



Roanoke, VA

The Flagship Economy Extended Stay Brand.

We continue to build on our history of innovation, service and performance.


Respected Category Leader

WoodSpring Suites was ranked #1 in Guest Satisfaction Among Economy Extended Stay Hotel Brands.

For J.D. Power 2023 award information, visit jdpower.com/awards


Owner-Centric Focus

We deliver comprehensive support across the project lifecycle in service of helping maximize profitability to owners.


Growth Momentum

We've exceeded category averages for RevPar and Occupancy resulting in continued growth for the brand.

FAST FACTS

Type:	New Construction
System Size:	241 Open 34 Under Construction 217 In the Pipeline
Construction Time:	14 Months
Occupancy Rate:	80.5%*

57.7%

GROSS OPERATING PROFIT*



Concord, NC



“ We remain bullish on developing WoodSpring Suites because we believe it’s resilient, which remained strong for us (even through the pandemic), and the lean operating model has helped with our performance through all cycles.”



CHIP JOHNSON
CEO, Turnstone Group
Atlanta-based real estate development firm



Knoxville, TN

The Easy Way to Extended Stay.

WoodSpring Suites is proud to be part of Choice Hotels, an industry-leading brand in hospitality. Leveraging the scale and backing of a global brand along with deep experience in Extended Stay, we champion performance, unmatched collaboration and category leadership.



Efficient Operating Model

Our operating model is designed to help maximize profitability for owners while delivering a true Extended Stay experience and product that exceeds guest expectations.



Dedicated, Expert Support

Our team of 70+ experts offers real estate expertise, critical site analysis, key supplier relationships and sales, marketing and operations support.



Category Investment & Growth

We continue to invest in new programs, resources and technology capabilities to grow our leadership position within this sector.



SCAN TO LEARN MORE

choicehotelsdevelopment.com/extended-stay



The Radisson brands, including Park Plaza, Country Inn & Suites, and Park Inn by Radisson, are owned in the Americas region by Choice Hotels. Outside of the Americas, the brands are owned by Radisson Hotel Group, an unaffiliated company headquartered in Belgium.

*Source: See WoodSpring Suites Franchise Disclosure Document dated April 1, 2024, Item 19. Data stated above reflects year-end 2023 figures, and it is based on a performance sample of 82 purpose-built hotels that were open and operating as of December 31, 2023. Of the hotels in that sample, 46 hotels or 56% met or exceeded the Average Occupancy Rate; 45 hotels or 55% met or exceeded the Gross Operating Profit. YOUR INDIVIDUAL RESULTS MAY VARY. Unless otherwise noted, all statistics 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. 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.