



Designed to Dream®

The Sleep Inn® brand is a savvy midscale investment. With a low cost to build and a timeless, simply stylish prototype, the brand is designed for longevity and owner efficiency.

Plus, with nearly 550 properties open or under development and strong performance for owners, we are a proven leader that knows the midscale guest and owner.




SleepDevelopment.com

SI_FAC_2018



SleepDevelopment.com

Stylish but not trendy, the Sleep Inn® brand's new construction prototype was optimized through research to make both guests and owners happy. Its smart design is rooted in timeless nature elements and doesn't sacrifice function.

62%+ of revenue generated through Choice Hotels® proprietary channels



36M+
Choice Privileges®
Rewards members

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



Signature Design Elements

Exterior

- Signature Sleep Inn tower with distinct modern look helps drive guests to your door
- Energy-efficient LED accent lighting in signature brand color

Interior

- Modern, simply stylish design scheme options
- Smartly designed guestroom to optimize space
- Signature lobby wall with nature elements
- Open lobby communal space to meet guest needs throughout the day

System Size

U.S. Open or Under Development:	525
International Open or Under Development:	22
Total Open or Under Development:	547

*Source: See Sleep Inn Franchise Disclosure Document dated April 1, 2018, Item 19. For the 42 hotels that were included in the performance sample, 28 hotels, or 66.7%, met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY.

**Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2017.

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