

## **Choice Hotels Appoints Douglas Lisi as Vice President of Revenue Management**

**ROCKVILLE, Md. (Jan. 29, 2019)** - Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel franchisors, announced Douglas Lisi has joined the company as vice president of revenue management.

In this role, Lisi will lead the company's revenue management organization and functions, including trend analysis, forecasting, and price optimization, to help Choice franchisees maximize gross room revenue (GRR), manage their inventory, and increase profitability. In addition to managing Choice's proprietary revenue management tools, including SmartRates, he will also focus on growing the company's corporate and group business travel and work cross functionally to develop and implement strategies supporting continued growth across all of Choice's hotel brands.

Lisi has nearly 20 years of experience in the hospitality industry and joins Choice Hotels from Hilton Worldwide, where he held leadership roles in finance, strategy and marketing; recently leading the company's media strategy as vice president of media and marketing performance. Earlier in his career, he held various finance-related positions at Marriott International and Compass Group USA, a leading foodservice support company.

Lisi earned bachelor's degrees in hospitality management and mathematics from Boston University and holds a master's degree in business administration from Georgetown University. He currently serves as a member of the Georgetown University faculty as an adjunct professor for hospitality sales and marketing. Lisi will be based out of Choice's Rockville, Md., headquarters.

### **About Choice Hotels International**

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

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