
ASCEND
HOTEL COLLECTION
Stay local. Go global.

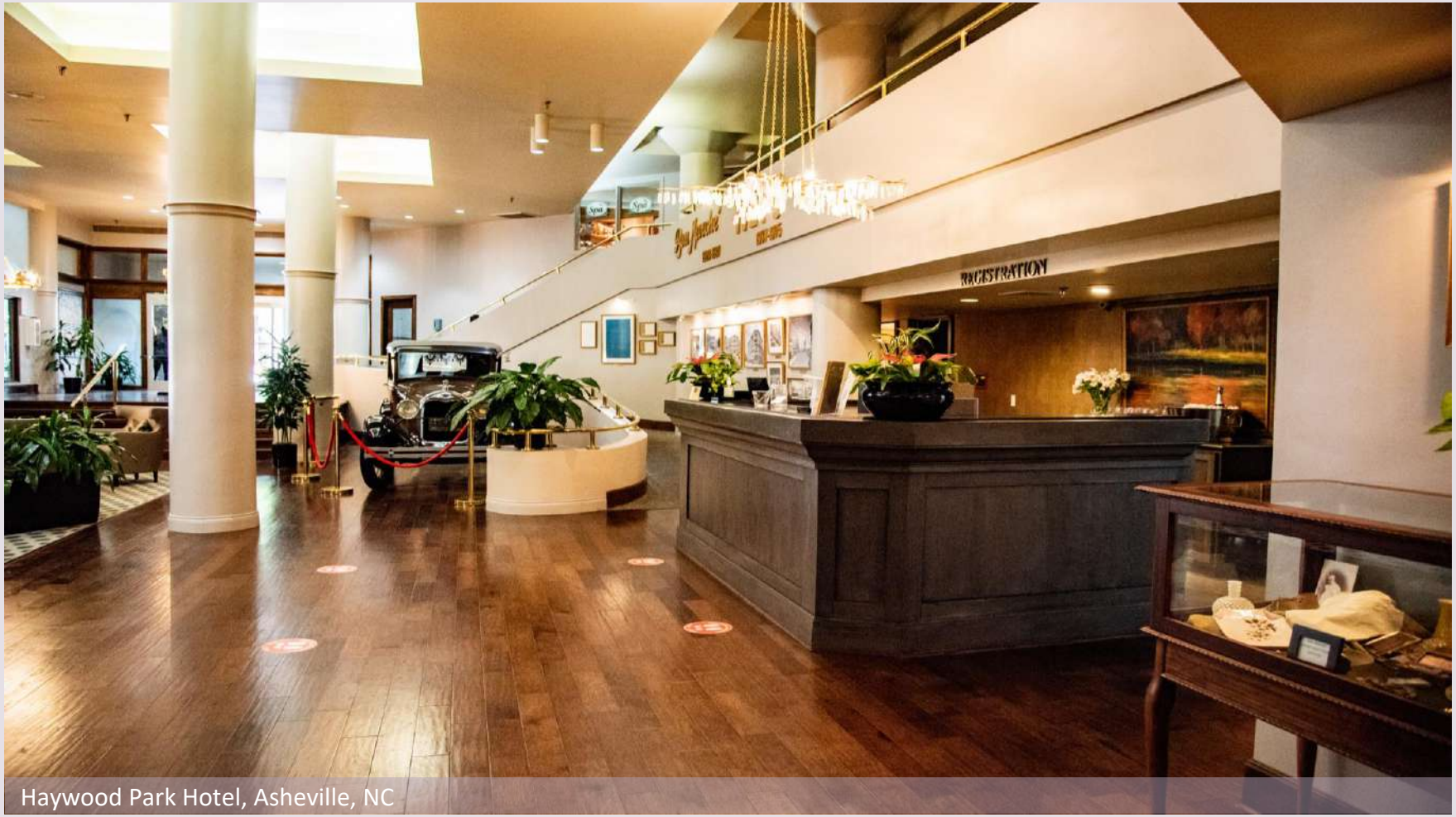
As the first Upscale soft brand in the industry, Ascend Hotel Collection has a strong portfolio of 300+ hotels across the globe

