

Welcome to Comfort[®]



There's never been a better time to invest in Comfort

At the heart of the Comfort brand is a commitment to enabling our owners' success.

So, we've invested in ourselves, because when we're at our best then you can be, too.

96%

brand awareness¹



named one of
America's most trusted
travel & hospitality
brands in 2021²

¹ Source: Full Year 2019 for Comfort brand family Choice Hotels Advertising Tracking Study, conducted by Millward Brown

² Source: Morning Consult's 2021 Most Trusted Brands report, June 2021

Three flexible product options that meet the needs of most sites and markets



Comfort[®]
INN



Comfort[®]
INN & SUITES



Comfort[®]
SUITES

Three color palettes to suit your location

City

Bold & Approachable

Deep wood tones combined with eye-catching accents to give this scheme an urban edge and classic feel.



Sea

Calm & Soothing

Light wood tones and muted accents give this airy scheme a subtle sense of peacefulness and serenity.



Sun

Vibrant & Cheerful

Warm wood tones and colorful accents give this scheme a dynamic and playful energy.





Comfort SUITES













One of the largest hotel brands in the world



Comfort hotels help guests feel refreshed and ready to take on the day

Comfort guests:

- ✓ Are willing to **pay a little extra** for a better experience
- ✓ Have **higher expectations** from upper mid-scale hotels
- ✓ Travel for both **leisure and business**



Better design for a better stay, stronger guest loyalty and potential revenue

For the Comfort **guest**:

- ✓ Warm & welcoming
- ✓ Modern & up to date
- ✓ Amenities that help guests be their best

For the Comfort **developer**:

- ✓ Optimized footprint
- ✓ Innovative functionality
- ✓ Three fresh color schemes
- ✓ Mindful of construction & operating costs
- ✓ Backed by industry-leading franchisee support platforms





Comfort
SUITES

Comfort
SUITES