



# Rise & Shine™ Prototype Guide



At Comfort®, we are always building, always innovating and always evolving, with owner return and guest satisfaction at the forefront of everything we do. Our new Rise & Shine™ prototype builds on our brand strengths while delivering a high-performing and cost-effective design for developers.

As the flagship brand for Choice Hotels, Comfort is a pioneer in the upper midscale segment with three product options - Comfort Inn, Comfort Inn & Suites, and Comfort Suites - to fit the needs of diverse sites and travelers. At the heart of it all is our continued commitment to helping owners and guests be at their best. From warm welcome to fond farewell, the new prototype combines the features, design and amenities that guests want with the efficiency, functionality and flexibility that developers expect.







## New Build. New Design. New Opportunity.

The Comfort Rise & Shine prototype is designed for guests that want to feel refreshed and ready to take on the day, and owners that seek a trusted brand with proven performance and market leadership. This means offering guestrooms and public spaces that can transform from day to night or business to leisure - blending form and function to optimize the guest experience and your investment. Backed by extensive consumer research and developer feedback, the Rise & Shine prototype offers smart ways to meet the needs of your market and help fuel your success.

### Why Comfort®:

- **Optimized footprint:** Efficient square footage and cost-effective finishes to maintain the Comfort brand's operating advantage
- **Innovative functionality:** Inviting outdoor patio and flexible meeting room/breakfast seating provide the multi-functional spaces you need to drive additional revenue and experiences that keep guests coming back
- **Three fresh color schemes:** City, Sea and Sun colorways offer broad appeal and enhanced options for customization
- **The strength of an iconic brand:** Near universal brand awareness and consistently high guest satisfaction



# Welcome to Comfort<sup>®</sup>

Attractive curb appeal day and night with a warm and inviting new patio area, our Porch, that offers ample space to relax, unwind, or reconnect. Signature uplighting on the building creates a welcoming beacon for travelers looking to rest and refresh.











## Open and Inviting Public Spaces

Indoor and outdoor areas are linked by a two-way fireplace to create a guest-favorite warm welcome that reminds them of home. Add to that a light-filled public space and flexible seating options, and guests will enjoy a versatile lobby equipped with everything they need for gathering, working, or relaxing.

The City color scheme is featured on these pages.







# Options for Every Market

Select among three fresh and inspiring color schemes created to fit your market.

## City

**Bold & Approachable**

Deep wood tones combine with eye-catching accents to give this scheme an urban edge and classic feel.



## Sea

**Calm & Soothing**

Light wood tones and muted accents give this airy scheme a subtle sense of peacefulness and serenity.



## Sun

**Vibrant & Cheerful**

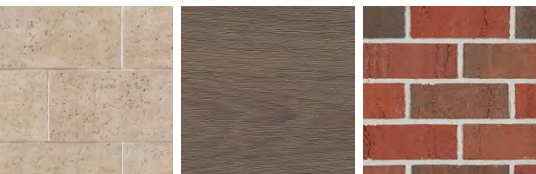
Warm wood tones and colorful accents give this scheme a dynamic and playful energy.





# Custom Elements for a Local Touch

Select artwork, accessories, furniture and materials can be adapted to reflect the local market.







