

Choice Hotels International Accelerates International Growth with Addition of 50 New Quality Suites Hotels in France

Expansion nearly doubles the company's portfolio in Europe's largest hotel franchise market.

NORTH BETHESDA, Md., Oct. 2, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel franchisors, today announced it will onboard an additional 50 properties representing more than 4,800 rooms across France, nearly doubling the company's portfolio in the country from 57 to 107 franchised hotels. The new properties will join the Quality Suites brand and complement Choice Hotel's existing Clarion, Quality, Comfort and Ascend Hotel Collection hotels in France—Europe's largest hotel franchise market.

"This European expansion builds upon our significant international rooms growth already achieved in Asia and the Americas this year," said Pat Pacious, President and Chief Executive Officer at Choice Hotels. "By nearly doubling our footprint in France, we're not only reinforcing our commitment to expanding our direct franchise business but simultaneously enhancing our value proposition for guests and franchisees. Expanding our presence is a transformative milestone towards making it easier for travelers to find the right stay wherever their journey takes them, and we're thrilled to offer additional opportunities for more people around the world to experience the hospitality of our best-in-class brands."

The new hotels will be located throughout France, strengthening an already existing portfolio of midscale and upscale business, leisure, and long-stay accommodations. All properties will participate in Choice Privileges, the company's award-winning loyalty program, enabling members to earn and redeem points at over 7,100 hotels worldwide.

The 50 Quality Suites properties add more than 30 new cities to Choice Hotels' network and represent a well-balanced portfolio across France, with 26% located in major urban hubs such as Marseille, Toulouse, and Bordeaux, 52% in mid-sized suburban cities like Rennes, Chambéry, and Colmar, and 22% in smaller yet highly touristic towns such as Quiberon, Dinan, and Mèze. This footprint ensures both stable year-round demand and strong seasonal appeal, with most properties positioned close to airports, public transportation, and city centers.

With its continued expectation of achieving high single-digit international room growth this year, Choice Hotels remains confident in the accelerated expansion of its international portfolio, which now exceeds 150,000 rooms outside the U.S. The company sees a significant long-term opportunity to further grow its global footprint and capture additional international market share across key regions. Earlier this year the company announced several major achievements that build on Choice Hotels' broader international momentum, including:

- Continued expansion across the Caribbean and Latin America through strategic relationships, including an agreement with [Atlántica Hospitality International in Brazil](#), which encompasses 70 hotels and more than 10,000 rooms across multiple segments as of Q2 2025. The company also recently made its debut in [Argentina](#) with the opening of [Radisson Blu Bariloche](#), a modern lakeside retreat featuring 32 suites and 80 total guest rooms. This opening marks a monumental step in bringing the brand's world-class hospitality to Patagonia and growing both the upscale and upper upscale footprint across the Caribbean and Latin American region.
- The acquisition of the remaining stake in [Choice Hotels Canada](#), transitioning to a direct franchising model that paves the way for accelerated growth. As of Q2 2025, Choice Hotels' Canadian portfolio included 350 hotels and 30,000 rooms, with more than 2,500 rooms in the pipeline, reinforcing the company's commitment to international expansion.
- A long-term distribution and master franchise agreement with [SSAW Hotels & Resorts in China](#), adding over 9,500 rooms to the Ascend Collection with an additional commitment to grow the Comfort and Quality brands to 100 properties in the country.

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 hotel openings and brand positioning for the regional brand portfolio of Choice Hotels EMEA. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing, acceptance of brands, and the other "Risk Factors" described in the Annual Report on Form 10-K and the Quarterly Reports on Form 10-Q of Choice Hotels International, Inc., 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.

SOURCE Choice Hotels International, Inc.

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