

# Choice Hotels Rewards Loyal Customers With Free Night's Stay



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Author: [Choice Hotels](#)

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Choice Hotels International, the global hotel group behind the Comfort, Quality and Clarion brands and one of the largest and most successful lodging franchisors in the world, has launched a promotion enabling members of Choice Privileges, the company's award-winning rewards programme, to earn a free night's stay at one of more than 200 of its European hotels.

From 19 May until 11 August 2011 when a [Choice Privileges](#) member stays two separate times at a Choice Hotels property they will earn enough points to redeem for a free night at over 200 participating hotels in Europe between 16 September and 30 November, including spa hotels in the South of France, rustic Italian retreats, and UK hotels such as the Quality Inn Plymouth, Quality Hotel Coventry, [Comfort Inn King's Cross](#), Comfort Hotel St. Albans, [Birmingham Hotels](#) and Comfort Inn Hyde Park in London, UK.

Originally launched in 1998, the Choice Privileges rewards programme has been available in Europe since 2008 and recently surpassed the 12 million member threshold worldwide. Becoming a Choice Privileges member is free and easy as guests can either register when staying at a Choice Hotels property or by logging on to the Choice Privileges website.

Members can earn points at 5,500 locations around the world and also enjoy express check-in, extended check-out, and the opportunity to redeem points for free nights at thousands of properties throughout Europe, Africa, The Middle East, Australasia, North America, Mexico,

Central America and the Caribbean. Members can also redeem points at luxury partner hotels, such as Preferred Hotels & Resorts, through airline partners including American Airlines, Qantas, Delta, Air Berlin and Czech Airlines, and car hire partners Avis and Budget.

"People are looking to make their travel and holiday budgets stretch further and we wanted to reward our most loyal customers by enabling them to earn a free night's stay in Europe," said Duncan Berry, CEO UK, Choice Hotels Europe. "

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**About Choice Hotels International and Choice Hotels Europe:**

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world.

Choice Hotels currently franchises more than 6,100 hotels globally, representing more than 490,000 rooms, including [hotels near Wembley](#). Ranging from limited service to full service hotels in the economy, mid-scale and upscale segments, Choice Hotels franchised properties provide business and leisure travellers with a range of, high-value lodging options.

Choice Hotels Europe is the trading name of Quality Hotels Ltd., a subsidiary of Choice Hotels International, Inc. Choice Hotels Europe (Quality Hotels Ltd.) provides travellers with single access to a network of nearly 500 locations in Europe, including over 40 in the UK, under the Comfort, Quality and Clarion brands.

**PR Contact:**

Sally Brown  
Brown PR  
67 Astonville Street  
London  
SW18 5AW  
+ 44 (0) 208 871 0536  
[www.choicehotelsuk.co.uk](http://www.choicehotelsuk.co.uk)

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