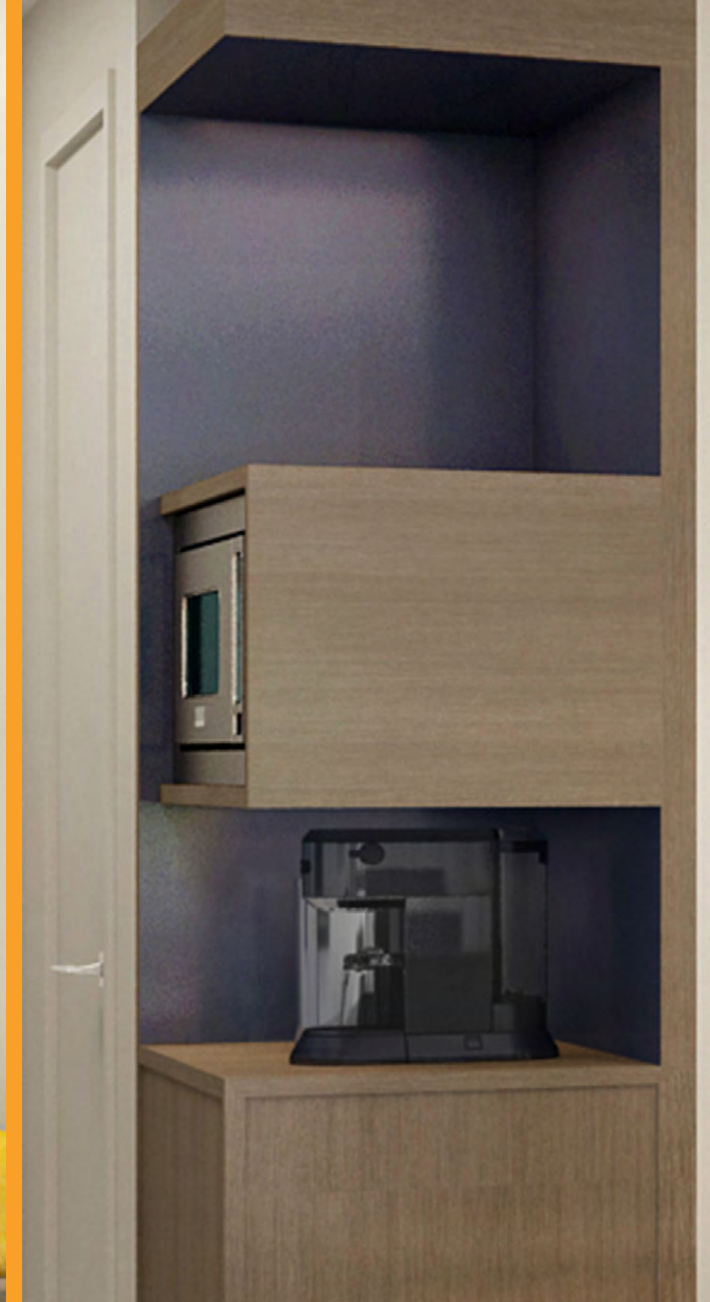
## Designed for Flexibility

Our partitioned Flex Room seamlessly transitions from additional breakfast seating in the morning, to meeting space during the day, to a private evening reception space at night. Designed with versatility in mind, this and other multi-functional spaces allow owners to optimize operations and take advantage of the right revenue opportunities for their market.









## Amenities that Deliver

We are at our best when guests are at their best. It's in our heritage. As a leader in the upper midscale segment, Comfort is committed to providing guests with a warm welcome and everything they need to feel refreshed and ready to take on the