

# Choice Hotels Recognises Its Best UK 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 the winners of its various "Hotels of the Year" awards.

It has awarded [Comfort Hotel Great Yarmouth](#) the title of "UK Comfort Hotel of the Year", [Quality Hotel Edinburgh Airport](#) the "UK Quality Hotel of the Year" award and [Clarion Hotel Carrickfergus](#) the "UK Clarion Hotel of the Year" accolade.

The hotels were judged to be the best in their brand categories out of over 40 Choice Hotels brand properties operating throughout the UK and beat other short-listed properties located in Enfield, Reading and Central London. The winners were selected by reviewing each property's guest satisfaction and cleanliness scores and by demonstrating consistent brand performance.

Mark Pearce, Senior Vice President International Division of Choice Hotels International, commented: "Congratulations to the owners and staff at these hotels on this great accomplishment. They are excellent showcases for our network of franchised hotels throughout the UK."

Jason Dombrower, General Manager of the [Quality Hotel Edinburgh Airport](#), said: "We are delighted to be recognised as the UK Quality Hotel of the Year for the third year running. This award endorses the quality and service we offer both leisure and business travellers."

The Choice Hotels Europe portfolio of franchised hotels offers business and leisure travellers a full spectrum from premium economy to luxury hotels. Choice Hotels Europe franchises nearly 500 hotels across Europe alone. Brands operated by Choice Hotels in Europe include Clarion, which offers four-star accommodation, 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.

Choice Hotels brand properties to open recently in the UK include Comfort Inn Hyde Park in London, Comfort Hotel Luton, Clarion Collection Croydon Park Hotel and Clarion Collection Birmingham.

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

Choice Hotels International, Inc. franchises more than 6,100 hotels, representing more than 490,000 rooms, in the United States and more than 30 other countries and territories. As of June 30, 2011, more than 450 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 37,000 rooms, and approximately 100 hotels, representing approximately 8,700 rooms, were under construction, awaiting conversion or approved for development in more than 20 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.

Additional corporate information may be found on the Choice Hotels International, Inc. web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

**About Choice Hotels Europe:**

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. Additional information may be found on the Choice Hotels Europe Web site, which may be accessed at [choicehotelsuk.co.uk](http://choicehotelsuk.co.uk) .

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