Choice Hotels International Announces Development Opportunities Seminar at Jordan Creek Town Center in West Des Moines, Iowa

Evening Planned for Hotel Owners, Developers, Brokers and Builders

PRNewswire
SILVER SPRING, Md.

Executives from Choice Hotels International, Inc.,, one of the world's largest lodging franchisors, will host a lodging development opportunities seminar at the Jordan Creek Town Center in West Des Moines, Iowa, on Tuesday, May 2, 2006, from 4:00 - 5:30 p.m.

"Hotel development opportunities in the Midwest are at an all-time high," said Richard T. Sprecher, CHA, director of franchise sales and host of the event. "And while Choice Hotels has 10 brands in its hotel portfolio -- ranging from economy to midscale to upscale brands -- we feel that our Sleep Inn brand is perfect for the Midwest which is why we'll be focusing on the Sleep Inn brand during this seminar. In addition, Gregory Hanis, ISHC, a well- respected hotel consultant, will outline the potential economic returns of a limited service hotel.

"The Sleep Inn brand is a great investment," Sprecher added. "It combines lower construction costs with strong leisure travel appeal. The reengineered brand prototype greatly reduces development costs while maintaining the high guest satisfaction score for which Sleep Inn is renowned throughout the industry."

Sleep brand hotels are a chain of mid-priced, limited-service properties, each built to prototype standards, that offer state-of-the-art rooms and amenities at sensible prices. As of December 31, 2005, there were 319 Sleep brand hotels open in the U.S. and 17 Sleep brand hotels open internationally.

"Choice is the right partner for developers looking for results," Sprecher said.

Choice franchisees benefit from the company's multi-branded $50 million national marketing campaign, industry-leading field support and a central reservations system that delivers more than $1 billion in room revenue annually.

Tours are being offered from 2:30 - 3:30 p.m. at the Sleep Inn & Suites in Pleasant Hill, IA. The seminar will be held in the community room at the Jordan Creek Town Center. Beverages and hors d'ouevres will be provided. To attend, please contact Frank Forcier, Choice Hotels International at (952) 442-9987 or frank_forcier@choicehotels.com by April 25, 2006.

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in more than 40 countries under the Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand names. For more information on Choice, visit the company's web site at http://www.choicehotels.com/.

Choice Hotels, Choice Hotels International, Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn are proprietary trademarks and service marks of Choice Hotels International.

SOURCE: Choice Hotels International, Inc.

CONTACT: Robin Ferrier of Choice Hotels International, Inc.,

Tel: +1-301-592-6719, Fax: +1-301-592-6177, robin_ferrier@choicehotels.com

Web site: http://www.choicehotels.com/

---

https://stage.mediaroom.com/choicehotels/2006-04-12-Choice-Hotels-International-Announces-Development-Opportunities-Seminar-at-Jordan-Creek-Town-Center-in-West-Des-Moines-Iowa