



Sleep Upper Midscale - Select Service

560+ hotels open or under development worldwide

Stay Balanced in Style.

The promise we make to every guest means they can count on us for an inspiring stay, reflective of the balance they have consciously cultivated in their lives. From our energising inspired-by-nature design to our curated sleep experience, we're here to help them feel well-rested and ready to discover all over again.

Design Direction

Inspired by Nature

Sleep's design is Inspired by Nature, balancing a calming restorative ambience with uplifting energy. This enhances our guests' sense of escape, and ensures they feel uplifted and well-rested, supported by a great nights' sleep.



General styling: Simplicity with feature materials used in a considered way to obtain maximum impact.



Uniformity of tone: Physical representation of natural environment - tactile, warm, muted.



Creating filters: Starting with the interior base layer, built up with 'style' and 'graphic' layers.

The Hallmarks Defining the Sleep brand in each hotel

Hallmark #1

Designed to Dream

Our custom-built bed experience featuring a sustainable mattress and carefully sourced linens offering a luxurious and eco-conscious sleep.



Hallmark #2

Balance Menu

Developed with a leading nutritionist, our Balance Menu features as part of our regular menu, giving guests choices throughout the day that help them stay balanced and energised.



Hallmark #3

Our Favourites

Our Sleep team share recommendations enhancing the guest experience, and their sense of balance - from a new product or favourite podcast, to a local experience or seasonal recipe.



Development

	Urban	Suburban	Rural
Your destination	✓	✓	✗
Your property	Conversion ✓	New build ✓	

Property Requirements

Rooms

- Number of rooms N.A.
- Avg. room size (conversion) Min. 16sqm (incl. 5sqm for bathroom)
- Avg. room size (new build) Min. 21sqm (incl. 5sqm for bathroom)

Amenities

- Fitness Room Required
- Meeting Spaces Optional

Food & Beverage

With all-day access for guests, the café-style dining offer a list of tasteful and well-Balanced meals, where ingredients are perfectly combined depending on the moment of the day and the guest's energy needs. All food and beverage offers are curated by a team of dynamic and modern dieticians.

The Sleep Guest

Conscious Discoverers

Adventurous, eco-conscious travelers that loves to discover new places. Balance is important and they have a life-style routine even when on-the-go. They want efficient service, quality facilities and quality food and drink, and appreciate considered design with personal touches.

Franchisee Focus

Your Benefits

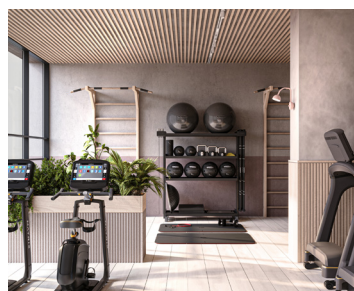
- **N°1 Franchisor Worldwide:** With \$7,6B in reservations, 54M+ Choice Privileges loyalty programme members and 7,500+ hotels worldwide
- **Performance Enabling Hallmarks:** Well defined hallmarks designed to drive revenue and maximise efficiencies for your hotel
- **Lifestyle, Select Service brand relevant to todays travelers**

Discover

The Sleep Prototype



Sleep Prototype - Welcome Area



Sleep Prototype - Fitness Room



Sleep Prototype - Café Style Common Area



Sleep Prototype - Bedroom

Sleep™

Find your local development contact: development.europe@choicehotels.com



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