

Choice Hotels announces opening of Clarion Collection Birmingham



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Author: **Choice Hotels**

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Choice Hotels International, Inc. (NYSE: CHH), 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 announced that the newly-branded Clarion Collection Birmingham hotel has joined its global network of 6,100-plus hotels.

Centrally located and with easy access to Birmingham City Centre and Edgbaston Cricket Ground, the [Clarion Collection Birmingham](#) hotel provides business and leisure travellers with a perfect base to conduct business in the Midlands and explore the many nearby tourist attractions.

The four-star hotel will initially offer 60 rooms, increasing to 73 later in the year when 13 suites will be added. Each room has been tastefully designed from bedroom furniture to bathroom tiles, and all feature LCD TV's and iPod docking stations. In addition the suites will be decorated with a unique theme and feature a separate lounge area, and some will also have kitchenettes and larger bathrooms containing whirlpools complete with LCD TV's.

Guests also benefit from free parking as well as dining in Headingly restaurant, which specialises in grill cuisine. The Edgbaston bar offers a contemporary environment to relax, with a wide selection of hot and

cold beverages. Room service is available 24 hours a day, and guests can enjoy a full buffet breakfast.

The hotel also offers four meeting room facilities and is extending its meeting and conference offering to cater for up to 1,000 people. Also expected to open in 2012, the hotel has submitted a planning application to open a leisure centre that will boast a small swimming pool, gym, sauna, steam room and hot tub.

Duncan Berry, UK CEO, Choice Hotels Europe commented: "We welcome the Clarion Collection Birmingham to our global network of more than 6,100 hotels and are delighted to now have four Choice Hotels properties in Birmingham."

Yasin Hussain, General Manager, Clarion Collection Birmingham, said: "We saw many benefits to working with Choice Hotels which provides such a strong global hotel franchise brand."

To celebrate its opening the Clarion Collection Birmingham is offering a special opening package of a two night stay for two people in a twin, queen, or king bed room including breakfast, champagne and a seasonal fruit platter on arrival.

The Clarion Collection Birmingham is the fourth Choice Hotels property to open in Birmingham. Most recently the Quality Hotel Birmingham Airport / NEC opened in Spring 2010 and other properties include the [Comfort Inn Birmingham](#) and the Quality Hotel Birmingham.

In the past three months Choice Hotels has also announced the opening of the [Comfort Inn Hyde Park](#) in London, [Comfort Hotel Luton](#) and the Clarion Collection Croydon Park Hotel. These new openings form part of the strategy of Choice Hotels to grow its business by entering into more third-party direct franchising agreements with UK-based independent hoteliers, companies and individuals.

Choice Hotels Europe franchises nearly 500 hotels across Europe alone. Brands operated by Choice Hotels in Europe include Clarion which could be described as four-star, Quality, which sits in the three-star bracket and provides a mid-scale full service offering and Comfort, the largest Choice Hotels brand worldwide, known for value and reliability.

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About Choice Hotels International and Choice Hotels Europe:

Choice Hotels International, Inc. (NYSE: CHH) franchises more than 6,100 hotels, representing more than 490,000 rooms, in the United States and more than 30 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

PR Contact:

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

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