

Quality Inn & Suites – University Area Opens in Boone, NC

Boone, NC (April 27, 2015) – The Quality Inn & Suites Boone-University Area has joined the Choice Hotels family and is open after renovations. The updates include; new rooms as well as lobby, and pool furnishings. The hotel will be managed by Strand Hospitality Services is located at 801 King Street in Boone.

Most Quality hotels feature the free “Q Corner Café” breakfast, with hot, fresh and healthy items including eggs, hot breakfast meats, waffles, fruit, yogurt, pastries, breads, hot and cold cereals, coffee, tea, milk, hot chocolate and a variety of fruit juices.

The Quality Inn & Suites Boone – University Area features 70 guestrooms, which boast free in-room coffee, complimentary high-speed Internet and the signature Q Bed. The hotel also offers free local calls, free newspapers, and free 24-hour lobby coffee and tea service as well as meeting rooms, an exercise room and indoor pool.

The Quality brand, known worldwide for superior hospitality, is franchised by Choice Hotels International, Inc., one of the world’s largest lodging franchisors.

This hotel participates in **Choice Privileges**, the rewards program from Choice Hotels and one of the industry’s fastest-growing loyalty programs. Membership is free and offers points good towards free nights, airline miles, gift certificates and more while staying at more than 6,000 Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand hotels as well as Ascend Hotel Collection member hotels.

For more information, visit QualityInn.com.

About Quality

Get Your Money’s Worth

At Quality, you know you’ll get your money’s worth. Our signature “Value Qs” are your “cues” that the most important things are done well at every Quality brand hotel...Q Breakfast, Q Bed, Q Shower, Q Service and Q Value. Relax in our signature Q Bed featuring a quality mattress, 200 thread count linens, and plenty of fluffy pillows. Start your morning with a Q Breakfast that’s hot, fresh and healthy. Enjoy all the free Q Value amenities like free high-speed Internet, free newspaper, free local calls, and free 24-hour coffee and tea in the lobby. All that, plus our helpful and friendly Q Service too... that’s how Quality gives you value for your hard earned money.

About Choice Hotels

Choice Hotels International, Inc. is one of the world’s largest lodging franchisors. 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, and Ascend Hotel Collection membership program, serve guests worldwide.

Additional corporate information may be found on the Choice Hotels International, Inc. web site, which may be accessed at ChoiceHotels.com.

About Strand Hospitality: With headquarters shared between Charlotte and Myrtle Beach. Strand also has operations in Atlanta. Founded more than 40 years ago, the company began as a developer/owner of full-service Holiday Inns, gradually moving into third-party management. Today with more than 50 hotels in its management portfolio, the company is one of the few major operators that focus entirely on third-party management. The company specializes in the two to four-star hotel segments and is approved to operate hotels under all the leading hotel brand families including; Marriott, Hilton, Starwood, Wyndham, Choice and IHG.

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