

ASCEND Upscale - Collection

350+ hotels open or under development worldwide

Wonder-Fully Original.

For those who see hotels as places where memories are made, Ascend Hotel Collection offers a curated selection of character driven experiences where every guest can find elevated comfort and a sense of belonging while uplifting their sense of wonder.

CHARACTERISTICS OF AN ASCEND HOTEL CRAFTED WITH CHARISMA

Ascend Hotel Collection An property is one that has a distinctive character and a strong connection to the community it calls home. They are connected by their shared difference, and united by a common set of standards. Our design direction balances striking character with convivial warmth, and contemporary freshness with authentic neighbourhood touches.







Authentic tales based on the heritage That feeling of comfort, togetherness, Each hotel connects deeply with its While each property has a unique of the building or the character of the and wellbeing that ensures everyone community and ensures a world of character, Ascend delivers ultimate neighbourhood. always feels welcome and at home. discovery awaits. comfort where it really counts. of the building or the character of the and wellbeing that ensures

THE HALLMARKS Defining the Ascend Hotel brand





HALLMARK #1 THE ICON

Each hotel develops an iconic element of a guest's stay - a physical space, object or experience - that expresses the hotel's unique character and establishes a strong link to the surrounding community.

HALLMARK #2 **REWARDING RITUALS**

Each property expresses its individual character through a small number of signature rituals that inspire moments of serendipity and create a stronger sense of belonging.



HALLMARK #3 UNITED IN KIND

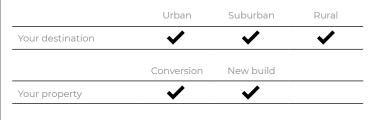
We're connected to our communities, and believe in supporting them meaningfully. United in Kind motivates hotels to engage in initiatives that make a lasting positive impact, such as donating food leftovers to a local shelter

THE ASCEND GUEST THE WONDER GATHERERS

Travelers who long for a touch of magic in every space, seeking out places with distinctive character and delight in moments of serendipity. They require an elevated sense of quality, personal service and deep connection to place woven throughout their stay.

| 61% Leisure | 39% Business |
|--------------|-------------------|
| 55% Domestic | 45% International |

DEVELOPMENT



PROPERTY REQUIREMENTS

Rooms

- Number of rooms Average room size
- No minimum requirement No minimum requirement

Amenities

- Fitness Room
- Meeting Spaces

Optional Optional

Food & Beverage

Full flexibility to adapt the Food & Beverage offering for each individual hotel's need.

FRANCHISEE FOCUS YOUR BENEFITS

- N°1 Franchisor Worldwide: With \$7.6B in reservations. 54M+ Choice Privileges loyalty programme members and 7,500+ hotels worldwide
- Performance Enabling Hallmarks: Well defined hallmarks designed to drive revenue and maximise efficiencies for your hotel
- High level of creative autonomy supported with a full property positioning process, designed to achieve the hotel's full potential

DISCOVER

ASCEND HOTEL COLLECTION PROPERTIES



Ascend Hotel Collection Amerikalinien, NO



Ascend Hotel Collection Hotel Woodstock, IE



Ascend Hotel Collection Copperhill Mountain Lodge, SE



Ascend Hotel Collection The S. TU

LET'S GET DOWN TO BUSINESS. Choice Hotels EMEA is a hotel performance enabling partner, exclusively for franchisees, offering them the opportunity to customise our services for their individual needs. To find out more visit joinchoicehotels.com

ASCEND HOTEL COLLECTION

Find your local development contact: development.europe@choicehotels.com



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