

Choice Hotels International Accelerates Growth in Canada with Six New Ascend Collection Properties in Québec

The multi-unit agreement marks the first major step since the company's consolidation of Choice Hotels Canada and strengthens its presence across resort destinations.

NORTH BETHESDA, Md., Jan. 6, 2026 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) announced the expansion of its upscale soft brand, Ascend Collection, in Canada with six new properties slated to open in Québec in early 2026. The hotels, part of a multi-unit agreement, mark the first major step in the company's accelerated growth plans following its consolidation of Choice Hotels Canada.

The properties will deepen Ascend Collection's presence in Montréal and popular resort areas and grow the number of destinations that can be redeemed for points through Choice Privileges, the award-winning loyalty program that gives access to over 7,100 hotels worldwide.

- **Hotel Brossard, Brossard** – Just minutes from downtown Montréal, this 139-room property offers suites with European chateau-inspired décor. Select accommodations include in-room fireplaces.
- **Hotel Cheribourg, Orford** – This 123-room property includes jacuzzis, indoor and outdoor pools, an indoor kids' playroom and mini farm.
- **Hotel du Domaine, Thetford Mines** – This hotel offers more than 100 rooms, lakeside chalets, and ready-to-camp pods—all set against the backdrop of the Appalachian Mountains.
- **Hotel Montréal Metropolitan, Montréal** – This 92-room property features rooms with fully furnished kitchens and a delicious on-site Cuban restaurant.
- **La Cache du Lac Champlain, Venise-en-Québec** – This 56-bedroom boutique hotel offers lakeside views, a spa and an 18-hole golf course.
- **Manor Des Sables, Orford** – This 141-room property provides guests with panoramic views of Mount Orford, indoor and outdoor pools, a spa, and athletic amenities including pickleball and volleyball spaces, kayak and bicycle rentals, and an 18-hole golf course.

The properties will grow the Ascend portfolio in Canada by 20%, strengthening the brand's presence in high-demand destinations. The growth comes as Choice Hotels continues to deliver strong results in-market, including a 7% year-over-year increase in Canadian RevPAR in Q3.

"Our transition to a direct franchising model in Canada set the stage for rapid growth, and these latest deals mark an exciting milestone in our expansion plans," **said Pat Pacious, President and Chief Executive Officer at Choice Hotels**. "Growing Ascend Collection in Canada complements the significant gains we've achieved globally this year and positions us to deliver even more distinctive stays for travelers worldwide."

The multi-unit deal is led by **Bing Zhao**, one of Québec's most established hotel developers and a Choice Hotels franchisee since 2017.

"Choice Hotels' expansion strategy in Canada gives me strong confidence in the road ahead," said Zhao. "Their commitment to my success as a hotel owner, combined with their broadening distribution network, have proved that now is the ideal time to grow with the company—especially through Ascend, which enables me to offer distinctive hotels that meet diverse travel demand."

Choice Hotels maintains robust development activity in Canada with more than 2,800 rooms in the pipeline as of Q3. The company also plans to introduce new brands in the market next year, including Cambria Hotels, which will debut in Thunder Bay, Ontario.

"The consolidation of Choice Hotels Canada has given us a powerful platform for growth," **said Brian Leon, CEO, Choice Hotels Canada**. "With access to our full portfolio of 22 brands and the expanded resources that came with it, we're well-positioned to replicate the success we've achieved with Ascend

across every segment, unlocking new opportunities and scaling our presence nationwide."

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. Additional achievements for its international portfolio in the last year include:

- **Landmark entry into Africa with the debut of three hotels in Kenya.** This expansion marks just the start of Choice Hotels' growth plans in the continent, which include a master development agreement that will add at least 15 additional hotels in the continent by 2030.
- **The debut of its extended stay business in Australia with the launch of MainStay Suites.** This marked the brand's first expansion outside of North America and grew Choice Hotels' Australian portfolio to 7,487 rooms and 163 hotels, solidifying the company's position as one of the largest direct franchise players in this market.
- **The addition of 50 new Quality Suites properties in France,** nearly doubling the company's portfolio in Europe's largest hotel franchise market.
- **A long-term distribution and master franchise agreement with SSAW Hotels & Resorts in China,** which will add over 9,500 rooms to Ascend Collection this year with an additional commitment to expand the Comfort and Quality brands to 100 properties in the country.
- **A 20-year renewal of its master franchise agreement with Atlántica Hospitality International in Brazil,** which encompasses 70 hotels with more than 10,000 rooms across segments.

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 47 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.

Ascend Collection: Find Your Travel Story™

Ascend Collection is a global portfolio of independent, resort, historic and boutique hotels. Recognized as the hotel industry's first "soft brand" concept, there are more than 450 Ascend Collection properties open worldwide, including in Denmark, Ireland, Japan, Norway, Spain, Sweden, Turkey, Australia, New Zealand, Canada, Mexico and throughout the Caribbean. Ascend Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/ascend.

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, North Bethesda, MD 20852, email: development@choicehotels.com.

For further information: Media Contacts: MediaRelations@choicehotels.com

Additional assets available online:  [Photos \(1\)](#)

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