

Choice Hotels International Introduces Sharpened Brand Identities and Refreshed Brand Prototypes for Comfort and Country Inn & Suites by Radisson

With an eye toward distinction and owner profitability, these enhancements, are designed to help increase revenue, optimize costs, and fortify Choice's industry-leading upper midscale brands

NORTH BETHESDA, Md., March 18, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel franchisors, is introducing new, value-engineered prototypes for Comfort and Country Inn & Suites by Radisson that will provide more revenue driving spaces for owners within the same footprint and achieve a 10 to 15 percent reduction in construction costs. In addition, the brand identities for both Comfort and Country Inn & Suites have been sharpened to create even more distinction within the marketplace for travelers, fortifying Choice Hotels' industry-leading upper midscale brands. Throughout the year, Choice Hotels plans on testing and rolling out a series of new and evolved brand hallmarks, including an updated breakfast offering, furniture, fixtures, and equipment (FF&E) packages and more as the franchisor continues to invest in its brands, driving growth and long-term brand success.

"Choice Hotels is committed to growing and strengthening both Comfort and Country Inn & Suites by Radisson by ensuring we are providing incredible value and return for both owners and guests," said Judd Wadholm, Senior Vice President and General Manager of Choice Hotels' Core Brands, which include upper midscale, midscale and economy brands. "With an average 90 percent brand recognition for both brands, deep expertise in the upper midscale segment, and newly refined brand identities—combined with the power of Choice Hotels' franchisee support system—we're creating an environment to help drive hotel performance."

To shape these updates, Choice Hotels sought extensive owner feedback, conducted an in-depth study of what customers care about most in a hotel experience and leveraged its extensive knowledge of the upper midscale guest, identifying unmet opportunities within the competitive landscape. What emerged were refreshed brand positionings and prototypes designed to provide guests with the value they are looking for at an operating cost favorable for owners looking to expand or get into this category.

Comfort: Where the joy happens

One of the most well-known hotel brands in the U.S. with more than 2,100 locations and 122 in the pipeline, Comfort provides its guests with a sense of belonging that enables them to unlock the joy of travel whether they are staying for business or with their family. An open lobby allows for clear line of sight to its breakfast area and lounge seating space, so that guests immediately feel familiar with their location, easing them into a relaxed stay. With a hallmark Comfort Way of service, guests experience delightful touches throughout their stay, including a warm greeting from staff and signature localized postcards, making them feel welcome so they can let joy in and focus on their travel occasion.

In the updated prototype, the hotel lobby, breakfast and flex room areas have been adapted to incorporate a more intuitive design that features refined furniture finishes, and a cheerful, energizing space for guests to work, play and enjoy breakfast. Bright and elevated colors feature in the guest rooms and public spaces, putting guests in a positive frame of mind.

Key prototype details:

- **Increased revenue-generating spaces:** The prototype adds three keys within the existing property footprint.
- **Shortened timeframe to open a hotel:** An estimated 30 percent reduction in the number of stock-keeping units (SKU) in the FF&E package makes it easier and quicker to order and ship materials, and thus faster to open new or conversion hotels.
- **Optimization of successful Rise & Shine prototype at enhanced value:** The new prototype

enhances the Rise & Shine prototype, which was introduced in 2023 with fresh and contemporary design that resonates with guests of all ages. Adopted in more than 140 properties, including in Nashville, Huntsville, and Fort Myers, the prototypes increased guest satisfaction scores compared to previous designs. The updates to the Rise & Shine FF&E design package result in an ability to provide a cost optimization of 16 percent on average, achieved through smart, innovative design, detailing, and partnerships.

Country Inn & Suites: Generosity you can feel

The enhanced brand identity for Country Inn & Suites by Radisson draws from a philosophy of generous hospitality, appealing to sophisticated guests who deeply value a comfortable, relaxed environment with a residential ambience so they can feel at home in their travels. From the moment they walk through the doors, guests are received with a friendly welcome as the staff greet them with a warm smile and a signature freshly baked chocolate chip cookie. The public space invites the guest into a well scaled single-story connected lobby and dining space, which draws guests to relax, meet, and enjoy the lobby and hearth. Guests are drawn in to unwind in a cozy chair by the fireplace or to enjoy a free homestyle breakfast or a curated snack in a modern country kitchenette and dining area.

