



*Tell your hotel's story
On a global stage*

BREEZE
MOOLOOLABA

Ascend
∞

HOTEL COLLECTION™

BY CHOICE HOTELS™

Atlanta. Aspen. Adelaide. Birmingham. Boston.
Brooklyn. Charleston. Chicago. Copenhagen. Hamilton.
Honolulu. Las Vegas. Los Angeles. Melbourne. Memphis.
Mooloolaba. Miami. Nashville. New Orleans. New York.
Nice. Orlando. Oslo. Perth. Petaluma. Pittsburgh.
Quebec City. Rockhampton. San Francisco.
Sedona. Stockholm. Sydney. Tucson.

Your hotel's unique story. Our global Scale.

The Ascend Hotel collection is the world's first soft hotel brand, known in every continent of the globe, for their understated, relaxed and upscale hotels, all of which provide the independent experience that modern travellers crave.

Joining the Ascend group is ideal for the discerning, entrepreneurial-minded hotel owner, who wants the freedom to maintain their hotel's story, but also the scale, tools and expertise to bring their hotel's unique narrative, to a world audience.

To become a member, our hotels must embody one of three characteristics: Historic, Boutique or Unique, and this is how we've cultivated a worldwide roster of chic city centre hotels, historic inns, destination retreats and boutique properties, all that showcase their distinct local charm.

Collectively, we tell stories from Sydney to Stockholm and Napa to New Orleans, offering our guests the opportunity to discover, explore and immerse themselves in an authentic, local experience, whilst staying with a hotel group that they know they can trust.

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Ingot Hotel Perth, an Ascend Hotel
Collection member, Belmont, AUS



Hotel Harry, an Ascend Hotel Collection member, Sydney, AUS



Castlereagh Boutique Hotel, an Ascend
Hotel Collection member, Sydney, AUS

CASTLEREAGH BOUTIQUE HOTEL



The Kingsford, an Ascend Hotel
Collection member, Hamilton, AUS



HTL 587, an Ascend Hotel Collection member, San Francisco, USA



Envision Hotel Boston-Everett,
an Ascend Hotel Collection
member, Everett USA



Hotel Napoleon, an Ascend Hotel
Collection member, Memphis USA



The Soho Hotel, an Ascend Hotel
Collection member, Adelaide, AUS

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MAINTAIN YOUR UNIQUE IDENTITY.

LEVERAGE OUR GLOBAL TOOLS AND NETWORK.

The Ascend membership model is built around freedom, and it starts with the freedom to share with the world, what makes your location and hotel, special. We are looking to partner with properties that are stitched into the fabric of their communities and embedded in the local culture. We offer these owners the opportunity to tell their hotel's story on a global stage, at scale, by tapping into our distribution system, technology platform and operational support.

By accessing our reservation channels, designed to acquire and retain loyal guests, our members open their hotels up to not only new Australian and New Zealand guests, but also the international and corporate travellers that trust Ascend to deliver a local, independent, hotel experience.

Irrespective of your aspirations, with Ascend, you will have the training, collaboration, guidance, support, tools and scale, to open your hotel to the world.





Downtown Grand, an Ascend Hotel
Collection member, Las Vegas, USA

40 Million+
Choice Privileges™
members worldwide

400,000
Choice Privileges™
members in Asia-Pac

7,000+
Choice Hotels
worldwide

**Get in touch with our
development team**

Tim Mayoh / Scott Armstrong / Samantha Lacoua

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