Comfort Continues Aggressive U.S. Growth

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., June 2, 2017 /PRNewswire/ -- The Comfort hotel brand continues its aggressive expansion plan, opening four more hotels in the past month and demonstrating the successful progress on the brand's commitment to open 56 new properties in 2017, over one hotel per week. The new properties reflect the brand's successful transformation and timeless design, which feature a modern look and feel.

http://mma.prnewswire.com/media/519057/Comfort_Inn_and_Comfort_Suites_Logo.jpg

"The Comfort brand is on the rise, and it continues to outperform its competition," said Brian Quinn, vice president, franchise development, Choice Hotels. "With all-time high guest satisfaction scores and RevPAR growth that is beating the upper midscale segment, Comfort is recognized by developers and franchisees as a cost effective model with high returns."

The recent Comfort openings are located across the country, and include a mix of new construction and conversion projects, including:

- -- Comfort Inn & Suites in Bronx, N.Y. - 84 guest rooms
- -- Comfort Suites in La Vista, Nev. - 70 guest rooms
- -- Comfort Inn in Norwalk, Ohio - 62 guest rooms
- -- Comfort Inn & Suites in Milford, N.Y. - 63 guest rooms

"We welcome each new Comfort hotel as an opportunity to bring superior service and a refreshing experience to markets around the country," said Anne Smith, vice president, brand management and design, Choice Hotels. "It's our goal to be everywhere leisure and business travelers need to be, and with more than 1,800 Comfort Inn and Comfort Suites properties across North America, and the strongest pipeline we've had to date, we're on our way!"

Comfort hotels will continue to open in popular travel destinations this year, such as Salt Lake City, Utah; Dallas-Fort Worth, Texas; Charleston, S.C.; Jacksonville, Fla.; North Myrtle Beach, S.C.; Austin, Texas; Oklahoma City, Okla.; and Tampa, Fla.

Comfort® Rested.Set.Go.®
The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for more than 30 years. With a proven track record of reliability, convenience and value, both Comfort Inn and Comfort Suites hotel properties offer everything you need to feel refreshed and ready to take on the day, whether you're traveling for business or leisure. Comfort is the largest 100 percent smoke-free hotel brand in the North America with more than 1,800 properties open and operating as of December 31, 2016. With a Comfort brand hotel everywhere you need to be, complimentary amenities include a hot, hearty and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool. *Rested. Set. Go.* Because behind every great day is great night. For more information, visit www.choicehotels.com/Comfort-Inn or www.choicehotels.com/Comfort-Suites.

About Choice Hotels
Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With approximately 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of March 31, 2017, 795 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria®, 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 guests' needs. With more than 30 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 and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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