



ASCEND[™]
HOTEL COLLECTION

**MEMORABLE
BOUTIQUE
UNIQUE**

Tell your hotel's story
on a global stage.

Hotel Petaluma, Ascend Hotel Collection
Petaluma, United States of America





Ventus At Marina El Cid Spa & Beach Resort, Ascend Hotel Collection
Puerto Morelos, Mexico





**YOUR HOTEL'S
UNIQUE STORY.**

OUR GLOBAL SCALE.

Boutique, unique and historic — these are the qualities you can expect from our Ascend Hotel Collection™ portfolio.

Ascend hotels are woven into the culture and fabric of their communities, featuring art and amenities that put local flavour first. And our greatest specialty? Helping you explore what makes your destination different.

Ascend offers ultimate flexibility without the design and amenity constraints of a traditional brand, ideal for the entrepreneurial owner yearning for freedom and seeking the tools and support to pursue success on a global scale.

From Sydney to Stockholm and Napa to New Orleans, the Ascend Hotel Collection portfolio helps you feel at home across the country and around the world. Start dreaming about your hotel joining this market-leading collection today.



Ingot Hotel Perth, Ascend Hotel Collection
Perth, Western Australia, Australia



SEGMENT

Premium lifestyle full-service properties.

OUR TARGET GUEST

Engaged experience seekers.

BRAND HIGHLIGHTS

First and largest global soft brand in the industry.

Owners get to keep operational and design freedom.

Gives owners the ability to take advantage of Choice Privileges™ the award winning loyalty program of Choice Hotels™.

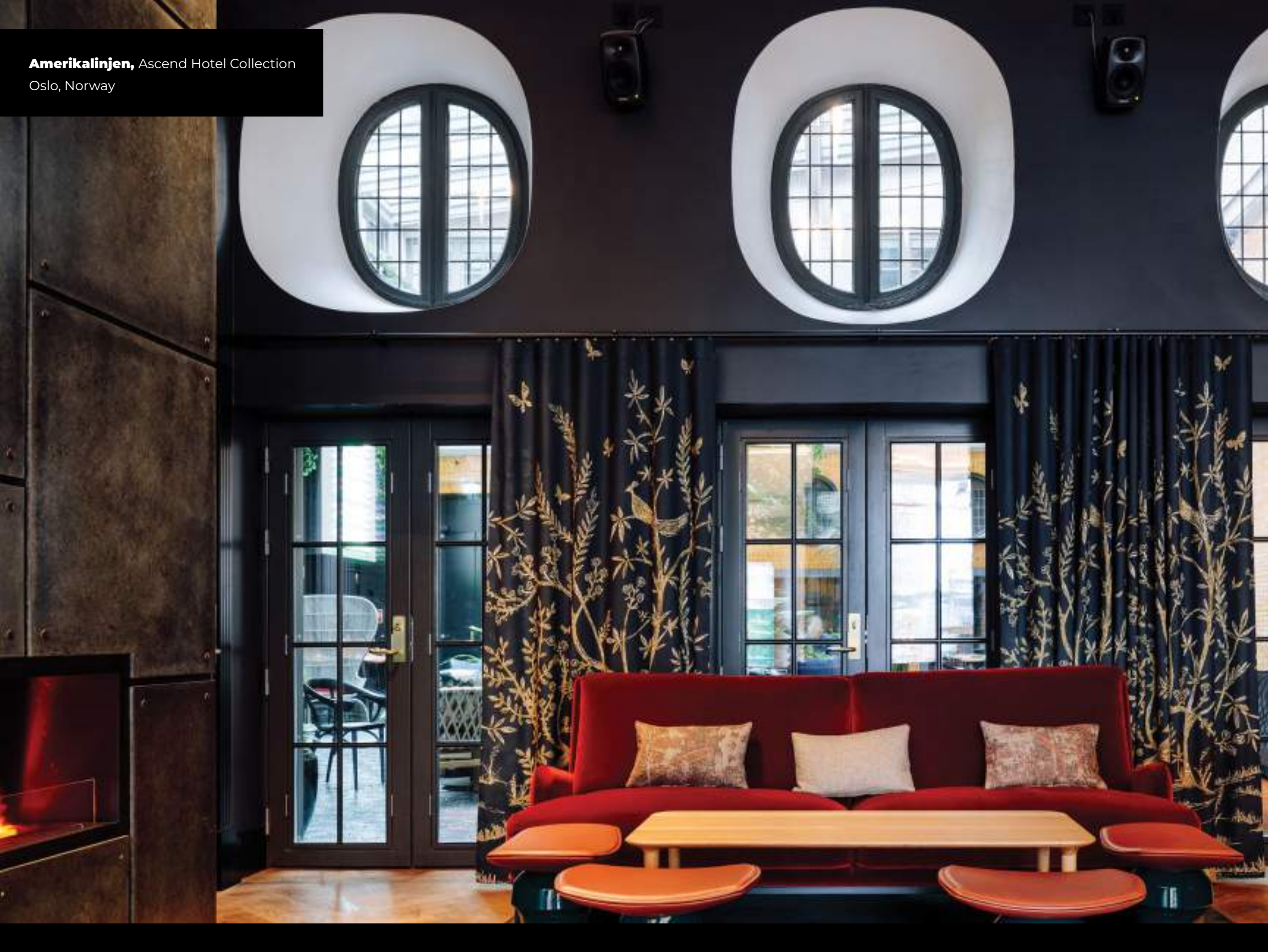
Allows access to booking engines and training support provided by Choice Hotels.



