

Survey Finds Consumers Seeking Adventure Travel Despite Down Economy

Sleep Inn Brand Offers 'Road Warriors' a Chance to Have the Ultimate High-Speed Vacation*

PRNewswire
SILVER SPRING, Md.

According to a recent Travel Horizons survey, more than one third of travelers (37 percent) said they were interested in taking a trip within the next six months involving adventure travel**. Given the current economic climate, it seems people are looking to get the most bang for their buck and are opting for more experiential travel.

That's why Sleep Inn hotels are giving business travelers a chance to get out on the road and ramp up their adrenaline with a high octane adventure. Starting today, road warriors can go online for a chance to win the Sleep Inn Road Warriors Sweepstakes in which two lucky grand prize winners and four of their friends each will receive passes for the "Introduction to Racing" program at the world famous Skip Barber Racing School.

As a student of the Skip Barber Racing School, winners will get:

- Sixty minutes of racing track lap time
- Race-style downshifting lessons
- "Competition" braking and cornering technique skills
- A tutorial of vehicle dynamics

The two winners will also receive a two night stay for up to five guests at a Sleep Inn hotel near a Skip Barber School location and \$5,000 cash to be used for travel expenses. Sleep Inn brand hotels are always a good value offering road warriors free high-speed Internet access, free breakfast, free weekday newspapers, oversized ergonomic work areas, and exercise rooms at more than 380 hotels worldwide.

For more information on the Sleep Inn Road Warriors Sweepstakes, or to enter, visit sleepinnroadwarrior.usatoday.com.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 470,000 rooms, in the United States and more than 30 countries and territories. As of December 31, 2008, 987 hotels are under construction, awaiting conversion or approved for development in the United States, representing 78,915 rooms, and an additional 121 hotels, representing 10,190 rooms, are under construction, awaiting conversion or approved for development in more than 15 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

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*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) WHO ARE THE AGE OF MAJORITY. VOID WHERE PROHIBITED. Sweepstakes begins 4/9/09 and ends 5/28/09. For Official Rules and prize descriptions, visit sleepinnroadwarrior.usatoday.com. Sponsor: Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring, MD 20901. Odds may vary.

**The travelhorizons(TM) survey, conducted in Oct. 2008 by the Travel Industry Association and Ypartnership, measured American adults' interest in engaging in a list of activities on a leisure trip. The survey found more than one in three travelers (37 percent) were interested in taking a trip during the next six months (Oct. '08 - April '09) that involved Outfitter Adventure or adventure travel. This is the same percentage of interest travelers expressed in adventure travel in Oct. '07. Editor's Note: travelhorizons(TM) is a quarterly survey of Americans' travel intentions viewed through the lens of emerging economic, social and political developments. Data in this release are based on interviews conducted with 2,291 American adults during the week of October 13, 2008. The Travel Industry Association (TIA) is the national, non-profit organization representing all components of the \$740 billion travel industry. TIA's mission is to promote and facilitate increased travel to and within the United States. TIA is proud to be a partner in travel with American Express. For more information, visit www.tia.org. Ypartnership is a worldwide advertising and public relations agency that specializes in serving travel industry clients and co-author of the widely-quoted National Travel Monitor(TM) with Yankelovich, Inc. For more information, visit www.ypartnership.com.

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