



**ASCEND**<sup>®</sup>  
HOTEL COLLECTION

The Esquire Hotel  
Gastonia, NC

## Keep Your Local Identity • Gain Our Global Presence

- ✓ Strong performance - \$153.68 ADR\* in 2023
- ✓ Steady growth and distribution - The first and largest soft brand in the industry with 450+ properties open and in development globally
- ✓ Backed by a powerful reservation system - 81.9% Total Choice Enterprise Contribution and 46.7% total Choice Privileges Contribution helping independent owners lower their cost of customer acquisition\*
- ✓ Utilize ChoiceMAX, a revenue management system designed to give you and your hotels the potential for higher revenue and increased probability
- ✓ Unlock a new level of success with Your Key To Profit, a new program designed to help new owners drive profitability and take more to the bottom line

### FAST FACTS

**CATEGORY** Upscale, Independent

**TYPE** High Quality Conversions

**TOTAL SYSTEM SIZE** 450+ hotels  
open or under  
development worldwide



Traditions Hotel & Spa  
Johnson City, NJ



The Pine Lodge  
Whitefish, MT



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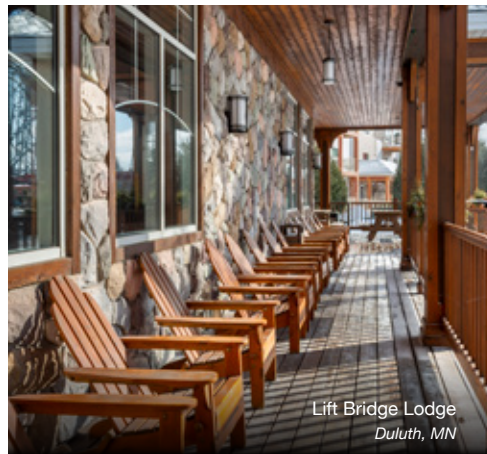
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*"Our owners appreciate the ability to maintain operational independence while benefiting from Choice's industry-leading technology and robust distribution channels, and with over 450+ hotels open and in development globally, we're confident the brand's strong value proposition will continue attracting developers' interest worldwide while delivering the upscale experience our guests expect."*

**Mark Shalala**  
Senior Vice President,  
Upscale Brands  
Choice Hotels



La Posado Lodge and Casitas  
Tucson, AZ



Lift Bridge Lodge  
Duluth, MN



The Inn at Henderson's Wharf  
Baltimore, MD

At Choice Hotels, what unites us with our franchisees is our shared belief that tomorrow will be, even better than today. We know that self-determination matters, but that together, we are greater than we are alone. That you can be in business for yourself without being by yourself. Today, Choice Hotels offers franchisees a suite of proprietary cutting-edge technology solutions and access to the award-winning **Choice University** educational platform. And the **Choice Privileges** rewards program from a growing base of **65 million members**. From pre-opening to grand opening and every day forward, Choice Hotels provides hotel owners with world class resources to help them maximize the return on their investment.



**CAMBRIA<sup>®</sup>**  
hotels

**Radisson**

**Radisson**

**RED**  
by Radisson

**ASCEND**  
HOTEL COLLECTION

**RADISSON**  
COLLECTION

**RADISSON**  
Individuals.

**PARK PLAZA**  
by Radisson

**Comfort<sup>®</sup>**

**COUNTRY**  
INN & SUITES  
by Radisson

**Quality**  
INN

**Sleep**  
INN

**CLARION<sup>®</sup>**

**clarion**  
pointe<sup>®</sup>

**park inn**  
by Radisson

**RADISSON**  
INN & SUITES

**EVERHOME**  
SUITES<sup>®</sup>

**WOODSPRING**  
SUITES<sup>®</sup>

**MainStay**  
SUITES

**Suburban**  
STUDIOS

**EconoLodge<sup>®</sup>**

**RODEWAY**  
INN



**SCAN TO LEARN MORE**  
[choicehotelsdevelopment.com/brands/  
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\*Source: See Ascend Franchise Disclosure Document dated April 1, 2024, Item 19. Data stated above reflects year-end 2023 figures. For the 133 hotels that were included in the 2023 performance sample, 65 hotels or 48.9% met or exceeded the Average Daily Rate; 71 hotels or 53.4% met or exceeded the Total Choice Enterprise Contribution presented, 66 hotels or 49.6% of hotels met or exceeded the average Choice Privileges Contribution. INDIVIDUAL RESULTS MAY VARY.

Unless otherwise noted, all statistics are 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 915 Meeting Street, Suite 600, North Bethesda, MD 20852 or at [Development@ChoiceHotels.com](mailto:Development@ChoiceHotels.com).