

Choice Hotels International to Celebrate National Waffle Day

Comfort Hotels, the Company's Flagship Brand, to Provide Free Waffles and More at First-Ever Pop-Up Experience

NORTH BETHESDA, Md., Aug. 12, 2025 /PRNewswire/ -- Comfort, the flagship hotel brand of [Choice Hotels International, Inc.](#) (NYSE: CHH), is honoring the waffle in advance of National Waffle Day with a free, one-day pop-up "Waffle Lounge" in New York City on Thursday, August 21. During the event, Comfort is inviting guests to indulge in the warmth, nostalgia, and joy that waffles have brought to generations of travelers.

The Waffle Lounge celebration comes at a time when Americans are craving familiarity in food more than ever. In a recent national survey, *70% of consumers said they prefer nostalgic, feel-good meals over gourmet options*, underscoring the emotional and sensory power of foods that remind us of home*.

Waffles have long been synonymous with Comfort, which began offering them as part of its free breakfast in the early 1990s. Today, with over 30 million waffles made at its hotels annually, making and eating waffles at Comfort hotels has become a beloved ritual for guests of all ages. From families on vacation to business travelers starting their day, the golden, fluffy waffle has become more than food — it's now a moment of bliss, a taste of home, and a reason to smile.

"Waffles are a recognizable and meaningful part of the Comfort brand experience," said Jenny Aboudou, Head of Upper Midscale Brands at Choice Hotels International. "At Comfort, waffles are an iconic part of our free hot breakfast that guests know and love. They reflect our commitment to delivering a warm, welcoming stay for every guest. Hosting a community event in New York City is a great way to highlight how this simple offering continues to resonate with travelers."

On Thursday, August 21, Comfort will host the Waffle Lounge, a cozy, deliciously unexpected, one-day pop-up in New York City's Union Square neighborhood designed for guests to take a breather, reset their senses, and experience what Comfort is all about. From the aroma of golden waffles to soft textures, warm lighting, and calming soundscapes, the multi-sensory experience will help guests pause, breathe, and indulge — all while enjoying free waffles with a range of toppings and curiously delicious, iced latte pairings for the ultimate treat.

The Waffle Lounge will be located at 31 East 17th Street, and it's free and open to the public from 12:00 to 7:00 p.m.

Here's a taste of what visitors to the Waffle Lounge will be able to experience for free:

- Visit the Waffle Food Truck for warm, fluffy and free waffles with an array of toppings
- Grab a specialty drink at the latte bar for the ultimate waffle and beverage pairings
- Stop by the nail bar for trendy nail art designs
- Relax, unwind and lay back in a massage chair
- Take home limited-edition waffle-inspired swag
- Capture the moment at our Waffle Day photo ops
- Enter for a chance to win a one-night stay at a participating Comfort or other select Choice hotels

Guests who stay at Comfort hotels earn points through Choice Privileges, the award-winning rewards program from Choice Hotels. To allow travelers the chance to experience Comfort beyond this pop-up, the brand is offering consumers the ability to celebrate National Waffle Day nationwide. Beginning August 21, 10 lucky winners will have the chance to win a one-night stay at a participating Comfort or other select Choice hotels. To enter, people can head to Choice Hotels' [Instagram](#), tag a friend on the pinned Waffle Day post and sign up for Choice Privileges. **

The activation celebrates over 40 years of Comfort as a trusted travel companion, with more than 2,100 Comfort locations worldwide. Known for modern essentials like free Wi-Fi, hot breakfasts, fitness centers, and dependable service, Comfort continues to be the go-to hotel for travelers looking for reliability, value, and ultimately, a comfortable stay.

** SOURCE: FlavorSum 2025 Food & Beverage Trends Part 2, 2024*

**** NO PURCHASE NECESSARY.** A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES (+D.C.) WHO ARE 18+/ABOVE AGE OF MAJORITY (WHICHEVER GREATER). VOID WHERE PROHIBITED. Subject to Official Rules and all applicable federal, state, and local laws. One entry per person. 10 prizes will be awarded; the odds of winning depend upon on number of eligible entries received. TOTAL ARV: \$2,060. Sponsor: Choice Hotels International Services, Corp., 915 Meeting Street, Suite 600, North Bethesda, MD 20852.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with nearly 7,500 hotels, representing over 640,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

Comfort®: A Better Us. For the Best You.

The Comfort brand has been trusted by travelers and hotel owners for over 40 years. With more than 2,100 hotels open worldwide, Comfort Inn®, Comfort Inn & Suites®, and Comfort Suites® properties are ready to welcome business and leisure travelers everywhere they are going. The Comfort brand family recently completed a multiyear transformation with updated guest rooms, refreshed public spaces, and a new, modern logo signaling to guests outside the hotel that something's new on the inside. The largest 100% smoke-free hotel brand in North America, Comfort hotels offer spacious rooms, complimentary amenities including a hot, hearty, and healthy breakfast, free Wi-Fi, a business center, and a fitness center and/or swimming pool. For more information, visit www.choicehotels.com/comfort-hotels.

SOURCE Choice Hotels International, Inc.

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