Comfort® Becomes Largest Smoke-Free Hotel Brand in U.S. and Canada

Comfort Inn and Comfort Suites kick off 2017 with the #GoodForYou Social Campaign

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., Jan. 3, 2017 /PRNewswire/ -- The iconic Comfort branded hotels have announced that 2017 is going to be better than ever for guest wellness. Parent company Choice Hotels International, Inc. (NYSE: CHH), a leader in the hospitality industry, announced today that Comfort Inn has joined Comfort Suites in offering guests 100-percent smoke-free rooms at its more than 1,800 franchised hotels across the United States and Canada. Comfort is now the largest hotel brand to allow travelers to enjoy a smoke-free stay.

"The Comfort brand has staying power because we always keep the wants and needs of travelers to top of mind. We continue to take a series of bold steps to make the Comfort guest experience better than ever, and becoming the largest hotel brand across the United States and Canada to commit to being smoke-free is yet another example," said Anne Smith, vice president of brand strategy for Choice Hotels.

The Comfort brand strategy team dug deep into consumer research and guest insights to understand the changing attitudes toward smoking policies at hotels. Findings revealed that preferences for smoke-free environments have increased and even smokers are more likely to choose smoke-free accommodations. Rolling out the non-smoking initiative also offers Comfort brand franchisees operational advantages, including better room conditions and ease of maintenance, reduced customer complaints and less complicated inventory management, all of which help to create a better stay experience for guests.

Additionally, the brand which boasts thirty-plus years of longevity invites guests to join its #GoodForYou conversation around New Year resolutions on social media channels. People taking steps toward self-improvement in 2017 are encouraged to include #GoodForYou and #ComfortInn or #ComfortSuites with their New Year Resolution posts and to visit www.ComfortGoodForYou.com to learn more about how the Comfort brand strives to support guest wellness while on the road.

This move underscores the Comfort brand tagline -- *Rested. Set. Go.®* - as well as the brand's promise to keep guest wellness top of mind, ensuring they feel refreshed and ready to take on the day. Further, Comfort has rolled out lemon-infused ice water stations in all hotel lobbies along with additions to the hotel's signature complimentary hot breakfast, including healthy options like Greek yogurt, wholesome branded cereals and a selection of natural toppings such as nuts, granola, and dried fruit. Guests can also enjoy the RAIO® line of bath and hair products, developed exclusively for Comfort hotels and features a citrus-mint fragrance designed to delight the senses. Larger, plusher towels and new shower curtains are also components of the upgraded bath experience to help exceed expectations of the upper midscale guest.

Comfort Inn: Rested. Set. Go.®
When you travel, what do you need to be ready for the day ahead? At Comfort Inn hotels, we think we've got a pretty good idea. Like friendly staff, comfortable rooms, and amenities you can count on, for a start. Can't decide if you want a soft or firm pillow? Don't worry--your bed has both. Our premium bedding will leave you rested and refreshed in the morning, just in time to enjoy our signature free hot breakfast. Now, if you can't decide which waffle to try first, we suggest flipping a coin--because both the original and flavored are delicious.

Comfort Suites: Rested. Set. Go.®
Bigger really is better. And at Comfort Suites hotels, you'll find more of the space you need to spread out, relax or work--25% more space than a traditional room, to be exact. Stretch out on the sofa, be productive at the desk or kick back in our premium bedding. We've got all the essentials you need to stay on your game while you're away and be your best. Because behind every great day is a great night.

About Choice Hotels
Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in 40 countries and territories, we represent more than 500,000 rooms around the globe. As of September 30, 2016, 745 hotels were in our development pipeline. Our company's Ascend Hotel Collection(®), Cambria(®) hotels & suites, Comfort Inn(®), Comfort Suites(®), Sleep Inn(®), Quality(®), Clarion(®), MainStay Suites(®), Suburban Extended Stay Hotel(®), Econo Lodge(®), Rodeway Inn(®) and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guest needs. With more than 28 million members and counting, our Choice Privileges(®) rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels are independently owned and operated. Visit us at www.choicehotels.com for more information.

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CONTACT: Sarah Lee, + 1 (301) 628-4397, Sarah.Lee@choicehotels.com

Web Site: http://www.choicehotels.com

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