

# GET TO THE POINTE

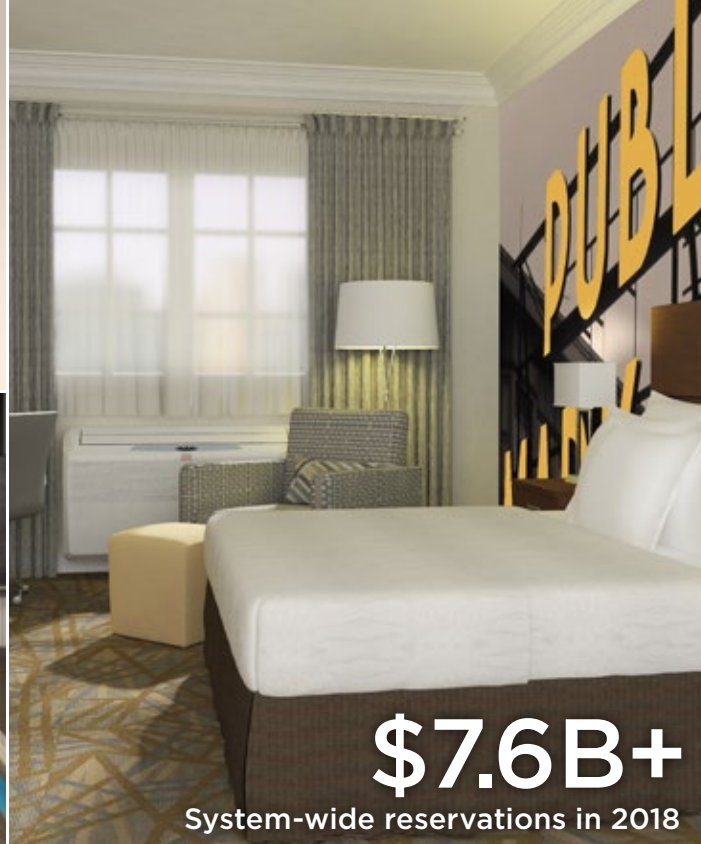
The Clarion Pointe™ brand is a select service franchise that is ideal for owners who want to reposition their limited service property into a brand with strong awareness and a concept that satisfies the expectations of emerging travelers—a convenient and affordable experience with premium elements in just the right places to help owners optimize RevPAR.



[ChoiceHotelsDevelopment.com](http://ChoiceHotelsDevelopment.com)



**40M+**  
Choice Privileges®  
Rewards members



**\$7.6B+**  
System-wide reservations in 2018

## BRAND HIGHLIGHTS

- Signature brand identifiers
- Focused, but flexible design standards
- Consistent standards across the portfolio
- Compelling contract terms

## THE POWER OF CHOICE

Choice helps owners improve their ROI by helping to drive business through proprietary booking channels and optimizing rates to stimulate RevPAR.

44.5% contribution from Choice proprietary channels and 32.3% contribution from loyalty members.\*

Although these data do not include Clarion Pointe hotels, they include other Clarion brand hotels and are being used for comparative reasons only.\*

## FOCAL POINTES Elevated Essentials for a Sharper Stay



### Contemporary Design Touches

Crisp white bedding plus signature murals, reflecting local points of interest, in the lobby, fitness center, and in each guest room.



### Curated Food & Beverage

Free premium-branded coffee and tea, as well as nutrient-focused breakfast items. Craft beer and select wines, fresh juices, and small bites are also available for purchase in the marketplace.



### On-Demand Connectivity

Guests can stream content from their mobile devices onto 49-inch TVs with casting capabilities and free streaming strength Wi-Fi.



### Modern Fitness Essentials

Dedicated space featuring modern cardio equipment, a strength-training station, and a warm-up/cool-down area. Plus, casting capable TVs, enable guests to stream personal, on-demand workouts, from their own devices.

\*Source: See Clarion Franchise Disclosure Document dated April 1, 2019, Item 19. For the 67 hotels that were included in the performance sample, 43 hotels or 64.2% met or exceeded the Choice proprietary provided. For the 67 hotels that were included in this sample, 44 hotels or 65.7% met or exceeded the Choice Privileges Contribution provided. INDIVIDUAL RESULTS MAY VARY. Unless otherwise stated, all figures and statistics are from Choice Hotels International internal data. 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: Clarion #F-1673. 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.