

There's never been
a better time to build.

There's never been
a better time to invest
in Comfort®.

Whether traveling for leisure or business, Comfort Inn® hotels give guests everything they need to make their trip a success. And with hotels everywhere they want to be, Comfort Inn is the right choice to help guests feel rested and ready for anything every time they travel.

\$6.79B+

System-wide
reservations in 2016*

1,750+

properties open or
under development
worldwide

32M+

Choice Privileges®
Rewards members

77%

of revenue generated
through Choice Hotels®
marketing channels**



ComfortDevelopment.com

CI_FAC_2017



Rested. Set. Go.®
ComfortDevelopment.com



Meet the
New Comfort.





**Better Design.
Better Build.
Better Investment.**



Brand Highlights

- Segment trailblazer that has grown to an iconic global brand
- All time high in guest satisfaction
- Strong financial performance driven by strategic investments by both franchisees and Choice
- Timeless prototype and design that works in any market
- Comfort is the largest 100% smoke-free hotel brand in North America

98%
brand awareness***



System Size

U.S. Open or Under Development:	1,236
International Open or Under Development:	516
Total Open or Under Development:	1,752

*Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2016.
 **Source: See Comfort Franchise Disclosure Document dated April 1, 2017, as amended October 1, 2017, Item 19. For the 1,034 hotels included in this sample, 619 hotels or 59.9% met or exceeded this amount. This amount includes Comfort Inn, Comfort Inn & Suites and Comfort Suites hotels included in the performance sample. INDIVIDUAL RESULTS MAY VARY PER PROPERTY.
 ***Source: Millward Brown Advertising Tracking Study 2016. Millward Brown is a global marketing research firm specializing in advertising, marketing communications and brand equity research.
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