



Sleep[®]

BY CHOICE HOTELS

Scenic Dreams[™]

PROTOTYPE & DESIGN PACKAGE



Dreams are made here

Lifestyle experience at midscale pricing

Invest in a hotel that balances exceptional style and value, just like your guests. The new Scenic Dreams™ Sleep Inn® Prototype & Design Package delivers a modern look that pairs the midscale category's lowest cost to build with efficiencies to keep operational costs low.

Attract travelers of today and tomorrow with wellness-focused conveniences and a consistent experience they seek. And with nature-inspired design elements and soothing color scheme options, you can guarantee a restful night — and cultivate brand loyalty for repeat visitors.



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Be a part of Sleep Inn's growing footprint

500+

OPEN OR UNDER DEVELOPMENT GLOBALLY

Driving value from day one

38% Lift in guests' likelihood to stay after exposure to the design

19% Guests were willing to pay more per night after exposure to design



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Source: Qualitative research of prototype drawings. INDIVIDUAL RESULTS MAY VARY





Unlock greater efficiency

Leverage Sleep Inn's smart design to help keep development and operational costs low

- Keep efficiency high and costs low with a flexible prototype that fits on small sites
- Reduce maintenance costs with durable guestroom materials that are easy to clean
- Ease back of house operations with efficient placement of elevators, storage and laundry rooms
- Expedite room turnovers with ample storage and electrical outlets for housekeeping in every area

Developed for efficiency

1.57

acres

DEVELOPMENT SITE AREA

84

rooms

ROOM COUNT

37,363

sq. ft.

BUILDING GROSS SQUARE AREA



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Get undeniable
brand recognition

Starting with a vibrant, purple tower. Let your contemporary high-visibility exterior attract guests who value style!



Draw guests in with:

- Easily recognizable purple tower
- Modern wooden accents
- Inviting outdoor gathering areas
- Exterior fire pit feature



An ideal start to a tranquil stay

Keep costs under control with versatile, high-efficiency spaces that are easy to operate and maintain.

Greet your guests in an open, welcoming lobby with:

- 8 nature-inspired lobby mural options to choose from
- Signature front desk welcome wall with abstract natural wood cutout and lights to reflect the changing night sky
- Modern, space-efficient furniture
- Focus nooks for guests to concentrate or zone out





Unlock an additional revenue stream

Sell necessities and impromptu indulgences

Offer guests forgotten necessities and delightful treats from your **Dream Corner Marketplace:** a revenue-generating shop conveniently located in the lobby.



Breakfast area

A bright breakfast area featuring large windows and adjacent outdoor seating with a firepit

- Multi-purpose breakfast space
- Large windows that allow in natural light
- Durable seating materials that are easy to clean
- Generate additional revenue with a flex room! Perfect for small gatherings or meetings





Captivate contemporary travelers

Attract modern travelers with the wellness conveniences they seek

Provide a workout on the go with:

- New, preferred equipment
- Dedicated stretching area
- Water bottle refill stations



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Offer dreamlike accommodations

Elevate efficiency and guest satisfaction

Each guest room is designed for maximum efficiency by featuring resilient materials that are cost-effective and easy to clean.

- Updated rooms balance sleek modern designs with easy care requirements so when well-rested guests check out, you can expedite room turnovers for your next reservation

Room features

- Space-efficient and functional closets and bathroom
- Smart thermostats and dimmable lights
- Ample USB outlets and plugs for guests and housekeeping
- Nature-inspired designs and inviting color schemes
- Choose from four soothing color palettes and regional artwork to complement your location.



DUSK



DAWN



TWILIGHT



STARRY NIGHT

DUSK



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Take the next step



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