



Get Together

The Clarion® brand is ideal for owners seeking to position their property for success. Focused on business travelers and all types of meetings, Clarion provides the services guests want without the high price. Clarion offers a focused model that features limited food and beverage service to reduce operating costs. With the brand's "F&B lite" operational model, you have the flexibility to get the most out of your existing property, while still meeting the needs of full-service customers. Clarion brand programs are designed to serve a wide variety of business and leisure group occasions - from corporate meetings to weddings, reunions, and weekend getaways.



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Brand Highlights

- **333** Clarion brand properties open or in the pipeline worldwide.
- In 2014, Clarion brand properties received 49% of gross room revenue through Choice Hotels® Central Reservations and marketing channels.*
- Innovative food and beverage solutions & support resources.
- In 2014, the total system-wide revenue generated from Choice Hotels marketing and reservations channels was more than \$3.5 billion.**
- Participation in the Choice Privileges® guest loyalty program, one of the fastest-growing rewards programs in the hotel industry, with more than 22 million members.
- The Choice Hotels Global Sales team works with more than 640 corporate accounts and is committed to increasing the number of room nights from the critical business travel market.
- In 2014, over \$200 million was spent system-wide by Choice Hotels International® on programs and promotions designed to increase brand awareness and drive hotel reservations.***
- Access to the Choice Hotels proprietary web-based property management system, choiceADVANTAGE®, that provides effective rate and inventory management designed to drive higher yield.

Distribution (Q1 2015)	Units	Rooms
U.S. Open:	178	25,049
U.S. Pipeline:	4	515
International Open:	138	18,170
International Pipeline:	13	1,769

Target Competitors

Radisson	Ramada
Wyndham Garden	Four Points
Holiday Inn	

Fees

Initial/Application Fee:	\$40k Min; \$300/Room
Royalty Fee:	4.25% of Gross Room Revenue
System/Marketing Fee:	3.25% of Gross Room Revenue

Signature Elements

The Clarion brand offers a focused service operational model that targets business and leisure travelers. The concept is designed for conversions and is a great fit for hotel owners with full service properties seeking a better option. Our franchisees are supported by localized marketing tools such as eMenu programs and customizable sales collateral templates.

Key Brand Identifiers

- Business center offering 24-hour service
- Meeting and banquet facilities with catering
- Streamlined F&B program offering menu of a.m. and p.m. meals
- Free high-speed Internet
- Free newspaper on weekdays
- Pool and/or fitness center

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*Source: See Clarion Franchise Disclosure Document dated April 1, 2015, Item 19. For the 43 hotels that were included in the performance sample, 29 hotels, or 67.4%, met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY.

**Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2014. See Clarion Franchise Disclosure Document dated April 1, 2015.

***Source: The figure is based on accounting records of the System Fee in 2014 and has been compiled in a manner consistent with generally acceptable accounting principles. See applicable Clarion Franchise Disclosure Document dated April 1, 2015. Unless otherwise noted, all figures and statistic in this document are from the Clarion Franchise Disclosure Document, dated April 1, 2015, or from internal data of Choice Hotels International, Inc.

This advertisement is not an offering. For New York an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Clarion #F-1673. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850 or at development@choicehotels.com.