



Suburban STUDIOS



Berwick, LA

A Flexible Entry Point into Economy Extended Stay.

A cost-effective option for hoteliers looking to quickly reposition into the Economy Extended Stay sector.



Efficient to Market

Suburban Studios provides proprietary and flexible turnkey solutions for developers converting traditional hotels, enabling quicker speed to market.



Individualized Support

Our franchise-first focus and Extended Stay expertise is unmatched. We cater to the unique needs of each franchisee and offer solutions and services based on years of experience.



Value-Driven Model

With Suburban Studios, gain access to a profitability driven operating model that helps curtain labor and food and beverage costs at a relatively low up-front investment level for conversions.

FAST FACTS

Type:	Conversion
System Size:	104 Open 24 In the Pipeline
U.S. Presence:	Properties in 23 States
Avg. Occupancy Rate:	65.4%*

45%

**GROWTH IN NUMBER OF
OPEN PROPERTIES SINCE THE
BRAND RELAUNCH IN 2022**



LaVale - Cumberland, MD



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“ When we initially started the project [adding kitchen-in-a-box to 12x24 transient hotel rooms], we had so many questions, but it ended up like a typical renovation – nothing different. Guest feedback is amazing, they are so happy. And it was so easy to do that, I already started my second Suburban Studios project.”

RUSHI VAIDYA

Choice Hotels Franchisee
Cumberland, Maryland



LaVale - Cumberland, MD

The Easy Way to Extended Stay.

Suburban Studios is proud to be part of Choice Hotels, an industry-leading brand in hospitality. Leveraging the scale and backing of a global brand along with deep experience in Extended Stay, we champion performance, unmatched collaboration and category leadership.



Efficient Operating Model

Our operating model is designed to help maximize profitability while delivering a true Extended Stay experience and product that exceeds guest expectations.



Dedicated, Expert Support

Our team of 70+ experts offers real estate expertise, critical site analysis, key supplier relationships and sales, marketing and operations support.



Category Investment & Growth

We continue to invest in new programs, resources and technology capabilities to grow our leadership position within this sector.

EXTENDED STAY vs. TRADITIONAL HOTELS

	EXTENDED	TRADITIONAL
ESOcc*	54%	13%
Housekeeping	Bi-Weekly	Daily
Food + Beverage	Vending Only	Full Hot Breakfast
Full-Time Employees	<7	12-20

*Source: Highland Kalibri Report -- ESOcc ALOS Data, 2023



SCAN TO LEARN MORE

choicehotelsdevelopment.com/extended-stay

The Radisson brands, including Park Plaza, Country Inn & Suites, and Park Inn by Radisson, are owned in the Americas region by Choice Hotels. Outside of the Americas, the brands are owned by Radisson Hotel Group, an unaffiliated company headquartered in Belgium.

*Source: See Suburban Studios Suites Franchise Disclosure Document dated April 1, 2024, Item 19. Data stated above reflects year-end 2023 figures, and it is based on a performance sample of 70 hotels that were open and operating as of December 31, 2023. Of the hotels in that sample, 35 hotels or 50% met or exceeded the Average Occupancy Rate. YOUR 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. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850 or at Development@ChoiceHotels.com.