



Quality Midscale - Full Service

Nearly 2,000 hotels open or under development worldwide

Be Delighted.

Our promise to guests is to go beyond being affordable and convenient to provide a genuine sense of enjoyment, comfort and relaxation. A stay with us is uncomplicated and characterised by truly engaging service from our Hosts, modern, well-considered design and surprising touches that ensure our guests feel delighted by every visit.

DESIGN DIRECTION

A Contemporary Habitat

The comfortable and relaxed feeling that being at home offers is a key foundation. There are 4 key elements that need to be achieved in order to create the perfect Quality hotel by applying the following design approaches:



Sense of Spaciousness
Multipurpose areas, using original division and display elements.



Inviting Feeling of Relaxation
Using colourways with ambient lighting and layering elements.



Contemporary Design Choices
Design choices offering comfort, residential touches & bespoke art.



Surprising Discoveries
A creative check-out mailbox and simple, easy to find wayfindings.

The Hallmarks Defining the Quality brand in each hotel

HALLMARK #1

Quality Hosts

An in-depth training programme brings out the best in our Quality Hosts. Everyone in the team is a natural host who loves looking after people, gets the details right and goes the extra distance to ensure our guests feel appreciated and special.



HALLMARK #2

Quality Moments

Every guest's stay is punctuated by 'Quality' moments they'll remember and come back for. This can be anything from the coffee that's as good as they can get anywhere to a complimentary snack in the lobby or local event tips in their room.

HALLMARK #3

The Market Café

A casually curated all-day dining offering, providing a perfectly balanced selection of food and beverages. The four areas within the Market Café, "The Market Kiosk, The Market Counter, The Cart and The Perfectly Formed Bar", are activated in different ways across the different times of the day. They create a social neighbourhood environment with a strong focus on quality, health and wellbeing.

THE QUALITY GUEST

Simply Social

Travelers who look for modern design and facilities, a great location and high cleanliness standards. They are looking for a hotel with the comforts of home, complemented by warm, friendly service and delightful touches such as surprising design and local produce on the menu.



DISCOVER

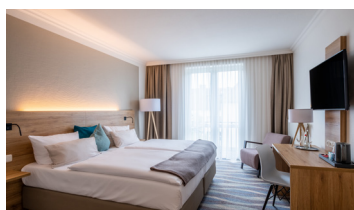
Quality Properties



Quality Hotel Pond, NO



Quality Hotel San Martino, IT



Quality Hotel Lippstadt, DE



Quality Hotel Hampstead, UK

Development

	Urban	Suburban	Rural
Your destination	✓	✓	✗
Your property	✓	✓	

Property Requirements

Rooms

- Number of rooms* Min. 50 keys
- Average room size Min. 20 sqm (incl. 4 sqm for bathroom*)

Amenities

- Fitness center, or programme of fitness activities Required
- Meeting spaces, or dedicated workspace in public area Required

Food & Beverage

All-day, quality-driven, wholesome selection of food and beverages with a less-is-more attitude, brought to life in a social hub.

*New build only

FRANCHISEE FOCUS

Your Benefits

- **N°1 Franchisor Worldwide:** With \$7.6B in reservations, 54M+ Choice Privileges loyalty programme members and 7,500+ hotels worldwide
- **Design Customisation:** Flexibility within the framework to achieve the 4 key elements
- **Performance Enabling Hallmarks:** Well defined hallmarks designed to drive revenue and maximise efficiencies for your hotel

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Q Quality™

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



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