotels continues to capitalize on diversified growth avenues and strong international momentum, as demonstrated in our recent Q2 performance," said Pat Pacious, President and Chief Executive Officer at Choice Hotels. "As we accelerate our global expansion and deepen customer engagement, Joshua's proven ability to drive innovation, lead cross-functional teams, and deliver measurable commercial outcomes will be instrumental. His strong franchising experience, paired with expertise in digital, commercial, and customer experience, makes him an excellent fit for the Chief Commercial Officer role."

Sloser brings more than two decades of leadership experience to Choice Hotels, with a career spanning hospitality, restaurant, and travel industries. Most recently, he served as Global Senior Vice President, Customer & Commercial Innovation at McDonald's. In this role, he led a broad innovation portfolio, overseeing food concepts, technology, and operational processes across 40,000 restaurants worldwide. Prior to joining McDonald's, he spent nearly a decade at Hilton, holding several senior roles in digital and e-commerce. He has also held several leadership positions for airline and travel companies including America West Airlines, Cendant, Ciber Consulting, and Travelocity.

"I'm honored to join Choice Hotels at such a pivotal time in its growth journey," said Sloser. "The company's legacy of innovation, focus on delivering strong value to franchisees, and commitment to delivering exceptional guest experiences deeply resonate with me. I'm excited to work alongside this talented team to build on that momentum and help shape the next chapter of commercial success."

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.

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