300+
Global Hotels

35,000+
Rooms

18
Countries

Metrics represent global hotel and room count



Haywood Park Hotel, Asheville, NC

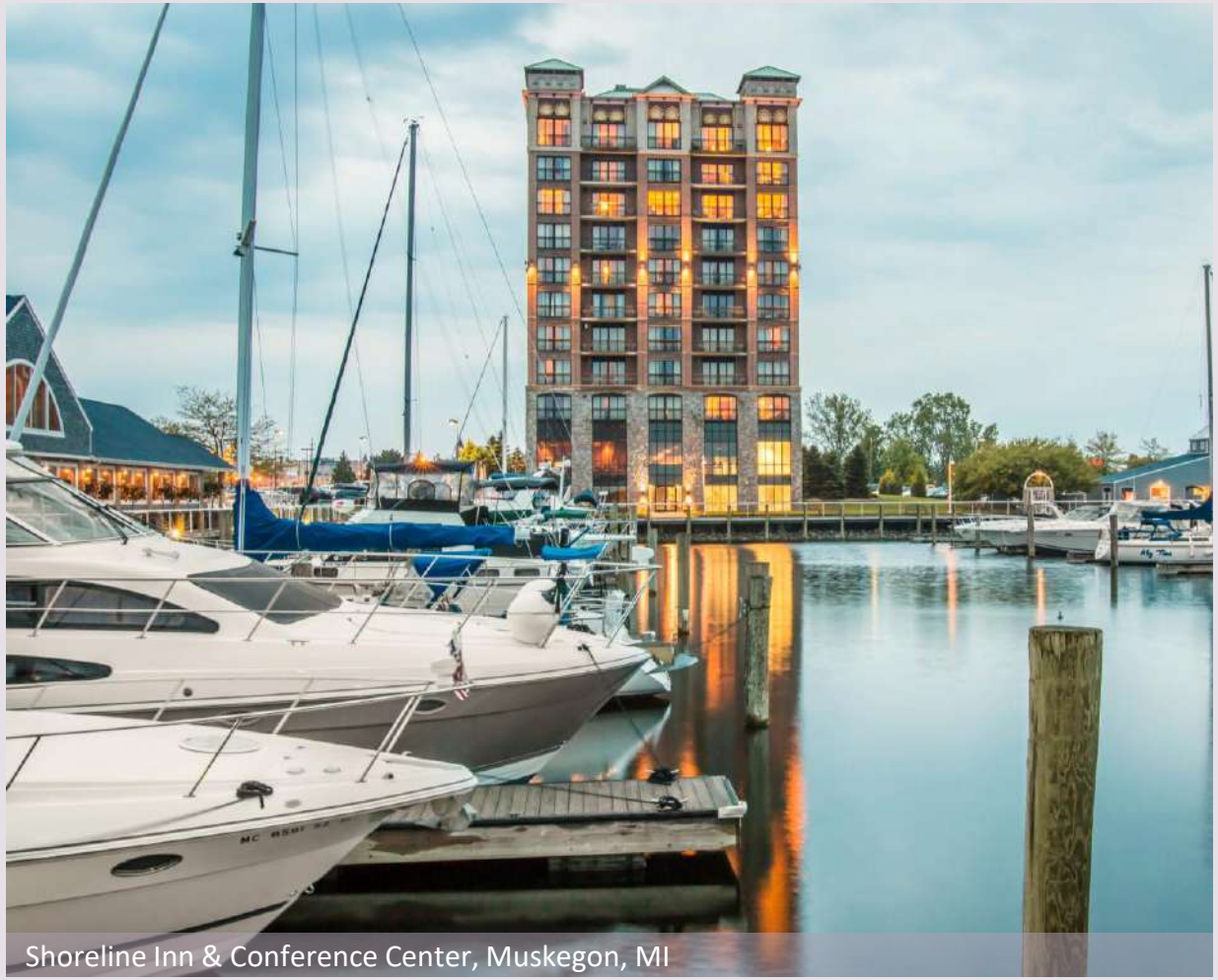
Note(s): Metrics include platform partners
Source(s): Unit, room and country count sourced from Nov. 2023 STR Census

Confidential Information – Do Not Distribute

Ascend offers an opportunity for owners to keep their brand identity, while gaining the benefits of the Choice network and system

Retain flexibility *without traditional brand amenity and design constraints*

Join the first & largest soft brand *in the market which continues to be a* ***leader among competitors***



Shoreline Inn & Conference Center, Muskegon, MI

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ASCEND
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Ascend Hotel Collection offers unique experiences, meeting the needs of dynamic guest preferences



Plantation Resort on Crystal River, Crystal River, FL

Ascend Hotel Collection is an exclusive membership of **Upscale, independent** properties tailored for guests seeking **unique** experiences

Boutique hotels are the epitome of modern sophistication and feature a personalized ambiance, intimate setting, and distinctive designs. They provide exclusive amenities and offer a one-of-a-kind experience

Historic hotels are steeped in tradition and embody the rich heritage of their locations, characterized by one-of-a-kind architecture and décor, offering modern comforts in historically intriguing environments

Resort hotels are a vacationer's dream getaway and offer themed experiences, exceptional service and upgraded amenities

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B2B BRAND POSITIONING

UPSCALE BY CHOICE

With rich heritage and a contemporary spirit, Upscale by Choice offers creative, independent developers and owners the quality they need, and the flexibility they want.