Kathryn Riverfront Inn, Ascend Hotel Collection
Seaside, United States of America



Amerikalinjen, Ascend Hotel Collection
Oslo, Norway





The Beachcomber Hotel & Resort, Ascend Hotel Collection
Toukley, New South Wales, Australia





50 Million+

Choice Privileges
members worldwide

530,000+

Choice Privileges
members in Asia-Pac

7,500+

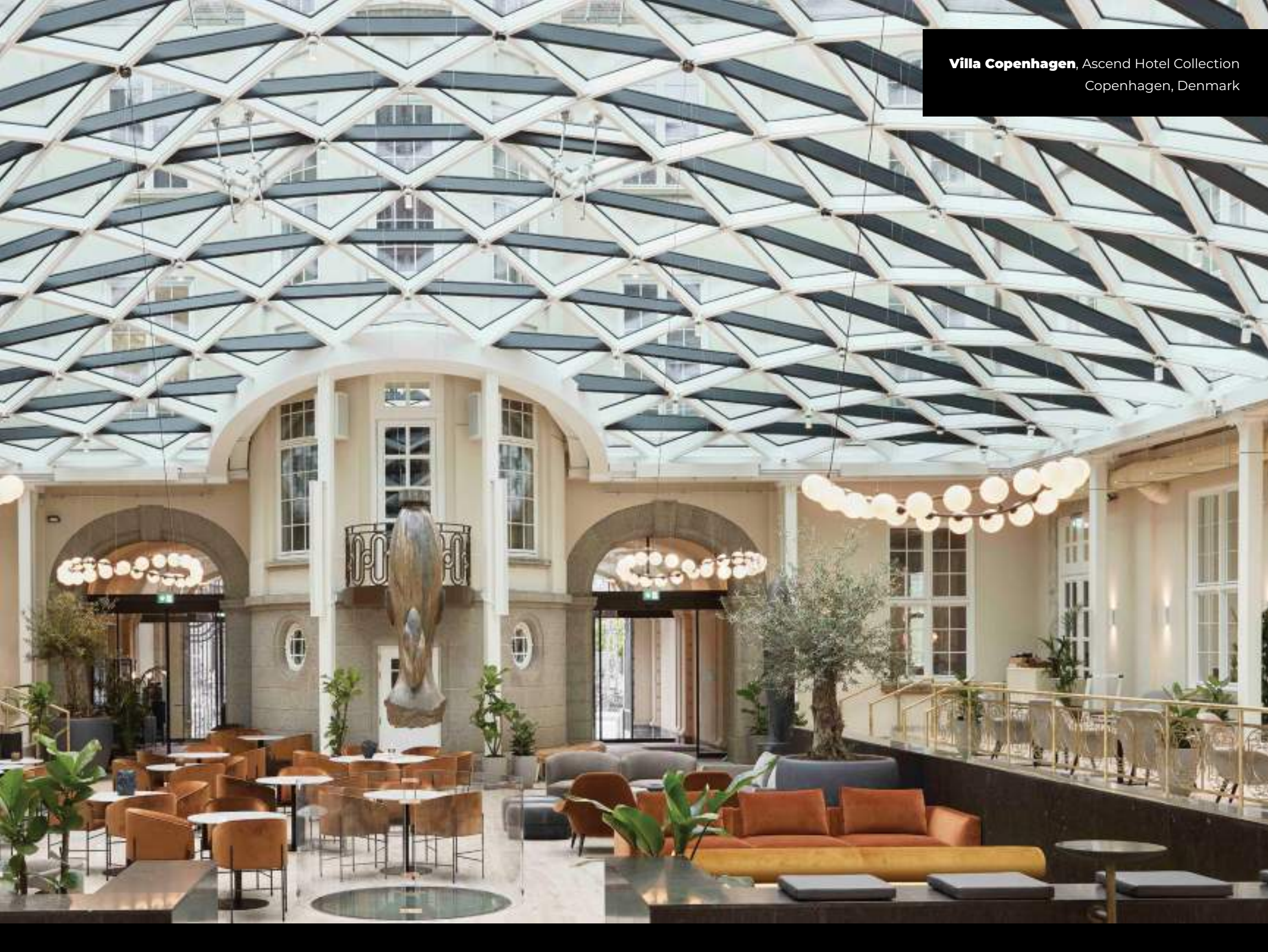
Choice Hotels
worldwide

350+

Ascend Hotel Collection
locations



Villa Copenhagen, Ascend Hotel Collection
Copenhagen, Denmark

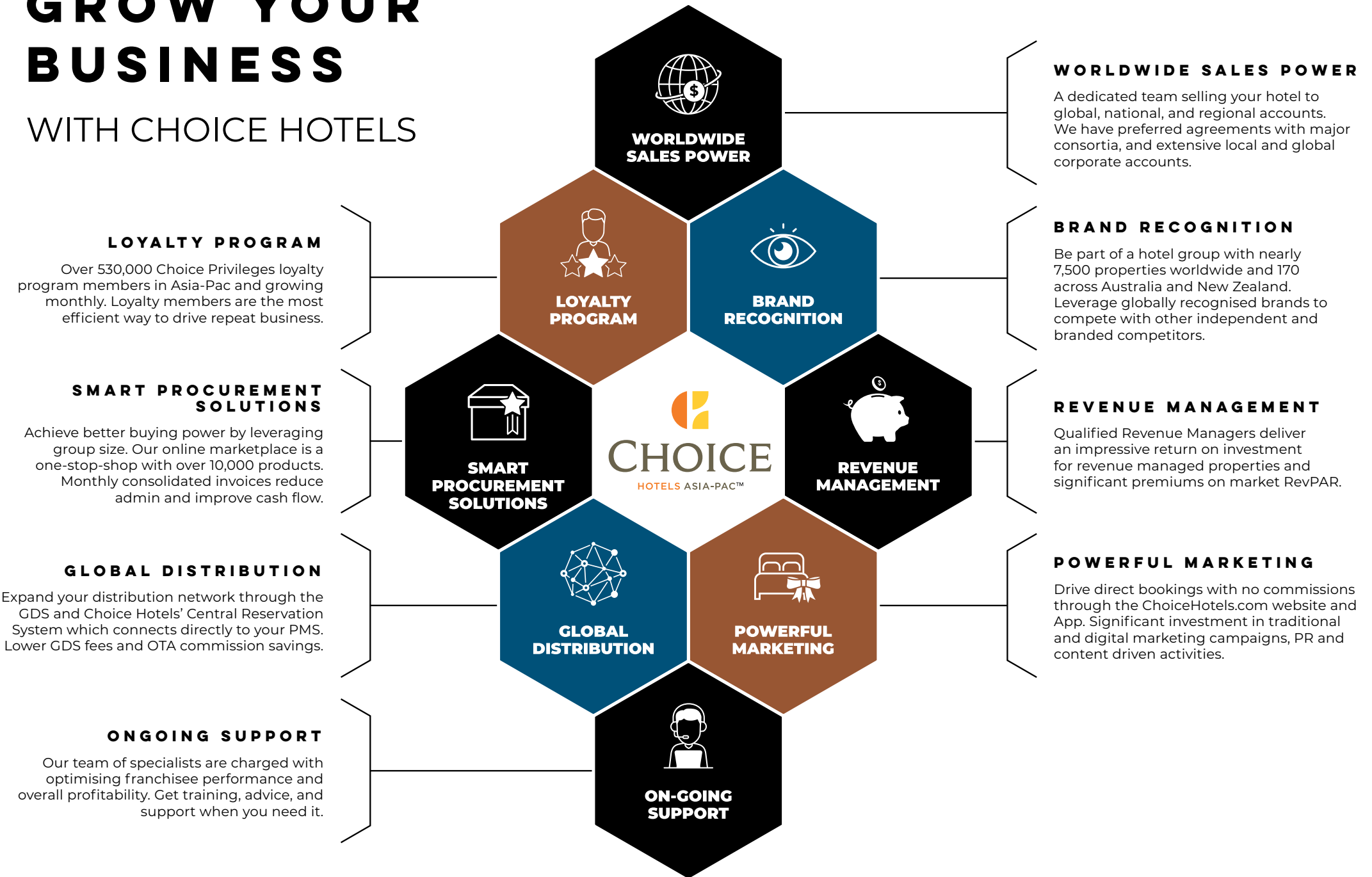


Alto Hotel on Bourke, Ascend Hotel Collection
Melbourne, Victoria, Australia



