



Strategically Repositioning and Refocusing Full-Service Properties

- ✓ Ideal for owners who want to strategically reposition their full service property
- ✓ Offers flexible Food and Beverage solutions targeted to help increase operational profitability
- ✓ Prioritizes the most important amenities including proprietary, turnkey F&B solutions
- ✓ Growing global distribution – 250+ open or under development
- ✓ Backed by the power of Choice Hotels® – 78.6% total Choice Enterprise contribution*

FAST FACTS

CATEGORY	Midscale
TYPE	Full-service Conversions
TOTAL SYSTEM SIZE	250+ hotels open or under development worldwide

Total Choice Enterprise Contribution of

78.6%
through Choice Hotels® channels*





“Clarion makes sense for owners looking for flexible ways to streamline operations, help improve the bottom line, and tap into the power of Choice. With focused service, operations are scaled down making it easier to run and potentially increasing revenue.”

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.



SCAN TO LEARN MORE
choicehotelsdevelopment.com/brands/clarion
#clarion

*Source: See Comfort Franchise Disclosure Document dated April 1, 2024, Item 19. Data stated above reflects year-end 2023 figures. For the 160 hotels that were included in the 2023 performance sample, 97 hotels or 60.6% met or exceeded the Total Choice Enterprise Contribution. INDIVIDUAL RESULTS MAY VARY.

Unless otherwise noted, all statistics are from internal data of Choice Hotels International, Inc. This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Clarion #F-1673. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 915 Meeting Street, Suite 600, North Bethesda, MD 20852 or at Development@ChoiceHotels.com.