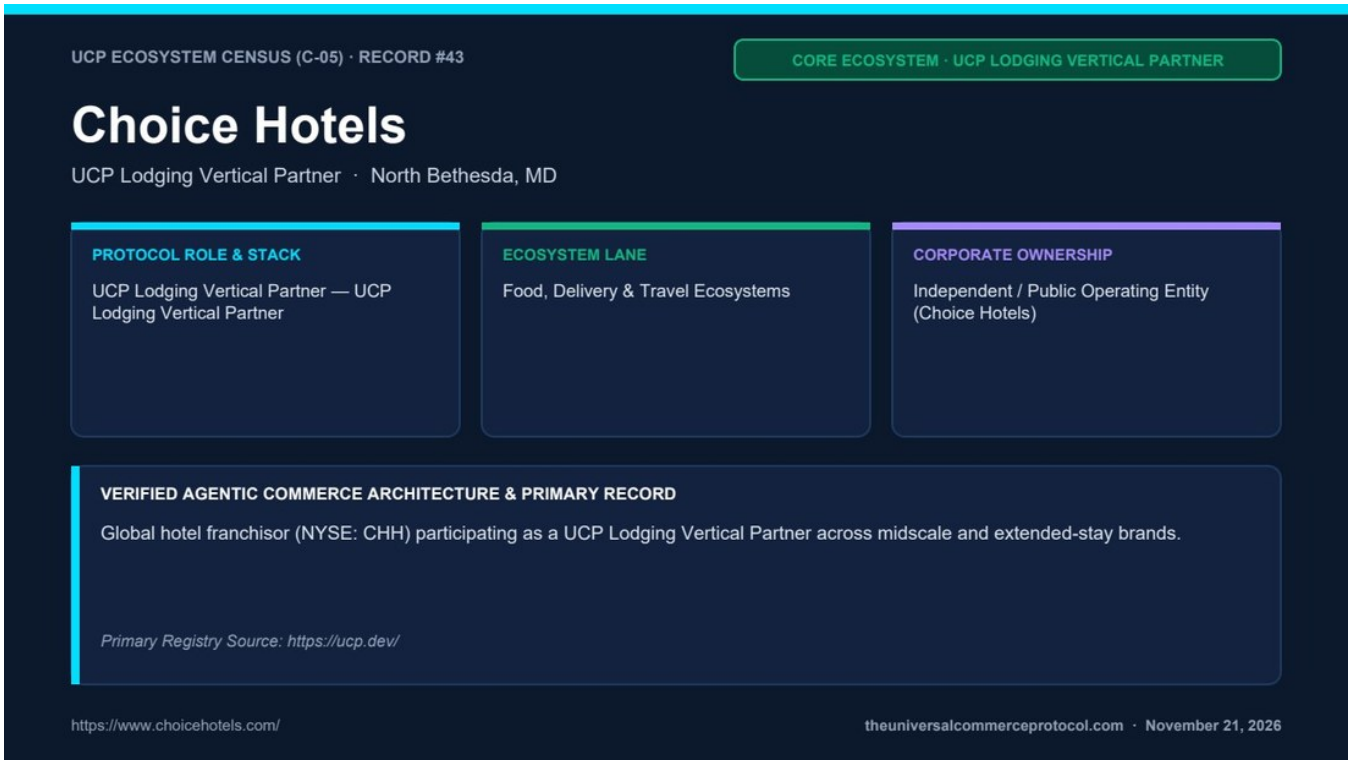
Choice Hotels — Verified Agentic Commerce Ecosystem Profile

UCP Lodging Vertical Partner | North Bethesda, MD | Verified November 21, 2026



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Choice Hotels
Official Ecosystem Role	UCP Lodging Vertical Partner
Protocol Alignment	UCP Lodging Vertical Partner
Ecosystem Lane	Food, Delivery & Travel Ecosystems
Ownership Classification	Independent / Public Operating Entity
Headquarters	North Bethesda, MD
Official Reference URL	https://www.choicehotels.com/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Global hotel franchisor (NYSE: CHH) participating as a UCP Lodging Vertical Partner across midscale and extended-stay brands.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Choice Hotels operates inside the Food, Delivery & Travel Ecosystems layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Operates as an independent / publicly traded organization participating directly in UCP Lodging Vertical Partner.

4. Frequently Asked Questions

Q: What role does Choice Hotels play in UCP and agentic commerce?

Global hotel franchisor (NYSE: CHH) participating as a UCP Lodging Vertical Partner across midscale and extended-stay brands.

Q: Where is Choice Hotels officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Lodging Vertical Partner' (verified live November 21, 2026).

Q: How does Choice Hotels ownership map under Option B governance?

Operates as an independent / publicly traded organization participating directly in UCP Lodging Vertical Partner.

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.choicehotels.com/
Live Web Profile	https://theuniversalcommerceprotocol.com/choice-hotels-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/choice-hotels-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

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