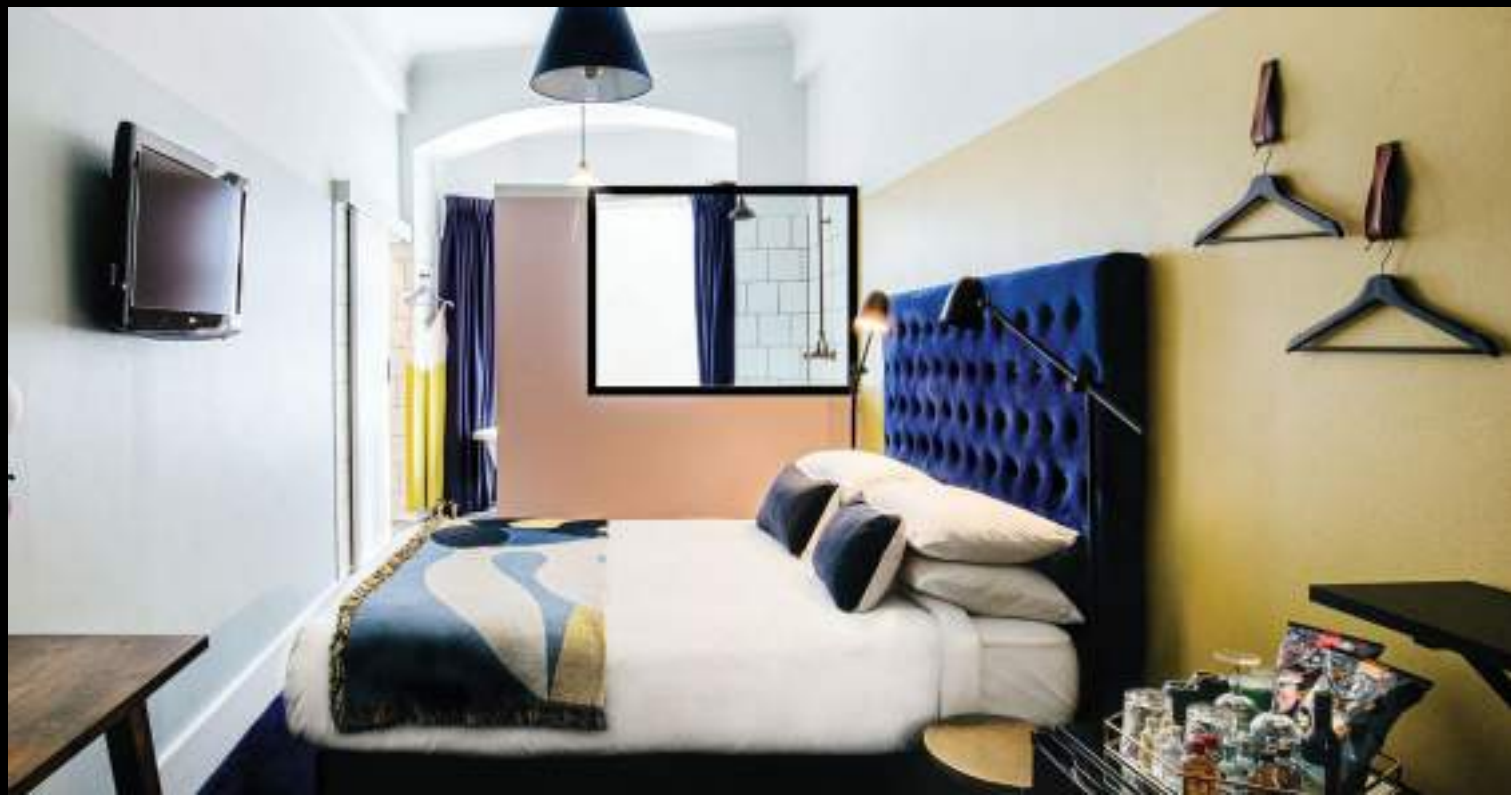
GROW YOUR BUSINESS

WITH CHOICE HOTELS



Hotel Harry Ascend Hotel Collection
Sydney, New South Wales, Australia







Lyric Hotel West End, Ascend Hotel Collection
Cleveland, United States of America

GET IN TOUCH WITH OUR DEVELOPMENT TEAM:

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