



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



SleepDevelopment.com



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.

60.3%+ of revenue generated through Choice Hotels® proprietary channels*



40M+
Choice Privileges®
Rewards members

\$7.6B+
System-wide
reservations in 2018**



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:	545
International Open or Under Development:	25
Total Open or Under Development:	570

*Source: See Sleep Inn Franchise Disclosure Document dated April 1, 2019. For the 301 hotels that were included in the performance sample, 163 hotels or 54.2% met or exceeded the Choice Proprietary Contribution provided. 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 2018.

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. For Minnesota: Comfort Inn and Comfort Suites #F-3577; Quality Inn #F-48; Sleep Inn #F-1799; Clarion #F-1673; MainStay Suites #F-3269; Econo Lodge #F-3576; Rodeway Inn #F-2691; Cambria Suites #F-4986; Suburban Extended Stay #F-5274; Ascend Collection #F-5980; WoodSpring Suites #F-8458. 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.