



Don't overpay for the extras.

That's what Rodeway Inn® stands for with both guests and owners of our hotels. This rapidly growing brand allows owner operators to access the exceptional resources and global reservation channels of Choice Hotels® with low fees.



ChoiceHotelsDevelopment.com



**Good night.
Great savings.**

ChoiceHotelsDevelopment.com



Brand Highlights

- Simple fee structure and annual contract windows
- Cost-effective, cloud based property management system
- 59% of revenue generated through Choice Hotels marketing channels*

Excellent Conversion Opportunity

Rodeway Inn embraces a variety of product types while consistently delivering an affordable stay with basic complimentary services.

\$6.79B+

System-wide reservations in 2016**

33M+

Choice Privileges[®]
Rewards members

Key Guest Amenities

- Free coffee every morning
- Free local calls and long-distance access
- Free premium channels, such as HBO

System Size

Total Open or Under Development:

621



*Source: See Rodeway Inn Franchise Disclosure Document dated April 1, 2017, as amended October 1, 2017. For the 132 hotels that were included in the performance sample, 61 hotels, or 46.2%, met or exceeded that amount. INDIVIDUAL RESULTS MAY VARY.

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

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