

# ASCEND COLLECTION ENTERS U.K.

By **kostuch** - February 11, 2016



ROCKVILLE, Md. — Two hotels under Palm Holdings' U.K. brand, The Edinburgh Collection, have become part of Choice Hotels' Ascend Collection. Ascend's U.K. introduction was made with the addition of The Howard and the Channings Hotel in Edinburgh, Scotland.

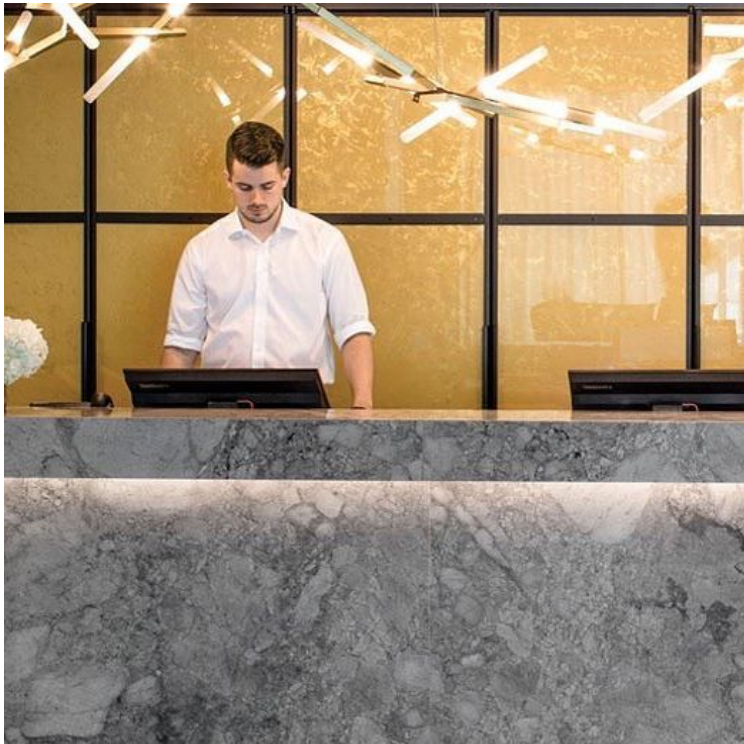
"The launch of Ascend Hotel Collection in the U.K. is part of our strategy to continue diversifying our portfolio and provide the U.K. with a new upscale hotel offering," says Mark Pearce, SVP, International Division for Choice Hotels. "These two Edinburgh properties, which perfectly fit the Ascend Hotel Collection portfolio, give us a critical foothold in the U.K. that will support the accelerated rollout of the Ascend Collection in the U.K. and across Europe."

While becoming Ascend Collection Members under franchise agreement with Choice Hotels Europe, both properties will continue to be owned and operated by The Edinburgh Collection, under Palm Holdings. "Joining Choice's Ascend Hotel Collection enables us to maintain autonomy and the hotels' distinctiveness while leveraging Choice's industry-leading technology, marketing and distribution to optimize demand for the hotels and generate more revenue," says Ricky Kapoor, commercial director, The Edinburgh Collection.

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