



keep your local identity.
gain our global presence.



let the destination reach you.

your goal is to attract more guests and our strength is connecting your hotel to millions of potential loyal customers.

You are authentic, independent and distinctive, and so are your guests. Everything you do at your hotel reflects your unique point of view as a hotelier, from your building's architecture and décor to your attentive service culture.

Ascend Hotel Collection® was created exclusively for you.

An innovative membership program by Choice Hotels International®



what is Ascend Hotel Collection?

- A membership program that allows upscale independent hotels to keep their name, signage, and unique identity, but enhance sales by tapping into the **Choice Hotels global reservations and distribution system that generated \$2.8 billion system-wide in 2012.***
- A growing network of proud hoteliers that give discerning guests a one-of-a-kind native experience and an authentic taste of the local flavor when they travel.
- An innovative cost saving membership program that does **not** require:
 - Signage changes or conformities to brand standard PIPs
 - Brand identifiers for operations or specific brand deliverables
 - Annual property inspections
 - Mandatory owner training

member benefits:

- **Strong reservations contribution** through Choice Hotels Reservation System (CRS) and other CRS marketing channels
- **Property management system** that simplifies inventory and rate management
- **Dedicated team** to provide a range of support services and optimize performance
- Gain enhanced online **presence on ChoiceHotels.com** while keeping your own website
- Participation in the **Choice Privileges®** guest loyalty program, one of the **fastest-growing rewards program** in the hotel industry

more support for your property from a large and growing hospitality company

Choice Hotels® is one of the largest hotel companies in the world. We have over 70 years of experience in development services, field support, property management systems and ongoing training that are designed to optimize hotel performance.

In 2012, Ascend Hotel Collection members in primary markets received more than 60% of all property reservations from Choice Hotels central reservation system and other marketing channels.*

Working in conjunction with your sterling reputation, Ascend Hotel Collection connects your highly regarded property to our powerful Choice Hotels worldwide reservations system, programs and promotions designed to increase consumer awareness and drive hotel bookings.

- **ChoiceHotels.com** – one of the most visited lodging websites in the industry
- **800.4CHOICE** – dedicated toll-free number with high conversion rates and commission free reservations
- **Internet Distribution** – high visibility on major 3rd party websites
- **Choice Hotels Distribution System** – preferred status with influential travel agencies

*Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservations System (CRS) and other non-CRS marketing channels in 2012. See Ascend Hotel Collection Franchise Disclosure Document dated April 1, 2013.

*Source: See Ascend Hotel Collection Franchise Disclosure Document dated April 1, 2013, Item 19. For the 18 hotels that were included in the sample, 9 hotels or 50.0% met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY



"Ascend Hotel Collection and Choice Hotels go a long way in reaching that goal of providing tools and resources while allowing us to keep our individuality with a Property Management System that, in my opinion, leads the industry. choiceADVANTAGE® is built for those on the front line, allowing hoteliers to manage and make real-time decisions with the latest information quickly and easily."

*Jennifer Rota, General Manager
The Distrikt, New York, NY*



ascendmembership.com

For more information on how Ascend Hotel Collection can help your hotel, contact a Director of Membership Development:

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Unless otherwise noted, all figures and statistics in this document are from the Ascend Hotel Collection Franchise Disclosure Document dated April 1, 2013 or from internal data of Choice Hotels International, Inc.

For New York: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of 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, Rockville, MD 20850, franchise_sales@choicehotels.com.

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