PROTECT THE PORTFOLIO

DRIVE FOR PERFORMANCE

BUILD FOR THE FUTURE



BECOMING A CHALLENGER BRAND





Kathryn Riverfront Inn, Seaside, OR

ASCEND HOTEL COLLECTION

UPSCALE BY CHOICE



Ridgeline Hotel, Estes Park, CO

ASCEND HOTEL COLLECTION

UPSCALE BY CHOICE



Federal Pointe Inn, Gettysburg, PA

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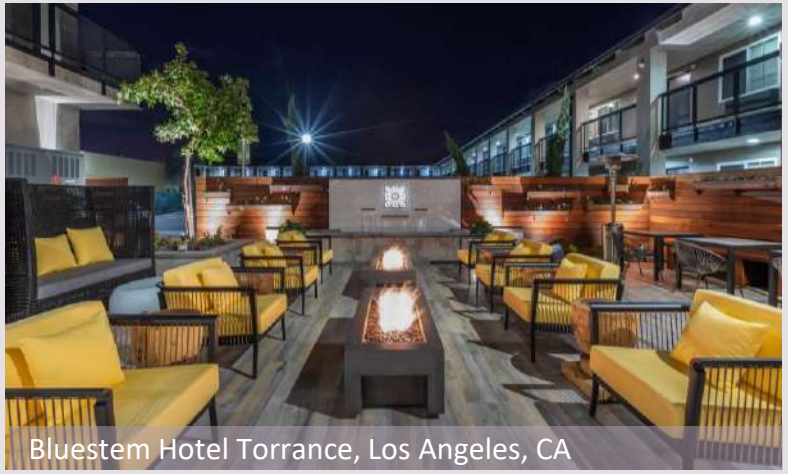
UPSCALE BY CHOICE

Boutique


Tilt Hotel Universal/Hollywood, Los Angeles, CA


The Gibson Hotel, Great Falls, MT


Bluestem Hotel Torrance, Los Angeles, CA

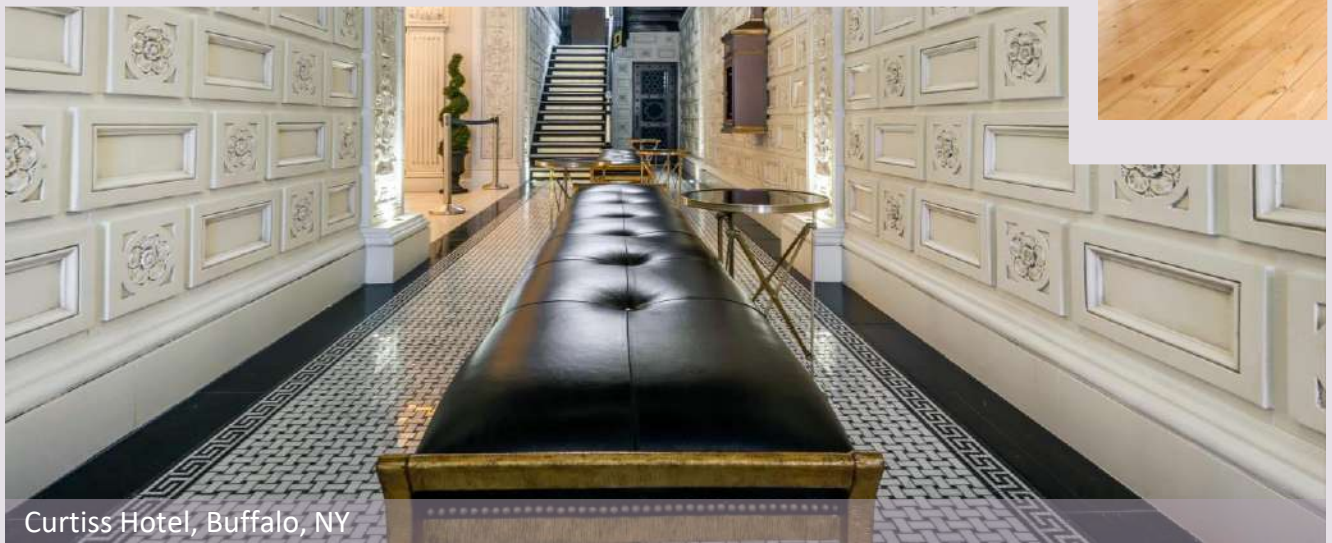

Insignia Hotel, Brooklyn, NY


Grand Hilton Head Inn, Hilton Head Island, SC

Historic


Federal Pointe Inn, Gettysburg, PA


Jackson Park Inn, Pulaski, VA


Curtiss Hotel, Buffalo, NY



Inn at the Mill, Johnson, AR

Resort


Three Bears Resort, Warrens, WI


Kohea Kai Maui, Kihei, HI


Christmas Mountain Village, Wisconsin Dells, WI


M Resort Spa Casino, Las Vegas, NV


K Bar S Lodge, Keystone, SD

Ascend's value proposition and Choice’s platform can support your property and growth through its global network, industry leading capabilities and tools, and experienced and reliable Upscale team



The Ascend Hotel Collection's **network of boutique, historic, and resort hotels** appeals to a variety of guest, and the **brand's market reach is further expanded** by Choice's Upscale **system size**

Choice’s **distribution engine, leading-edge technology, and award-winning training** and support prepare Ascend properties to **compete** against other soft brands and independents in **the market**

Recent **investment in the Upscale+ team's infrastructure and leadership** adds experience and innovation to our support system, helping your property **succeed at all stages of the operating lifecycle**