

Comfort Continues Florida Expansion With Miami Hotel Opening

ROCKVILLE, Md., Nov. 19, 2019 /PRNewswire/ -- [Comfort hotels](#), franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), opened its second hotel in two months in a major Florida market with the debut of the [Comfort Inn & Suites Miami International Airport](#). This new hotel follows the October opening of the [Comfort Inn & Suites](#) in Sarasota, as the brand expands in the state and continues its aggressive pace of opening more than one hotel per week nationwide this year.

Situated at 665 Mokena Drive in Miami Springs, the hotel is conveniently located near Miami International Airport and is a short drive from downtown Miami, Miami Beach, PortMiami and the Wynwood Arts and Miami Design districts. In addition to being near many of the city's top leisure attractions, the hotel's central location provides business travelers with easy access to several Fortune 500 corporate headquarters, including Lennar Corporation, World Fuel Services and AutoNation, as well as the regional headquarters of American Airlines, Cisco Systems and Royal Caribbean Cruises.

The newly constructed, eight-story, 120-room Comfort Inn & Suites Miami International Airport is the latest to open as part of the brand's multiyear transformation, featuring updated rooms and public spaces, as well as the new Comfort logo. More than 25 additional Comfort hotels are expected to open before the end of this year, and the brand has nearly 280 properties in its pipeline, 83 percent of which are new construction.

"We're focused on bringing the Comfort brand to sought-after cities across the country — like Miami, which is experiencing record tourism growth with more than 23 million travelers last year," said Megan Brumagim, vice president, brand management, design and compliance, Choice Hotels. "The Comfort Inn & Suites Miami International Airport is a fitting addition to the area, offering a prime location and the amenities guests want for a refreshing stay."

The Comfort Inn & Suites Miami International Airport features amenities guests need to be at their best:

- Updated guestrooms with premium pillows, bedding and bath features.
- Business center, meeting space and open lobby with room to work and socialize, including free Wi-Fi.
- Outdoor pool and sun deck with seasonal pool-side bar.
- 24-hour fitness center.
- Complimentary hearty and healthy breakfast, featuring the brand's signature waffles, eggs, breakfast meats, pastries, yogurt, and fresh coffees and teas.
- 100% smoke-free facilities.
- Complimentary shuttle transportation to Miami International Airport and PortMiami.

"Miami is a major global destination known for its great weather, beaches, diverse culture and business opportunity. This hotel's ideal location offers guests convenient access to everything that makes this part of the country so special — and right from the moment they arrive at the airport," said Brian Quinn, head of development, new construction brands, Choice Hotels. "We look forward to working with our owners to bring more Comfort hotels to locations with a mix of business and leisure attractions nearby and finishing the year strong by adding properties in major markets like Dallas; Nashville, Tennessee; Pittsburgh; San Antonio; and San Diego."

The Comfort Inn & Suites Miami International Airport was developed by Travelers Hotel Group, which has more than 40 years of experience in the Miami market, including three other hotels near the airport.

For more information on Comfort hotels development opportunities, visit www.choicehotelsdevelopment.com/comfort/.

About Comfort®

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for nearly 40 years. With over 2,100 hotels open worldwide, Comfort Inn®, Comfort Inn & Suites®, and Comfort Suites® properties are ready to welcome business and leisure travelers everywhere they need to be. The Comfort brand family is nearing the final stages of a multiyear transformation initiative that has resulted in updated guest rooms, refreshed public spaces, and a new, modern logo—signaling to guests on the outside of the hotel that something's new on the inside. As the largest 100% smoke-free hotel brand in North America, Comfort hotels offer complimentary amenities that include a hot, hearty, and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool at most locations. For more information, visit www.choicehotels.com/comfort-hotels.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. With more than 7,000 hotels, representing nearly 575,000 rooms, in over 40 countries and territories as of September 30, 2019, the Choice® family of hotel brands provides business and leisure travelers with a range of high-quality lodging options from limited-service to full-service hotels in the upscale, midscale, extended stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated developments and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability, cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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<https://stage.mediaroom.com/choicehotels/2019-11-19-Comfort-Continues-Florida-Expansion-With-Miami-Hotel-Opening>