

There's never been  
a better time to build.

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

At the heart of the Comfort brand is a commitment to enabling our owners' success. So we've invested in ourselves, because when we're at our best then you can be, too. And with four years of performance gains and consistently high guest satisfaction—we know it's paying off.



Meet the  
New Comfort.



**63%**  
of revenue  
generated through  
Choice Hotels®  
proprietary channels\*\*

**4 Years**  
of consecutive RevPAR  
Index gains\*\*\*\*

**36M+**  
Choice Privileges®  
Rewards members

**\$7.02B**  
System-wide  
reservations in 2017\*

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



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







Better Design.  
Better Build.  
Better Investment.



### Brand Highlights

- Flexible prototype with three product types and a design that works in any market
- \$2.5B strategic investment in the brand yielding strong financial performance
- Refreshed guest experience from Welcome to Goodbye, yielding consistently high guest satisfaction
- Comfort is the largest 100% smoke-free hotel brand in North America

**99%**  
brand awareness\*\*\*



### System Size

U.S. Open or Under Development:	1,937
International Open or Under Development:	529
<b>Total Open or Under Development:</b>	<b>2,466</b>

\*Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2017.  
 \*\*Source: See Comfort Franchise Disclosure Document dated April 1, 2018, Item 19. For the 1,326 hotels included in this sample, 683 hotels or 51.5% 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.  
 \*\*\*\*Source: Smith Travel Research  
 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: Comfort Inn and Comfort Suites #F-3577. 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.