



QUALITY
INN & SUITES.
BY CHOICE HOTELS



Get your money's worth.

Get your money's worth. It's not just a promise to our guests, it's a promise to our franchisees, too. The Quality® brand delivers great performance and ROI versus its competitive set. It also provides owners a great opportunity to enhance property value and strengthen market positioning. Plus, the brand's flexible product extensions fit most building types and locations.



94%
brand awareness*



ChoiceHotelsDevelopment.com

ChoiceHotelsDevelopment.com





Value Qs

Quality brand hotels offer “Value Qs”, to provide consistency to the guest on the things that matter most, rather than requiring expensive or rigid design elements.

Q Bed

Get a great night’s sleep with fresh linens, fluffy pillows and plush blankets.

Q Breakfast

Start your day right with a complimentary hot, fresh and healthy breakfast.

Q Service

Rest assured your stay will be a memorable one thanks to our professional, responsive and friendly staff available to accommodate your every need.

Q Shower

Relax and rejuvenate inside our bright, roomy showers featuring multi-setting showerheads.

Q Essentials

Get the value you deserve with free Wi-Fi, in-room refrigerators, local phone calls, newspaper, coffee and tea.

Brand Highlights

- The iconic Quality Inn® brand is the largest in the midscale segment and added more hotels than any competitor in 2016****
- Offers consistency for guests and supports a high ROI for owners
- Over 45% Choice Privileges® loyalty program contribution***

System Size

U.S. Open or Under Development:	1,545
International Open or Under Development:	367
Total Open or Under Development:	1,912

*Source: Millward Brown Advertising Tracking Study 2016. Millward Brown is a global marketing research firm specializing in advertising, marketing communications and brand equity research.

**Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2016.

***Source: See Quality Inn Franchise Disclosure Document dated April 1, 2017, as amended October 1, 2017, Item 19. For the 476 hotels included in this sample, 231 hotels or 48.5% met or exceeded the total Choice Contribution number. INDIVIDUAL RESULTS MAY VARY PER PROPERTY.

****Source: YE 2016 Smith Travel Research Brand Report.

*****Source: See Quality Inn Franchise Disclosure Document Dated April 1, 2017, as amended October 1, 2017, Item 19. For the 476 hotels included in this sample, 259 or 54.4% met or exceeded this amount. 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: Quality Inn #F-48. 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.