day. Along with all of the amenities guests know and expect from Comfort, we are introducing updated new offerings like open closets and the On-the-Go charging and dressing station.





## Amenities



One or Both

One or Both

Recommended

Recommended

Recommended

Required

Required

Required



Required

Required

Required

Required

Required

Required

Required

Required





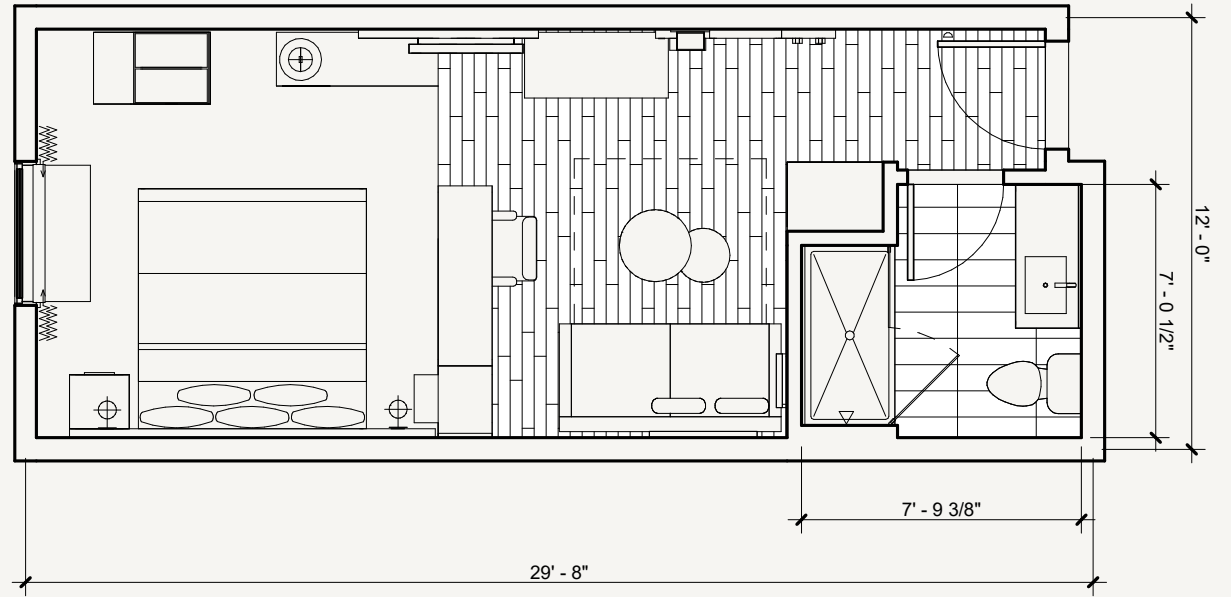
## Guest Suite Layouts

Our bright and airy suite rooms balance modern form and function in smart ways. Guests can count on ample space for working, relaxing, or getting ready for a new day.

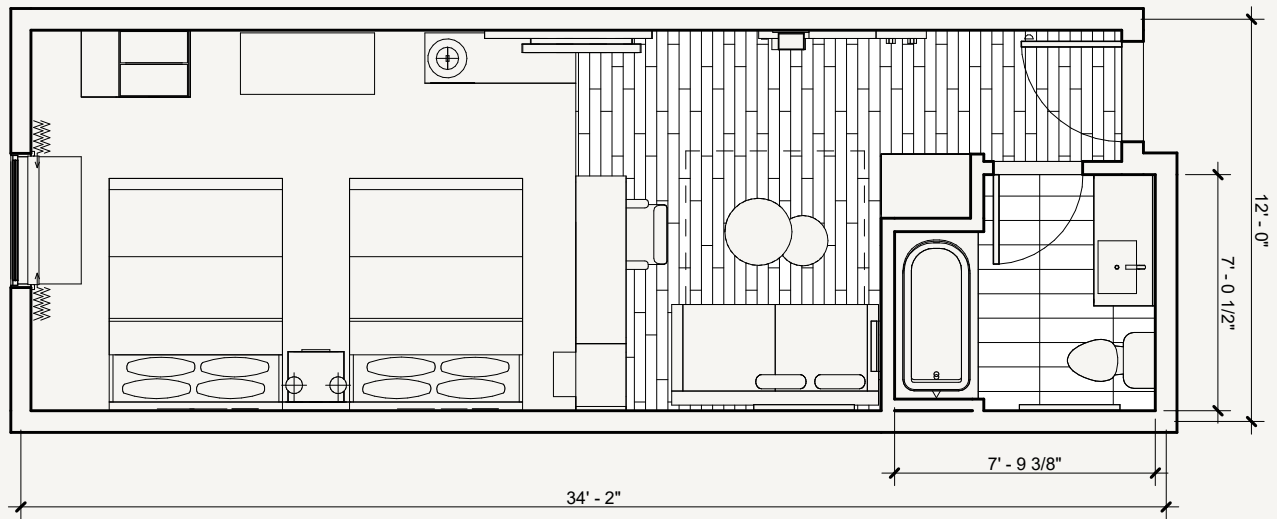
The City color scheme is featured on these pages.







