

Choice Hotels International Survey Reveals Waffles Are the Heart of Vacations and the Nation's Biggest Breakfast Debate

From childhood road trips to cozy hotel mornings, Comfort Hotels finds waffles aren't just breakfast – they're pure travel nostalgia. But when it comes to the perfect waffle, vacationers are charmingly divided.

NORTH BETHESDA, Md., Aug. 21, 2025 /PRNewswire/ -- In celebration of National Waffle Day, Choice Hotels International (NYSE: CHH), one of the world's largest and most successful lodging franchisors, and its flagship hotel brand, Comfort Hotels, is spotlighting America's love for waffles and the breakfast moments that make vacations unforgettable. A new nationwide survey commissioned by Choice Hotels* reveals that waffles are far more than a morning meal – they're a cherished symbol of travel, connection, joy and the Comfort brand.

Waffles as the Heart of the Vacation Morning

Nearly three in four travelers in the U.S. (74%) say a relaxing breakfast is essential to a great vacation, and 66% rank breakfast among their favorite family travel memories. While only 18% typically sit down for breakfast on a weekday, that number soars to 63% when on vacation – proof that waffles aren't just food, they're a vacation breakfast staple.

But this affection runs deeper than just enjoyment. More than three in four respondents (78%) say sharing food is their favorite way to connect with others and 57% associate waffles with cozy, relaxing mornings.

For decades, Comfort Hotels has been part of these moments with more than 30 million waffles made at its properties annually, each one contributing to a guest's cherished vacation memory. Travelers of all generations know and love the free, hot breakfast, inclusive of waffles and more, they receive while staying at Comfort properties.

The Great Waffle Debate: Crispy vs. Fluffy and Full-Size vs. Mini

America's love for waffles is undeniable but when it comes to the perfect bite, the nation is split. 41% percent of respondents say crispiness is a make-or-break factor when it comes to the perfect waffle, while the rest prefer a softer, fluffier bite.

For toppings, tradition reigns supreme with 74% remaining loyal to the classic pairing of butter and syrup.

Mini-sized products are trending across brands and industries, but waffles represent one area where Americans aren't willing to compromise contentment for cuteness as 67% prefer full-size waffles.

"Waffles aren't just something we serve, they're a symbol of Comfort, connection and the joy of travel," said Noha Abdalla, Chief Marketing Officer, Choice Hotels International. "We know breakfast, especially waffles, is part of the emotional foundation of a hotel stay. Whether you're Team Crispy or Team Fluffy, we're proud to deliver the perfect start to the day for all our guests – one waffle at a time."

Celebrate National Waffle Day (Aug. 24) with Comfort

To share the joy of waffles nationwide, Comfort Hotels is inviting guests and fans to join in the festivities:

- **Nationwide Sweepstakes** – Guests who stay at Comfort Hotels earn points through Choice Privileges, the award-winning rewards program from Choice Hotels. From Aug. 21 - Aug. 25, Choice Hotels is running a national sweepstakes where 10 lucky winners will receive a one-night stay at a participating Comfort or select Choice Hotel. To enter, visit [Choice Hotels' Instagram](#), tag a friend on the pinned Waffle Day post, and sign up for Choice Privileges.**
- **NYC Waffle Lounge Pop-Up** – On Thursday, August 21, Choice Hotels is hosting a pop-up experience in New York City to celebrate National Waffle Day. Open from 12–7 p.m. at 31 East 17th Street, guests can enjoy free waffles and toppings, iced lattes, nail art, massage chairs, exclusive swag, photo ops, and the chance to win a free night's stay.

The activation celebrates over 40 years of Comfort as a trusted travel companion, with over 2,100 Comfort Hotels worldwide, the brand delivers reliable, feel-good stays rooted in consistency, warmth, and value — from free hot breakfast and Wi-Fi to fitness centers and refreshed, modern rooms. Whether on a road trip, business journey, or family getaway, Comfort ensures every guest feels right at home.

** Survey was conducted by YouGov on behalf of Choice Hotels International. It was administered online to a nationally representative sample of 1,528 U.S. adults aged 18 and older between August 7–8, 2025. The results are weighted to reflect the overall U.S. adult population.*

**** 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 over 7,500 hotels, representing nearly 650,000 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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