



88%
brand awareness*



ChoiceHotelsDevelopment.com



**Easy Stop
On The Road**



Econo Lodge® is a premier economy hotel franchise that offers owner-operators a highly recognizable brand that is connected to the powerful reservation engines of Choice Hotels®.

We are focused on leading the segment and dedicated to helping drive our hotel franchisees' ROI. As an Econo Lodge owner, you can take it easy.

ChoiceHotelsDevelopment.com



Conversion Opportunity

We look at each property with a customized approach, assessing the current market conditions and their product improvement plans to help increase the value of the asset over the long term. Econo Lodge is an attractive option for owners seeking to reap the benefits of Choice Hotels. It also represents a cost effective conversion opportunity for hotel owners looking to optimize their return on investment.

33M+
Choice Privileges®
Rewards members

Brand Highlights

- One of the most recognized brands in the economy segment!*
- Offers conversion flexibility tailored to your property
- Cost-effective, cloud based property management system
- Competitive fees
- Industry leading reservation system
- 57.1% of revenue generated through Choice Hotels marketing channels**

\$6.79B+
System-wide reservations
in 2016***

Key Guest Amenities

- Free Easy Starts™ continental breakfast
- Free high speed Internet
- Free premium television channel such as HBO

System Size

U.S. Open or Under Development:	868
International Open or Under Development:	82
Total Open or Under Development:	950



*Source: Choice Hotels Advertising Tracking Study, Full Year 2016, conducted by Millward Brown.

**Source: See Econo Lodge Franchise Disclosure Document dated April 1, 2017, as amended October 1, 2017, Item 19. For the 300 hotels that were included in the performance sample, 141 hotels, or 47.0%, met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY.

***Source: Figure includes revenues delivered through Choice Hotels Central Reservation System(CRS) as well as non-CRS marketing channels.

Unless otherwise noted, all figures and statistics in this document are from internal data of Choice Hotels International, Inc.

This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Econo Lodge #F-3576.

A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850 or at Development@ChoiceHotels.com.