King Suite



Double Queen Suite





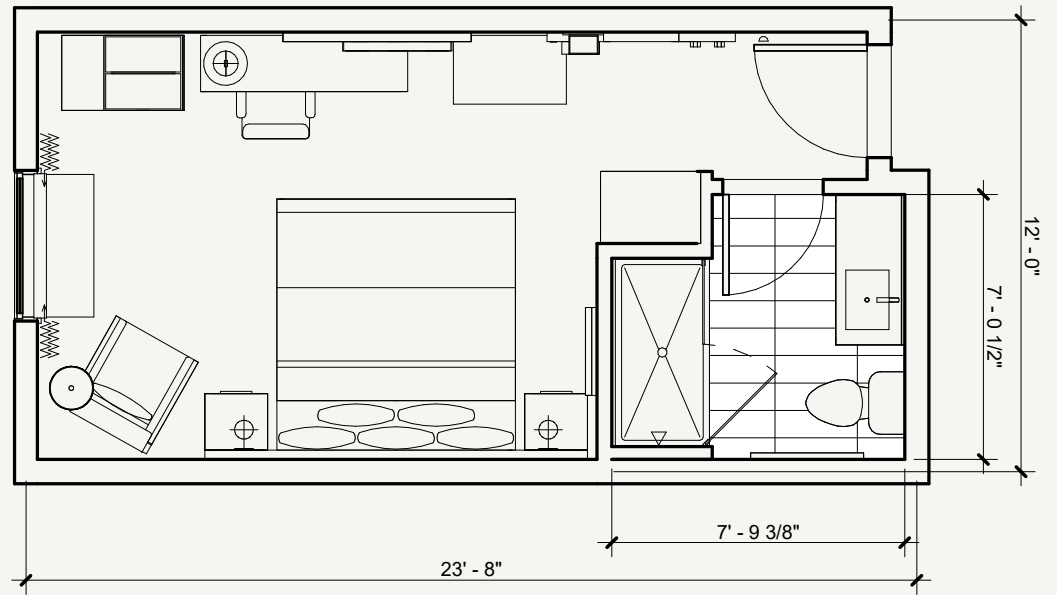
## Guest Room Layouts

Slim profiles and clean lines create an open and efficient room layout. An uplit headboard graphic wall and media panel illuminate the space with a soft glow that echoes the lighting accents on the building exterior. Guests can start every day refreshed, energized and ready to go.

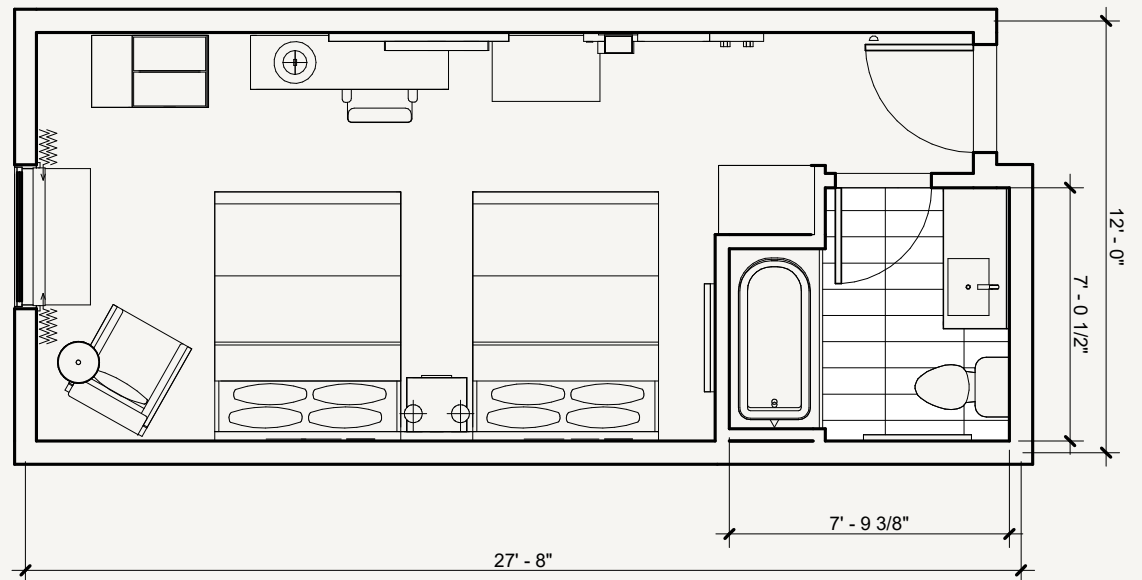
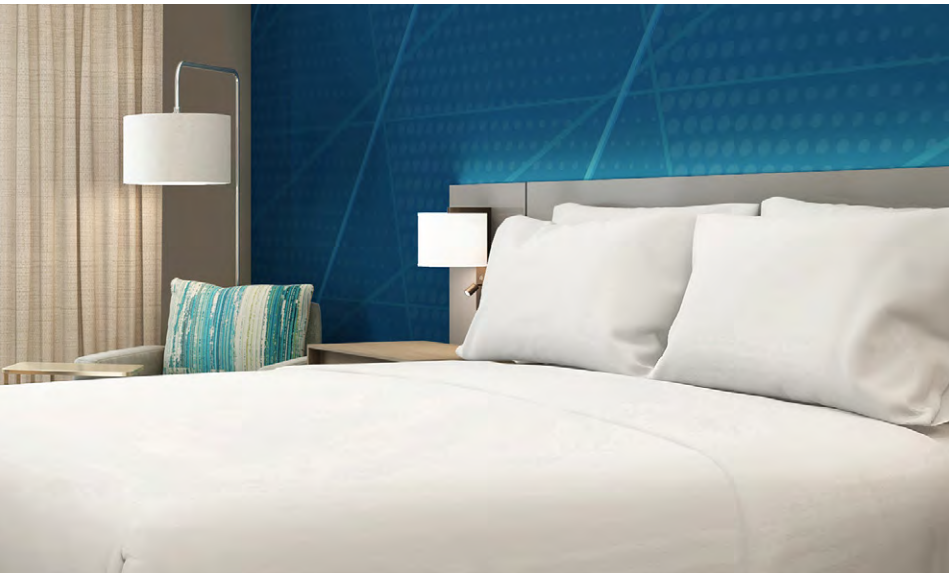
The City color scheme is featured on these pages.







