



keep your local identity. gain our global presence.

The Ascend Hotel Collection membership program is not a traditional franchise concept. Designed especially for upscale independent properties that feature boutique, unique or historic characteristics, Ascend Hotel Collection members retain their established local presence, authentic character, consistently superior service and the very finest amenities while affiliating with a global lodging company that offers industry-leading service and resources. The Ascend Hotel Collection program allows you to keep your own name and signage while utilizing the specific resources available to a large hotel company that work best for your individual needs.



ChoiceHotelsDevelopment.com



Ascend Hotel Collection Highlights

- 171 upscale, independent Ascend Hotel properties open or in the pipeline worldwide.
- In 2014, Ascend Hotel Collection member properties located in primary markets received more than 58% of all property reservations through Choice Hotels Central Reservations and other marketing channels.*
- In 2014, the total system-wide revenue generated from Choice Hotels marketing and reservations channels was more than \$3.5 billion.**
- Participation in the Choice Privileges® guest loyalty program, one of the fastest-growing rewards programs in the hotel industry, with more than 22 million members.
- The Choice Hotels Global Sales team works with more than 640 corporate accounts and is committed to increasing the number of room nights from the critical business travel market.
- In 2014, over \$200 million was spent system-wide by Choice Hotels International® on programs and promotions designed to increase brand awareness and drive hotel reservations.***
- Access to the Choice Hotels proprietary web-based property management system, choiceADVANTAGE®, that provides effective rate and inventory management designed to drive higher yield.

Distribution (Q1 2015)	Units	Rooms
U.S. Open:	109	9,395
U.S. Pipeline:	34	2,981
International Open:	26	3,039
International Pipeline:	2	137

Performance*

Ascend Hotels in Primary Markets

Average Daily Rate (ADR):	\$148.24
Occupancy:	71.4%
Reservation Contribution:	58.6%

Ascend Hotels

ADR:	\$130.26
Occupancy:	64.7%
Reservation Contribution:	56.1%

Fees

Initial/Application Fee:	\$30k Min; \$375/Room
Royalty Fee:	4.0% of Gross Room Revenue
System/Marketing Fee:	2.5% of Gross Room Revenue

Member Benefits

- SmartMarketing – FREE customization of marketing and sales materials, plus CP, VR, email signatures, etc.
- Ascend social media program via Pinterest & Tumblr
- Digital Asset Management – to help improve online presence, search engine optimization, and more.
- Revenue Management
- ChoiceU training classes

AscendMembership.com



*Source: See Ascend Franchise Disclosure Document dated April 1, 2015, Item 19. For the 22 hotels that were included in the Primary Market Performance Sample, 13 hotels, or 59.1%, met or exceeded the reservations contribution presented, 6 hotels or 27.3% met or exceeded the ADR presented, and 12 hotels, or 54.5%, met or exceeded the occupancy rate. For the 46 hotels included in the Performance Sample, 23 hotels or 50.0% met or exceeded the Occupancy Rate presented, and 14 hotels or 30.4% met or exceeded the ADR presented. INDIVIDUAL RESULTS MAY VARY.
 **Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2014. See Ascend Franchise Disclosure Document dated April 1, 2015.
 ***Source: The figure is based on accounting records of the System Fee in 2014 and has been compiled in a manner consistent with generally acceptable accounting principles. See Ascend Franchise Disclosure Document dated April 1, 2015.
 Unless otherwise noted, all figures and statistic in this document are from the Ascend Franchise Disclosure Document, dated April 1, 2015, or from internal data of Choice Hotels International, Inc.
 This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Ascend Collection #F-5980. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850 or at development@choicehotels.com.