

Choice Hotels International Announces 2025 Development Performance Fueled by Record International Growth and Sustained Momentum Across Key Segments

Global expansion highlights include a record-high 184 newly onboarded international hotels in key markets and development gains across extended stay, upscale, and core brands.

NORTH BETHESDA, Md., Jan. 26, 2026 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH), today announced another year of solid global development results in 2025, led by a standout surge in international growth and continued strength across the company's extended stay, upscale, and core brands. Over the past year, the company expanded its international portfolio to nearly 160,000 rooms outside the United States, representing a 13% growth in rooms. Domestically, Choice Hotels delivered its strongest extended stay year on record, opening 66 extended stay hotels. Building on this momentum, the company's upscale and core brands also delivered steady performance, supported by development progress that underscores sustained demand, segment leadership, and continued value for franchise owners.

"Our 2025 development performance reflects the strength of our strategy and the power of our global portfolio," said Choice Hotels International President and CEO Patrick Pacious. "We significantly expanded our international footprint, delivered record extended stay results, and continued to unlock new opportunities for owners across every segment. I'm incredibly proud of our teams for the discipline, innovation, and partnership they bring to our franchisees every day. With a strong pipeline and growing brand momentum, we are well positioned for continued success in 2026 and beyond."

Breakthrough International Growth Set the Pace in 2025

- **Strengthened ownership and operational control in a core international market.** The company [acquired the remaining 50% stake in the Choice Hotels Canada](#) joint venture, further positioning the business for long-term growth. Additionally, the company recently announced a multi-unit agreement for [six new Ascend Collection properties in Québec](#), marking the first major step since the company's acquisition of Choice Hotels Canada.
- **Deepened European presence through multi-unit development agreements.** Building on the momentum of the 15 Comfort hotel openings in France during the first half of 2025, Choice Hotels signed a transformative 50-unit Quality Suites agreement that nearly doubled its footprint in the country. The company also entered Poland with an Ascend Collection property and a master development agreement that paves the way for future opportunities in the market.
- **Launched extended stay portfolio into new international market.** Choice Hotels [introduced the MainStay Suites brand in Australia with seven properties](#), marking the brand's entry into the country.
- **Accelerated long-term scale in Asia through a landmark franchise partnership.** Choice Hotels signed a 70-unit distribution agreement and exclusive master franchise agreement with SSAW in China, expected to generate more than 100 Comfort and Quality hotels over the next four years.
- **Expanded Radisson portfolio across new and existing Latin American markets.** The company entered Argentina with a [Radisson Blu in Bariloche](#) and signed a Radisson Red near Rosario, entered Suriname with a Radisson hotel, renewed its long-standing partnership with Atlantica in Brazil, and celebrated eight Radisson-brand openings across the CALA region and Canada.
- **Laid foundation for scalable growth across Africa.** The company [secured agreements for three hotels in Kenya](#) and established a master development framework supporting future expansion across sub-Saharan Africa.

Together, these milestones underscore Choice Hotels International's accelerating global scale and its commitment to sustained, long-term international growth.

Record Extended Stay Growth Reflects Continued Brand Leadership

Choice Hotels' extended stay platform delivered its strongest year on record, reinforcing the company's leadership in one of the fastest-growing segments in hospitality. In 2025, the company **opened 66 domestic extended stay hotels**, surpassing 2024's total and highlighting growing demand from both

owners and guests. WoodSpring Suites opened 28 new hotels, and Everhome Suites celebrated its 25th opening with a milestone property in Somerset, New York. The company also signed 93 total franchise agreements across its four extended stay brands, led by WoodSpring Suites with 50 contracts. The company continued to be a growth leader in new construction with WoodSpring. Extended stay performance continued to provide reliable value for guests and franchisees, with RPI increasing across MainStay, Suburban Studios, and WoodSpring. The segment was further supported by Global Sales gains and the momentum of the company's first-ever Extended Stay marketing campaign, "Stay in Your Rhythm," which unified all four brands under a single value proposition.

Upscale Portfolio Strengthens Competitive Positioning

Choice Hotels' upscale brands delivered steady growth and continued differentiation in 2025 through strong openings, enhanced brand positioning, and meaningful operational improvements. The company **opened 27 domestic upscale hotels** across Ascend Collection, Cambria Hotels, and Radisson, with notable new properties in Templeton, in the heart of central California's wine country, and Northlake, Texas. The company's **domestic upscale pipeline grew to 133 hotels** with projected openings expected to increase in 2026. The company advanced a series of key initiatives — including a refreshed Ascend Collection identity, a conversion-ready Cambria guestroom, updated PIP strategies, new amenities solutions, and the Cambria Boost performance program — all aimed at strengthening the guest experience, enhancing operational efficiency, and further improving owner value.

Core Brands Deliver Strong Development Growth and Continued Brand Innovation

Choice Hotels' core brands maintained a strong development position, **awarding 247 U.S. franchise agreements** — a year-over-year increase and a testament to continued demand from franchisees across midscale and economy segments. Country Inn & Suites awarded 50% more U.S. franchise agreements compared to 2024, while Quality Inn delivered double-digit increases with 57 U.S. agreements awarded. Growth remained consistent across Comfort, Sleep Inn, and Econo Lodge, with strong conversion activity. The company also advanced several major brand initiatives across its upper midscale portfolio, including refreshed Comfort and Country Inn & Suites identities, the rollout of a new coffee experience across more than 2,000 hotels expected by mid-2026, and new FF&E programs helping deliver significant cost savings.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world. The challenger in upscale and a leader in midscale and extended stay, Choice® has nearly 7,500 hotels, representing nearly 650,000 rooms, in 47 countries and territories. A diverse portfolio of 22 brands that range from full-service upper upscale properties to midscale, extended stay and economy 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 Street, Suite 600, North Bethesda, MD 20852, or by email at development@choicehotels.com.

SOURCE Choice Hotels International, Inc.

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

<https://stage.mediaroom.com/choicehotels/2026-01-26-Choice-Hotels-International-Announces-2025-Development-Performance-Fueled-by-Record-International-Growth-and-Sustained-Momentum-Across-Key-Segments>