King Room



Double Queen Room







## Sea Color Scheme

Calm and soothing with muted accents



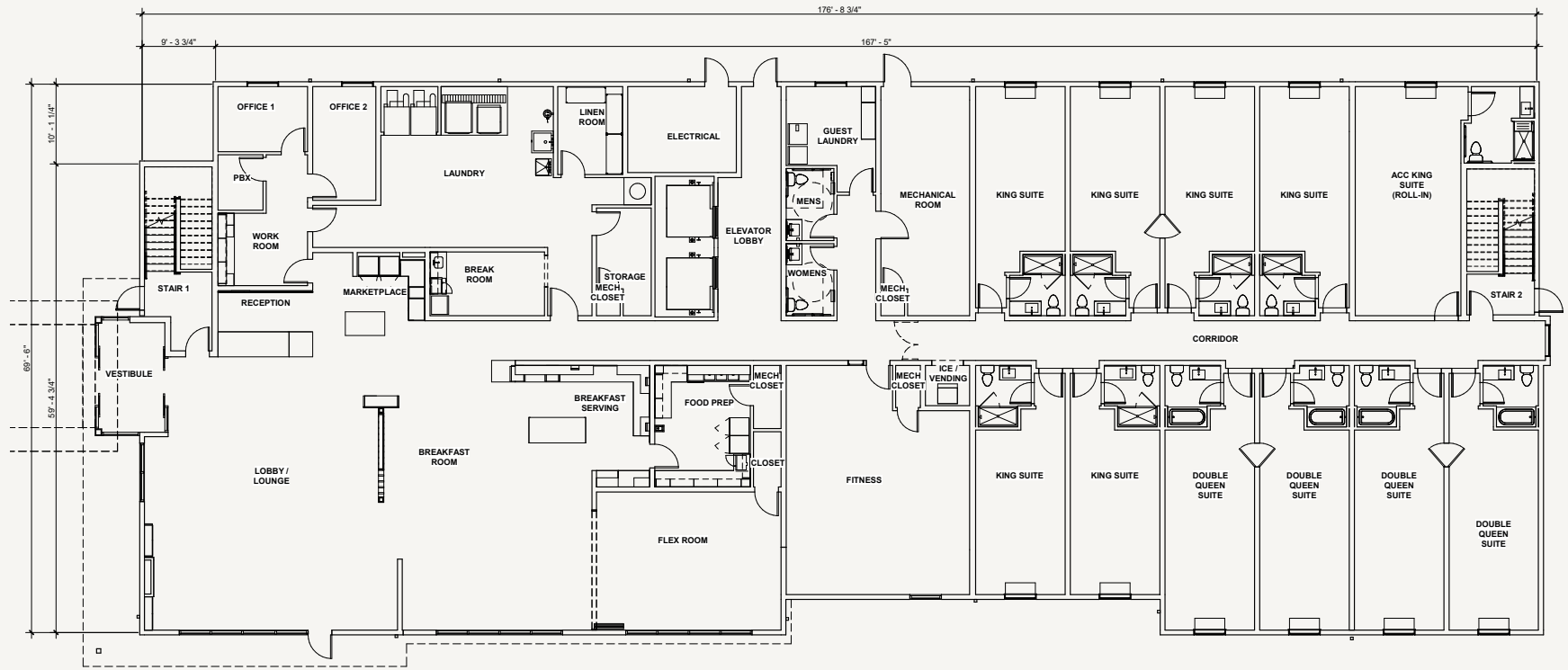




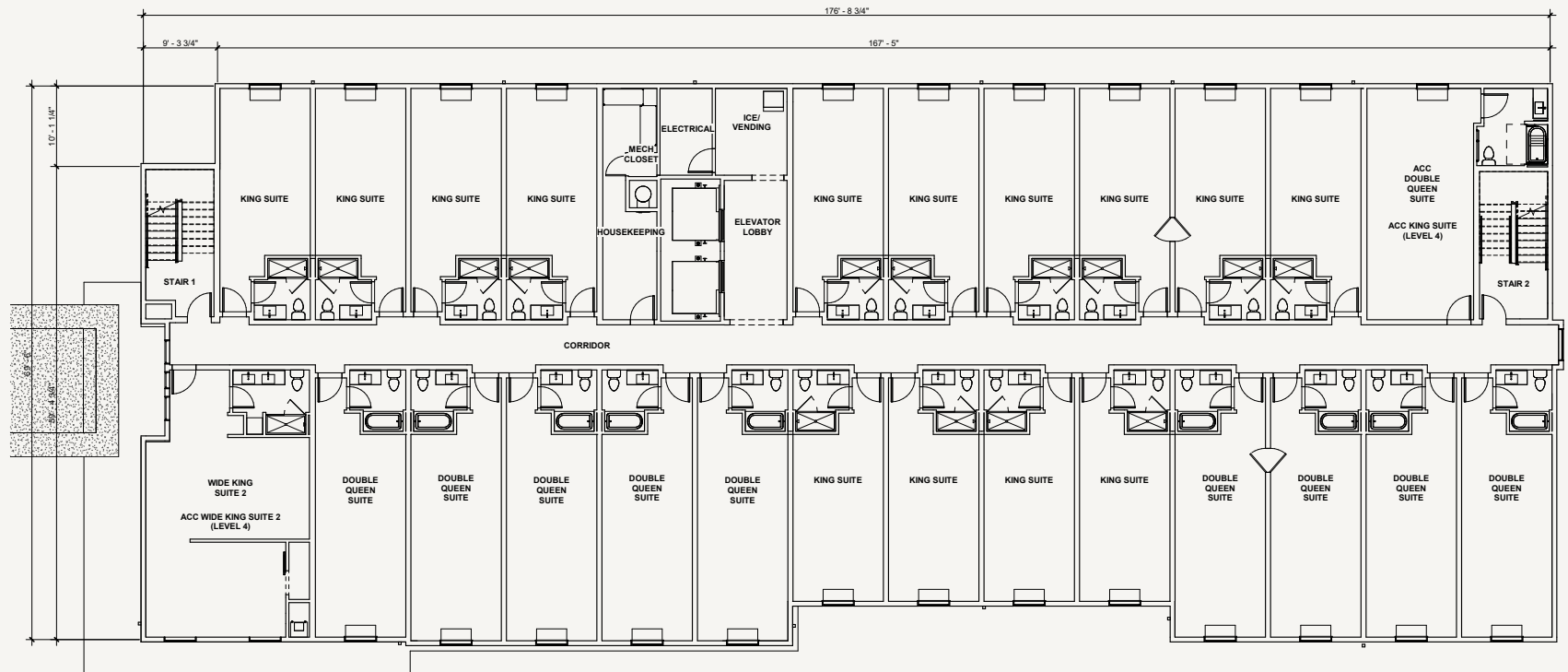
**Sun Color Scheme**  
Vibrant and cheerful with colorful accents





