



Stay local.

Ascend Hotel Collection® is a membership of upscale, independent hotels designed for travelers pursuing distinct experiences in unforgettable surroundings. Whether their hotel is a conversion, adaptive-reuse, or new construction, Ascend is ideal for owners seeking operational and design freedom, but wanting the ability to plug into the booking engines, loyalty program, and training support of one of the world's largest hotel companies, Choice Hotels®.

Go global.

Shoreline Inn
Muskegon, MI



Ascend
HOTEL COLLECTION®



Hotel Christiania Teater
Oslo, Norway

Explore opportunities to stay local and go global:

Contact Keith Biumi, RVP of Membership Development:
Mobile: 770-403-3464
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AscendMembership.com

ASC_FAC_2017



Ascend
HOTEL COLLECTION®



Keep your local identity.

Gain our global presence.

BREEZE
Mooloolaba

Breeze Mooloolaba
Queensland, Australia

240+

hotels open or under development worldwide

Atlanta. Aspen. Baltimore. Birmingham. Boston. Brooklyn.
Charleston. Cheyenne. Chicago. Copenhagen. Dallas. Honolulu.
Las Vegas. Los Angeles. Memphis. Minneapolis. Myrtle Beach.
Napa. Nashville. New Orleans. New York. Nice. Orlando. Oslo.
Pittsburgh. Princeton. Quebec City. Salt Lake City. San Antonio.
San Juan. Savannah. Sedona. Stockholm. Sydney. Tucson.

33M+ Choice Privileges® Rewards members

\$6.79B+ System-wide reservations in 2016**

70.1%+ of revenue generated through Choice Hotels® marketing channels*

Hotel Napoleon
Memphis, TN

Locations

U.S. Open or Under Development:	187
International Open or Under Development:	55
Total Open or Under Development:	242

*Source: See Ascend Franchise Disclosure Document dated April 1, 2017, as amended October 1, 2017, Item 19. For the 59 hotels included in the performance sample, 33 hotels, or 55.9% met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY.

**Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservations System (CRS) and other non-CRS marketing channels in 2016.

Unless otherwise noted, all statistics are from Choice Hotels internal data as of December 31st, 2016. 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.