



## Select Service Brand Powered by Choice Hotels with Contemporary and Flexible Design Standards

- ✓ Ideal for owners who want to strategically reposition their property
- ✓ Flexible food and beverage solutions designed to meet needs that matter most to emerging travelers while helping control costs and the ability to monetize public spaces
- ✓ Strong pipeline growth – surpassing 115 awarded contracts within four years of launch with over 60 open across the country

### FAST FACTS

CATEGORY	Midscale
TYPE	Conversions
TOTAL SYSTEM SIZE	80+ hotels open or under development worldwide







“Developers want to open Clarion Pointe hotels in major markets, Clarion Pointe is ideal for hotel owners who want a modern hotel concept that resonates with today’s travelers, with the support of a company with proven experience — and Choice is an ideal fit.”

#### TOM NEE

Senior Vice President,  
Franchise Development  
Choice Hotels



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.



CAMBRIA  
hotels

Radisson

Radisson

RED  
Hotels

ASCEND  
HOTEL COLLECTION

RADISSON  
COLLECTION

RADISSON  
Individuals.

PARK PLAZA  
BY RADISSON

Comfort

COUNTRY  
INN & SUITES  
BY RADISSON

Quality  
INN

Sleep  
INN

CLARION

clarion  
pointe

park inn  
BY RADISSON

RADISSON  
INN & SUITES

EVERHOME  
SUITES

WOODSPRING  
SUITES

MainStay  
SUITES

Suburban  
STUDIOS

EconoLodge

RODEWAY  
INN



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