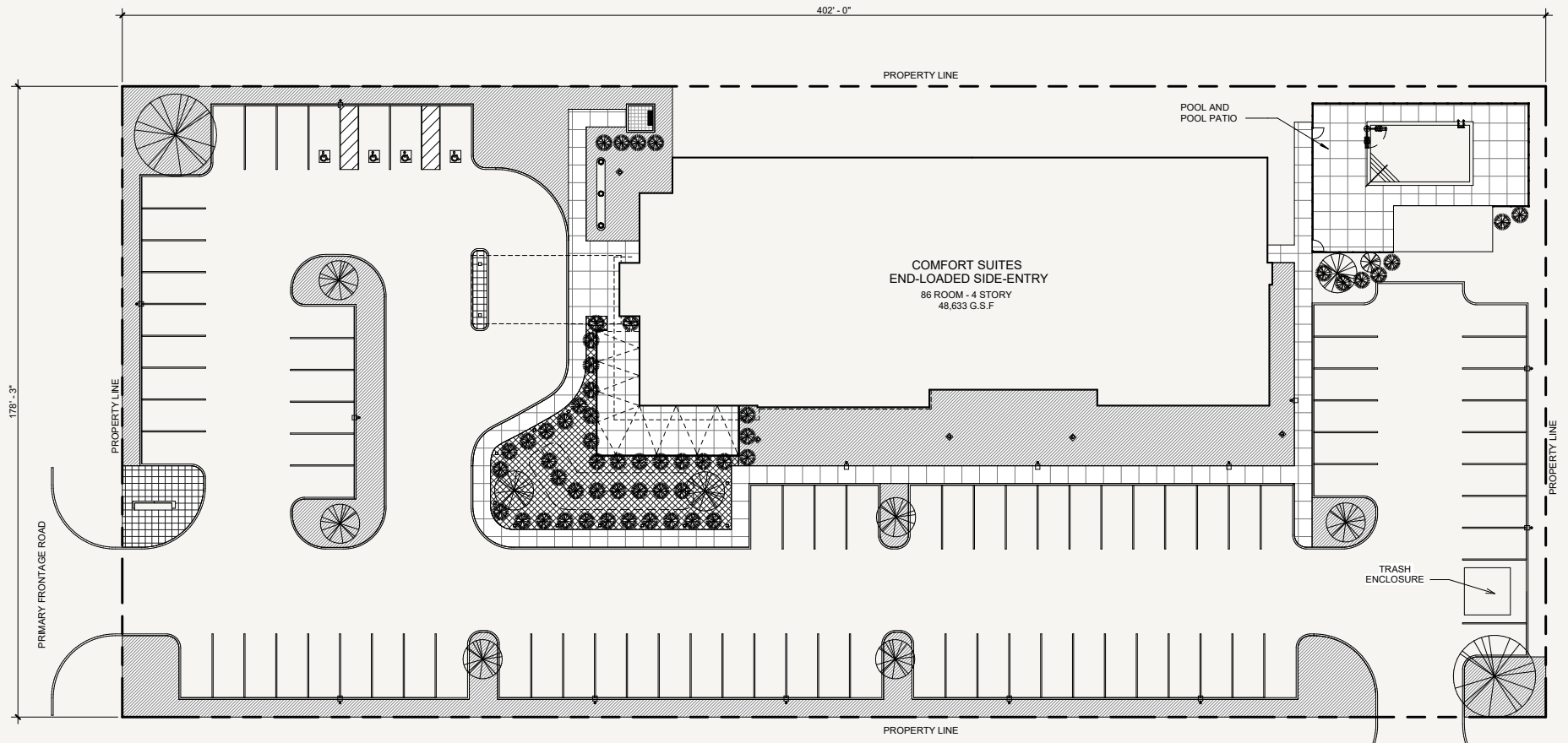


Ground Level



Typical Floorplan





Note: Alternate building entrance configurations available

PUBLIC SPACE (NSF)	Total (sf)
<b>Function</b>	
Lobby	1049
Flex Room	409
<b>Food &amp; Beverage</b>	
Breakfast Room	775
Breakfast Serving	261
Marketplace	152
<b>Recreation</b>	
Fitness Room	619
<b>Public Circulation</b>	
Vestibule	125
Public Restrooms	110
Public Corridor	419
<b>TOTAL PUBLIC SPACE</b>	<b>3,920</b>

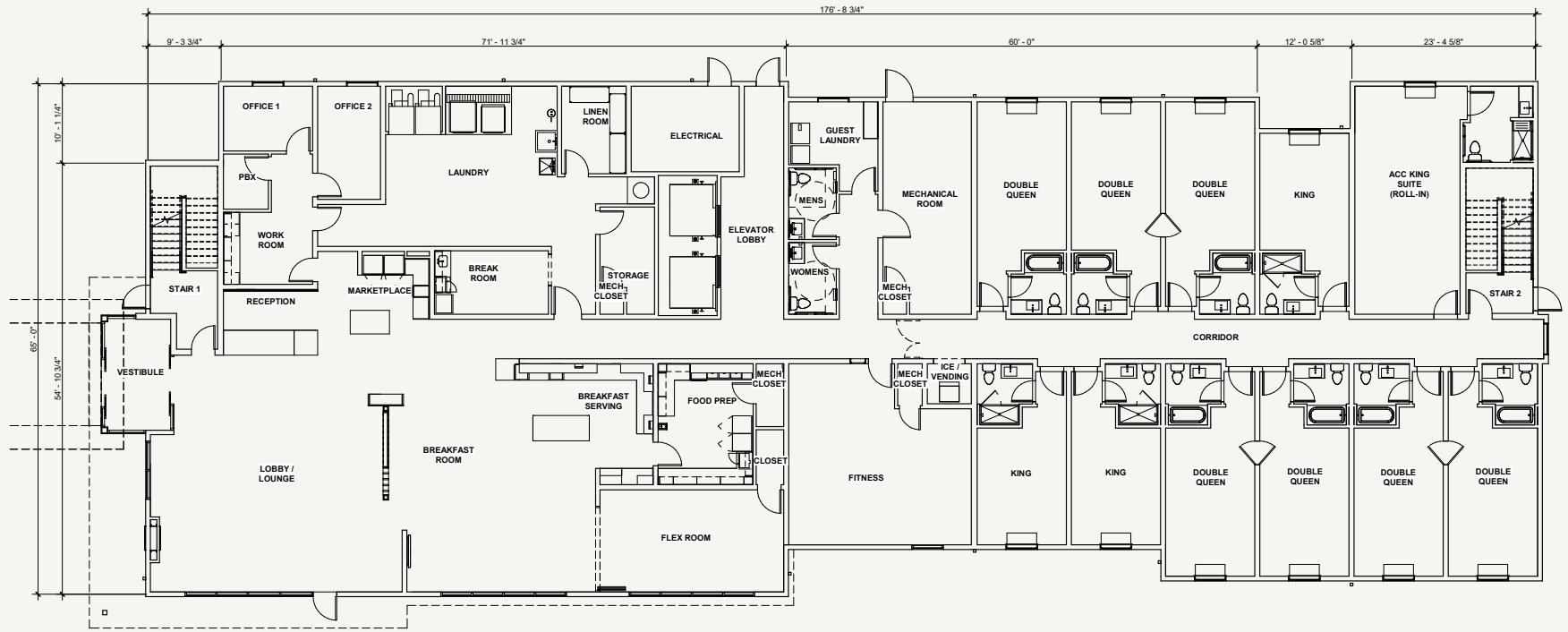
GUESTROOMS (NSF)	Rooms	Unit Area	Total (sf)
King Suite	48	325	15,621
Double Queen Suite	31	371	11,493
Wide King Suite	2	663	1,326
ACC King Suite	2	479	957
ACC Double Queen Suite	2	479	957
ACC Wide King Suite	1	663	663
<b>TOTAL GUESTROOMS</b>	<b>86</b>	<b>361</b>	<b>31,017</b>

