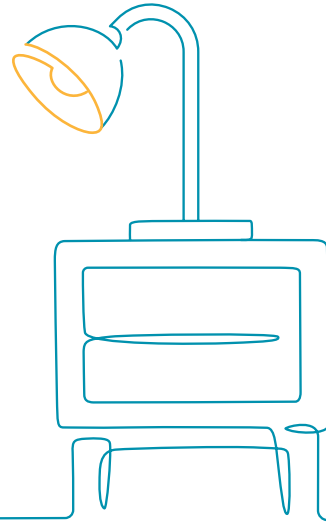


A bright **new idea**
for guests and
developers alike.



Backed by **Choice Hotels**

We want a stay with us to be as **simple** as a walk in the...

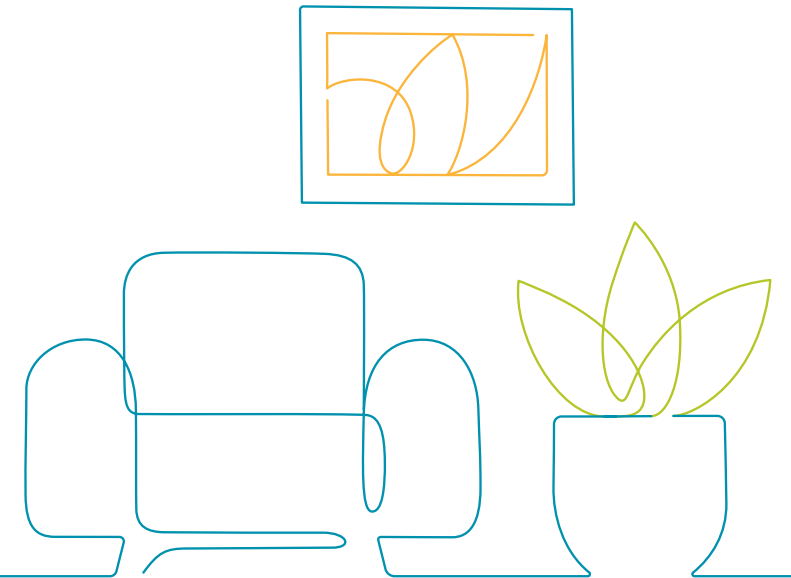


Where 'brighter basics' are consistently delivered

At a great value

Leaving guests feeling refreshed and energized

Brighten up the stay.





Next generation of **travelers**...

Youthful **energy**, social savvy,
and adventurous with a zest for
new experiences.

Grounded in **value** and want the
most for their money.

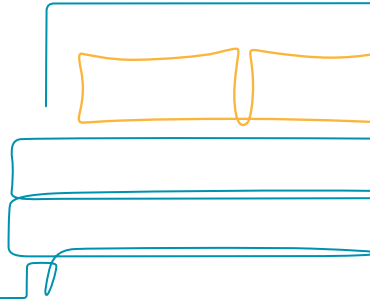
Seeking a hotel that is **bright** in
mood and light on their wallet.

We deliver
**brighter
basics...**



Bright welcome with pops of color and friendly service.

Clean, crisp white bedding and 100% smoke free.



Connected with wifi and plenty of places to charge devices.

Convenient complimentary hot coffee plus a grab & go breakfast item to start the day.



Bright & clean. Connected & convenient.
Done **simply.**

our look

A palette
inspired by
the **vibrancy**
of a park...

Planet Blue

Natural Green

Sunny Yellow

Warm Gray

Watermelon

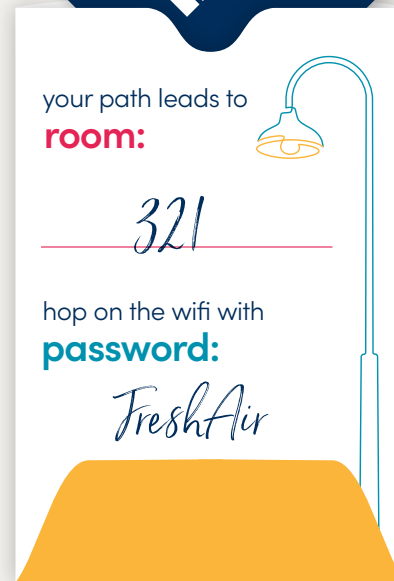
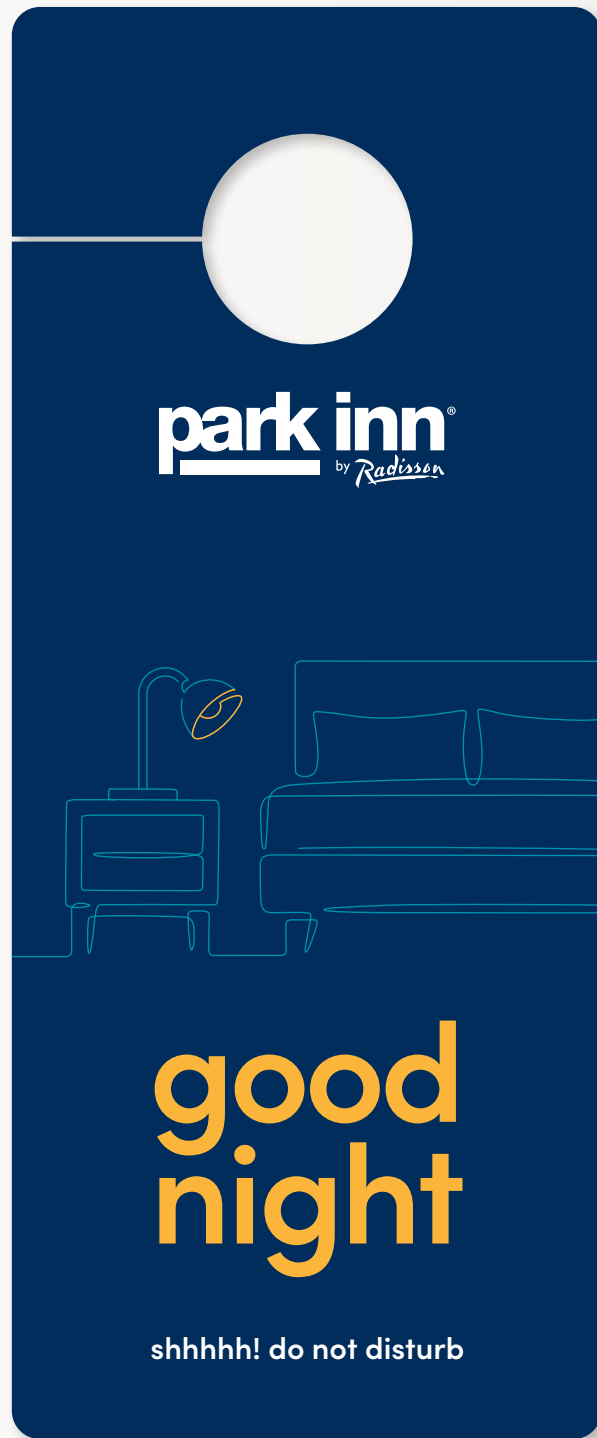
our look



our look



our look



join us

Follow the
path to a
brighter stay...

