

A Premier Economy Brand

- Conversion and design flexibility tailored to each individual property
- ChoiceMAX: Leverage the scale of Choice Hotels and enjoy access to the state of-the-art, award winning system that helps you manage your business by evaluating potential impacts such as inflation.
- Competitive fee structure and industry-leading reservation system
- Ost-effective, cloud-based property management system
- Backed by the power of Choice Hotels® 58.8% total Choice enterprise contribution*

FAST FACTS

CATEGORY

Economy

TYPE

Conversions

TOTAL SYSTEM Nearly 750 hotels
SIZE open or under
development worldwide





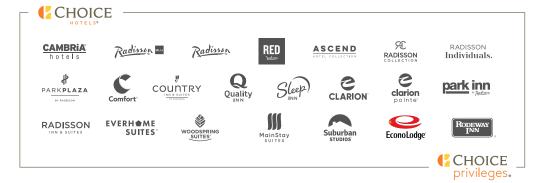








At Choice Hotels, what unites us with our franchisees is our shared belief that tomorrow will be, even better than today. We know that self-determination matters, but that together, we are greater than we are alone. That you can be in business for yourself without being by yourself. Today, Choice Hotels offers franchisees a suite of proprietary cutting-edge technology solutions and access to the award-winning **Choice University** educational platform. And the **Choice Privileges** rewards program from a growing base of **65 million members**. From pre-opening to grand opening and every day forward, Choice Hotels provides hotel owners with world class resources to help them maximize the return on their investment.





^{**}Source: See Econo Lodge Franchise Disclosure Document dated April 1, 2024, Item 19. Data stated above reflects year-end 2023 figures. For the 633 hotels that were included in the 2023 performance sample, 310 hotels or 49% met or exceeded the Total Choice Enterprise Contribution presented. INDIVIDUAL RESULTS MAY VARY.