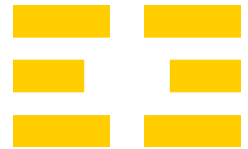




Choice Hotels International

Subsidiaries: Quality Inn
Locations: Maryland (HQ)
Industries: Consumer Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Choice Hotels International Inc. scored a 90 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Choice Hotels increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. Choice Hotels forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Choice Hotels does not provide viewpoint protections for its employees. The company is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race. However, Choice Hotels has not publicly terminated business relationships due to views or beliefs, and it does not appear to discriminate against charitable organizations based on views or beliefs. For these reasons, Choice Hotels receives a Medium Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Choice Hotels has not publicly terminated business relationships due to views or beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Choice Hotels does not release guidelines for its matching gifts program, only that it matches tax-deductible donations up to \$1500 (1).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

Choice Hotels' HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees (1)(2)(3). Choice Hotels does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Choice Hotels is a member of the Business Coalition for the Equality Act (1). The company's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (2)(3)(4). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Choice Hotels' HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2)(3). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (4). Choice Hotels' is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (5)(6).

Uses corporate political contributions for ideological, non-business purposes.

High Risk

Choice Hotels' HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2)(3). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Choice Hotels does not operate a PAC or report on its lobbying at this time (4)(5)(6).

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