



Clarion® is ideal for owners seeking to strategically reposition their full service property to a focused service model. Our franchisees are supported by localized marketing tools such as eMenu programs and customizable sales templates, as well as the global reservations system and resources of Choice Hotels International®.



ChoiceHotelsDevelopment.com

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Key Guest Amenities

- Food & Beverage service options
- Meeting and banquet facilities with catering
- Business center offering 24-hour service
- Pool and fitness center
- Free WiFi

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

System Size

U.S. Open or Under Development:	181
International Open or Under Development:	140
Total Open or Under Development:	321

Brand Highlights

- Clarion offers a strategic repositioning opportunity for full service properties
- Flexible food and beverage options to streamline operations and improve the bottom line
- Free best in class F&B support including use of two proprietary restaurant concepts
- 66% of revenue generated through Choice Hotels® marketing channels**

33M+
Choice Privileges®
Rewards members

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

**Source: See Clarion Franchise Disclosure Document dated April 1, 2017, as amended October 1, 2017, Item 19. For the 56 hotels included in the performance sample, 21 hotels, or 37.5%, met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY. 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, 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.