**4 stories**      **86 rooms**  
**86 parking spaces**      **1.65 acres**

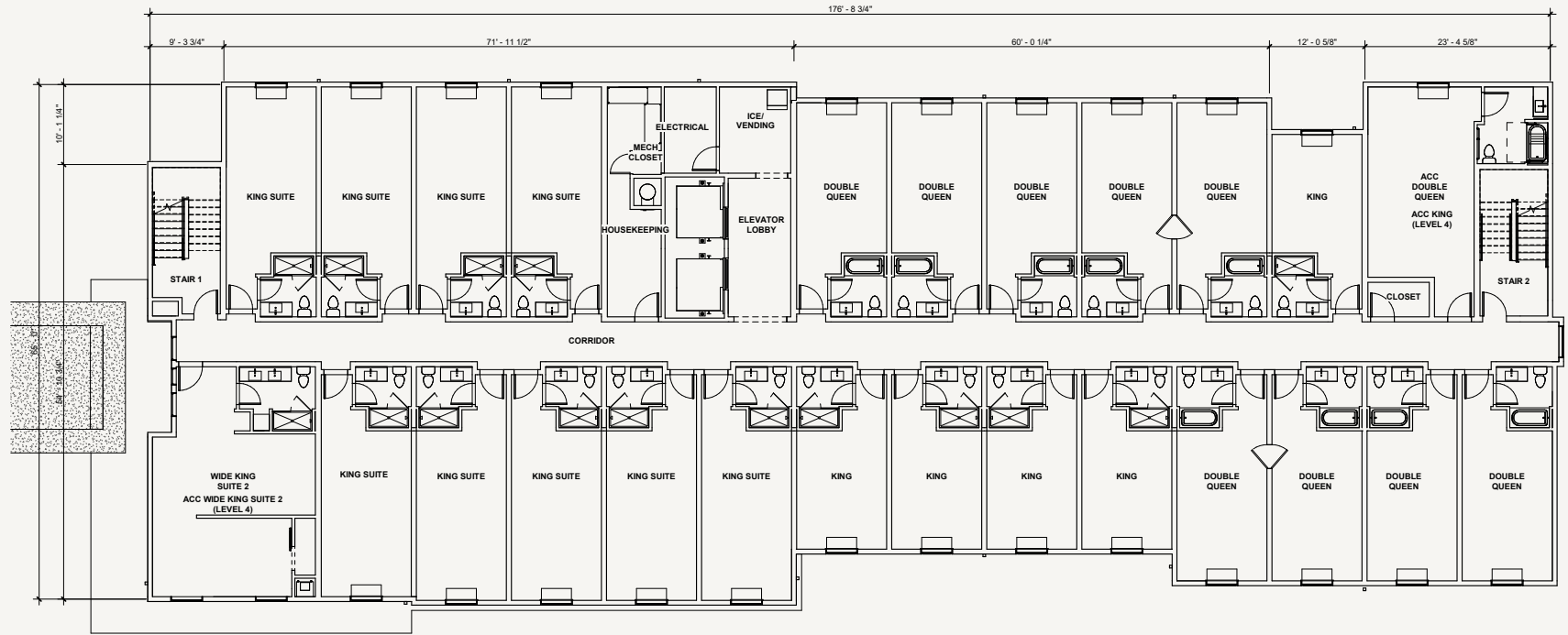
PROGRAM AREA SUMMARY	Total (sf)
Total Guestroom	31,017
Total Guestroom Support	6,089
Total Public Space	3,920
Total Back-of-House	2,948
<b>TOTAL NET BUILDING AREA</b>	<b>43,974</b>
Walls & Shafts/Total Estimated	4,659
<b>TOTAL GROSS BUILDING AREA</b>	<b>48,633</b>
Total SF per Room	566

DEVELOPED SITE SUMMARY	Total (sf)
Building Coverage	12,237
Paved Areas (Parking, Walks, Decks, etc.)	41,433
Net Landscape Area	17,987
<b>TOTAL DEVELOPED SITE AREA</b>	<b>1.65 AC. 71,657</b>