Key prototype details:

- **Increased revenue-generating spaces:** Through an optimization of the public space and back of house layouts, the prototype gained 18 keys while reducing the minimum land footprint required to develop.
- **Reduced FF&E implementation costs:** The design evolution maintains the rich legacy of Country Inn & Suites, while offering solutions that build upon the experiences that Country guests expect and love – at lower implementation costs for owners.
- **Live display to franchisee:** Choice Hotels will showcase Country Inn & Suites' public space design evolution, finish selections, and approach to implementing the design solution to franchisees at its annual convention, held in April in Las Vegas, Nevada.

"Comfort and Country Inn & Suites by Radisson share an inimitable legacy of hospitality and value done right and these updates position each brand for even greater success in today's evolving business landscape," said Jenny Aboudou, Head of Upper Midscale at Choice Hotels International. "Choice Hotels has given its brands an edge because we prioritize the voices of our franchisees and are obsessed with studying the dynamic preferences of today's travelers. These insights have been crucial in shaping our next steps for our upper midscale brands so they can remain the ones customer favor and return to for many years to come."

Strong Performance

Choice Hotels has maintained a strong track record of success for its brands, including Country Inn & Suites, which it gained through the acquisition of Radisson Hotels Americas in 2022. This year, the company announced that Country Inn & Suites achieved a 19-point increase in RevPAR Index, a 20% rise in direct online contribution, and an increase in revenue from group and business travelers year-over-year. Choice last year also accomplished strong development growth in its upper midscale segment with two brands openings a combined 107 hotels last year.

Owners also benefit from Choice Hotels' franchisee success system which focuses on helping drive revenue, lowering costs and providing state-of-the-art tools designed to streamline owners' hotel operations and help maximize their financial gains. These tools include the award-winning ChoiceMAX, an advanced, mobile-first revenue management solution that adapts hotel rates to changes in the market using real-time data, and ChoiceConnect, a mobile-friendly portal that allows franchisees to seamlessly manage their properties remotely.

Owners also gain from Choice's popular direct channels, ChoiceHotels.com and the Choice Hotels mobile app, which have achieved a year-over-year increase in booking conversion rates following a relaunch of the website and the app customer experience.

Country Inn & Suites and Comfort also participate in Choice Privileges, the award-winning rewards program that enables more than 69 million members to access over 7,100 hotels in 46 countries and territories.

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About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world, with over 7,500 hotels, representing more than 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands, from full-service upper upscale properties to midscale, extended stay, and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Comfort®

The Comfort brand has been trusted by travelers and hotel owners for over 40 years. With more than 2,100 hotels open worldwide, Comfort Inn®, Comfort Inn & Suites®, and Comfort Suites® properties offer guests a sense of belonging so they can unlock the joy of travel. The largest 100% smoke-free hotel brand in North America, Comfort hotels offer spacious rooms, complimentary amenities including a hot, hearty, and healthy breakfast, free Wi-Fi, a business center, and a fitness center and/or swimming pool. For more information, visit www.choicehotels.com/comfort-hotels.

About Country Inn & Suites®

Country Inn & Suites by Radisson is a leading upper midscale brand designed to give guests an experience of generous hospitality through inviting service and products. Franchised or owned and managed in the Americas by Choice Hotels International, Country Inn & Suites hotels feature complimentary hot breakfast, a signature freshly baked cookie, and welcoming social spaces that include an indoor fireplace to make guests feel at home. For more information, visit <https://www.choicehotels.com/country-inn-suites>.

Forward-looking Statements

This communication includes "forward-looking statements" about future events, including anticipated development, hotel openings and performance. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing, and the other "Risk Factors" described in our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 915 Meeting Street, Suite 600, North Bethesda, MD 20852, or by email at development@choicehotels.com.

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Additional assets available online:  [Photos \(4\)](#)

<https://media.choicehotels.com/2025-03-18-Choice-Hotels-International-Introduces-Sharpened-Brand-Identities-and-Refreshed-Brand-Prototypes-for-Comfort-and-Country-Inn-Suites-by-Radisson>