

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

An Ascend Hotel Collection 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.



AN ENLIGHTENING TALE TO TELL

Authentic tales based on the heritage of the building or the character of the neighbourhood.



A HAVEN OF HYGGE

That feeling of comfort, togetherness, and wellbeing that ensures everyone always feels welcome and at home.



CAPTIVATING DESTINATIONS

Each hotel connects deeply with its community and ensures a world of discovery awaits.



ELEVATING THE ESSENTIALS

While each property has a unique character, Ascend delivers ultimate comfort where it really counts.

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.

DEVELOPMENT

	Urban	Suburban	Rural
Your destination	✓	✓	✓
	Conversion	New build	
Your property	✓	✓	

PROPERTY REQUIREMENTS

Rooms

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

Amenities

- Fitness Room Optional
- Meeting Spaces Optional

Food & Beverage

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

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

FRANCHISEE FOCUS

YOUR BENEFITS

- **Nº1 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
Amerikalinjen, NO



Ascend Hotel Collection
Hotel Woodstock, IE



Ascend Hotel Collection
Copperhill Mountain Lodge, SE



Ascend Hotel Collection
The S, TU

ASCEND™

HOTEL COLLECTION

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www.joinchoicehotels.com