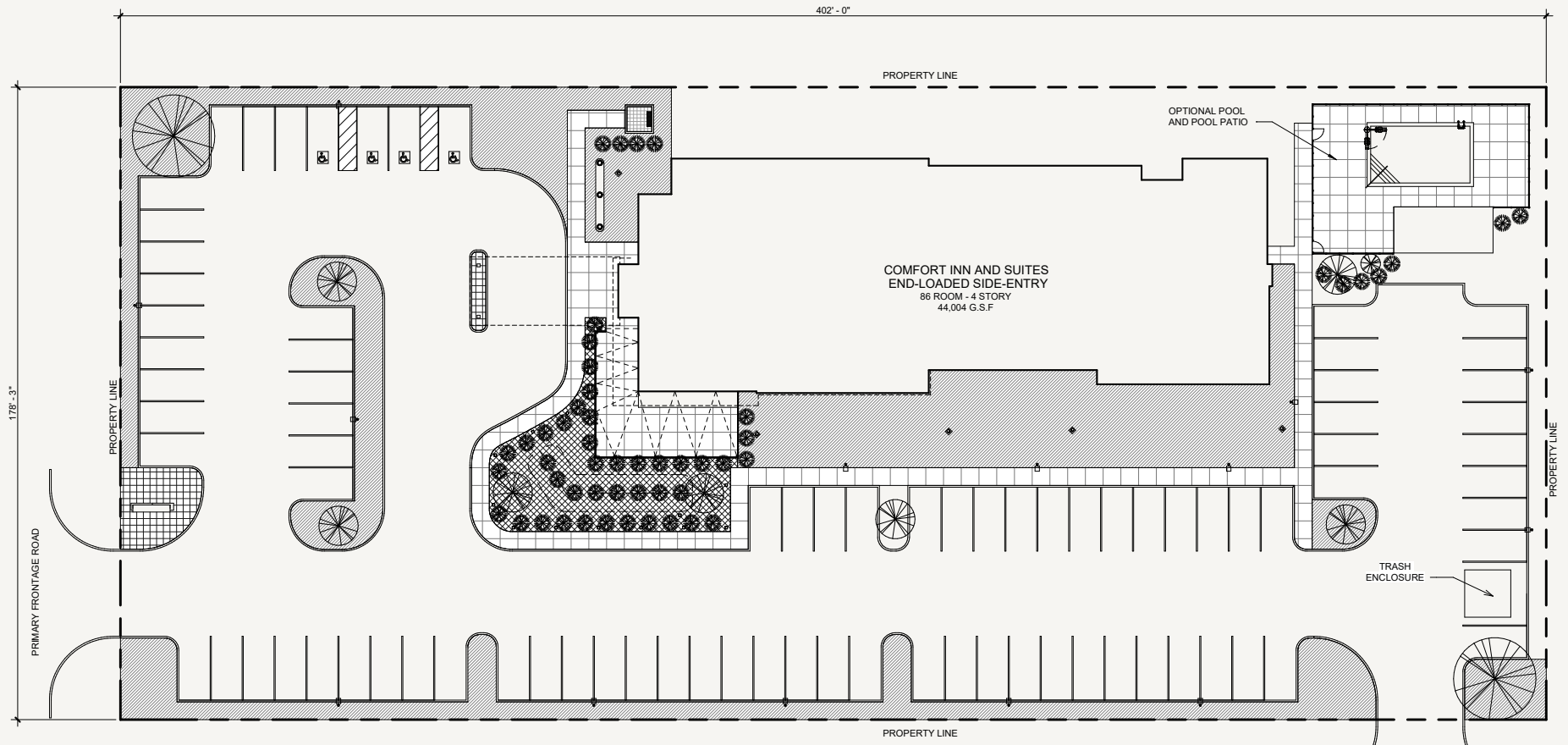


Ground Level



Typical Floorplan





Note: Alternate building entrance configurations available

PUBLIC SPACE (NSF)	Total (sf)
<b>Function</b>	
Lobby/Lounge	901
Flex Room	304
<b>Food &amp; Beverage</b>	
Breakfast Room	668
Breakfast Serving	261
Marketplace	152
<b>Recreation</b>	
Fitness Room	480
<b>Public Circulation</b>	
Vestibule	126
Public Restrooms	110
Public Corridor	419
<b>TOTAL PUBLIC SPACE</b>	<b>3,920</b>

GUESTROOMS (NSF)	Rooms	Unit Area	Total (sf)
King Suite	27	325	8,787
Wide King Suite	2	571	1,141
King	18	257	4,632
Double Queen	34	303	10,292
ACC King Suite	1	479	479
ACC Wide King Suite	1	571	571
ACC Double Queen	2	435	870
<b>TOTAL GUESTROOMS</b>	<b>86</b>	<b>361</b>	<b>31,017</b>

**4 stories**      **86 rooms**  
**86 parking spaces**      **1.65 acres**

PROGRAM AREA SUMMARY	Total (sf)
Total Guestroom	27,169
Total Guestroom Support	6,066
Total Public Space	3,420
Total Back-of-House	3,060
<b>TOTAL NET BUILDING AREA</b>	<b>39,715</b>
Walls & Shafts/Total Estimated	4,289
<b>TOTAL GROSS BUILDING AREA</b>	<b>44,004</b>
Total SF per Room	512

DEVELOPED SITE SUMMARY	Total (sf)
Building Coverage	11,079
Paved Areas (Parking, Walks, Decks, etc.)	41,708
Net Landscape Area	18,869
<b>TOTAL DEVELOPED SITE AREA</b>	<b>1.65 AC. 71,657</b>





**Build for Tomorrow. Build Comfort.®**

**[ChoiceHotelsDevelopment.com/Comfort](https://ChoiceHotelsDevelopment.com/Comfort)**

Unless otherwise stated, all statistics are from Choice Hotels International, Inc. internal data. \*Source: See Comfort Franchise Disclosure Document dated April 1, 2020, as amended August 3, 2020, item 19. For the 1,241 hotels that were included in the sample and for the two-year period ending December 31, 2019, reservations generated through Choice's proprietary channels represented an average of 66.3% of gross room revenue. Among the performance sample of 1,241 hotels, 677 hotels (or 55%) met or exceeded the Total Choice Proprietary Contribution presented. INDIVIDUAL RESULTS MAY VARY. This 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](mailto:Development@ChoiceHotels.com).

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