**WORKING PRESS RELEASE TEMPLATE - DRAFT ONE**

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**CHOICE HOTELS EUROPE RECOGNISES ITS 2017 BEST FRANCHISED HOTELS IN EUROPE**

Choice Hotels Europe, the company behind the Comfort, Quality, Clarion and Ascend Hotel Collection brands here in Europe and part of Choice Hotels International, Inc., today announced that it has awarded:

* Comfort Hotel [Name] “European Comfort Hotel of the Year”
* Quality Hotel [Name] “European Quality Hotel of the Year”
* Clarion Collection Hotel [Name] “European Clarion Hotel of the Year”
* Ascend Hotel Collection [Name] “European Ascend Hotel Collection Member of the Year”
* [Hotel Name] “European Newcomer of the Year”
* [GM Name] “European General Manager of the Year”

The winners were selected by reviewing each franchised property's guest satisfaction scores, operational superiority and by demonstrating consistent brand performance.

"These deserving winners go that extra mile to make our guests feel at home and highlight the property's commitment to exceptional customer service and operational excellence," said Mark Pearce, senior vice president, international division, for Choice Hotels.

[Hotel name] was awarded “European Newcomer Hotel of the Year.” Joining Choice’s hotel portfolio in [date] the property [add a couple of descriptive sentances about it]

[Franchisee/GM Name, Hotel Name] said, “We are delighted to have been recognised as the leading [add category] hotel in Europe, a fitting testament to our dedication to guest service. [Add sentence about the hotel’s TripAdvisor scores, any re-furbs or recent enhancements, type of hotel, location and its offering].

Choice Hotels Europe has also awarded “European General Manager of the Year” to [GM Name, Hotel Namel. General Manager award winners are selected from nominations by their direct supervisors and owners at the franchised hotels, in response to specific questions relating to their work and collaboration with the Choice Hotels team and brands.

Pearce added, “Many congratulations to [GM Name] for being recognised for their great effort in upholding brand standards and willingness to share best practices with other Choice brand hotels. All our winners excellent examples of the calibre of hotels and their staff that make up our growing franchised hotel network in the UK and the rest of Europe.”

The Choice Hotels Europe portfolio of franchised hotels offers business and leisure travellers a full spectrum from premium economy to upscale hotels. Choice Hotels Europe franchises almost 400 hotels across Europe that are either open or under development. Brands franchised by Choice Hotels Europe include Clarion, which is three to four star rated, Quality, which is three-star rated and provides a mid-scale full service offering, and Comfort, which is two to three star rated and is the largest Choice Hotels International brand worldwide, known for value, customer service and reliability. Choice also provides guests with an upscale, boutique hotel offering through Ascend Hotel Collection, a portfolio of 4-5 star rated independent hotels located in key cities and destinations.

ENDS

For further information, please contact:  [Add local market contact details]

**About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of June 30, 201, 792 hotels were in our development pipeline. Our company's Ascend Hotel Collection™, Cambria™ hotels & suites, Comfort Inn™, Comfort Suites™, Sleep Inn™, Quality™, Clarion™, MainStay Suites™, Suburban Extended Stay Hotel™, Econo Lodge™, Rodeway Inn™, and Vacation Rentals by Choice Hotels™ brands provide a spectrum of lodging choices to meet guests' needs.

With more than 30 million members and counting, our Choice Privileges™ rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join.  All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com/) for more information.

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