

Sleep Inn Brand Launches Bold Campaign to Fortify Midscale Dominance

ROCKVILLE, Md., Oct. 16, 2017 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, is affirming its leadership in midscale with a provocative new trade marketing platform for the Sleep Inn brand that highlights the brand's timeless appeal and proven approach. The new tongue-in-cheek print and digital ads, which debuted across several lodging industry trade publications, remind developers of what really matters: a strong, long-term return on investment.

"Our 'Always Sleep Inn Style' ads illustrate how trends that appeal to consumers today may not appeal to consumers tomorrow. Travelers evolve, and developers should invest in brands that withstand the test of time," said Anne Smith, vice president, brand management and design, Choice Hotels. "Simply put, no matter what seems flashy today, we remain the best choice for developers seeking new construction in midscale."

Sleep Inn hotels are the lowest cost way to build new construction in midscale - a segment with strong consumer demand - thanks to its efficient footprint and smart design. And with Sleep Inn hotels, owners and guests don't have to sacrifice function or style. The evolved prototype, introduced in 2016, offers modern, enduring innovations that appeal to guests of today and tomorrow. Developers have taken notice as the brand continues a successful expansion with a pipeline of more than 120 hotels.

The franchised hotel brand is a proven performer, outshining the competition in the midscale lodging segment, with domestic RevPAR index gains outpacing competitors in 36 out of 37 months.

"The Sleep Inn brand has been delivering results for years," said Brian Quinn, vice president, franchise development, Choice Hotels. "We've always recognized the appeal of midscale, and understand what midscale owners and guests want, with the high guest satisfaction scores to back it up."

Sleep Inn guests can expect to *Dream Better Here*, experiencing a simply stylish sanctuary designed for a happy night's rest. From the nature-inspired timeless design, black and white artwork and exclusive ZENSES bath line, every element is meant to inspire relaxation in a way that never goes out of style. Properties also offer free amenities, like hot breakfast and WiFi.

Visit SleepDevelopment.com to learn more.

Sleep Inn® *Dream Better Here*®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help our guests *Dream Better Here*. You'll find fresh, nature-inspired design elements that are modern but timeless, that create a relaxed and serene environment. An all-new construction brand, every Sleep Inn hotel is built with a specific vision in mind -- to be a sanctuary for travelers as well as an efficient property to build, operate, and maintain. Franchised by global lodging leader Choice Hotels, Sleep Inn properties boast strong product consistency and an established presence in the midscale hotel segment with nearly 500 Sleep Inn properties open and under development across North America. All Sleep Inn hotels include free Wi-Fi, a complimentary Morning Medley breakfast buffet with plenty of hot and cold options, swimming pool and/or fitness center. For more information, visit www.choicehotels.com/Sleep-Inn.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of June 30, 2017, 792 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 32 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

© 2017 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

For further information: Alannah Don, (301) 592-5154, Alannah.Don@choicehotels.com

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/choicehotels/2017-10-16-Sleep-Inn-Brand-Launches-Bold-Campaign-to-Fortify-Midscale-Dominance>