



Clarion Upper Midscale - Full Service

Nearly 300 hotels open or under development worldwide

Discover in Style.

This is the promise that we make to every guest. It means they can count on us for a uniquely inspiring stay, from the thoughtful design of our hotel to the genuineness of the service.

DESIGN DIRECTION

THOUGHTFULLY CURATED

Clarion hotels are designed with creativity and attention to detail, to reveal a design story to our guests. Each curated hotel design is developed using our **FLAIR design framework**, which is integral to the entire Clarion design process, and results in each hotel leaving a lasting impression on our guests.



From food to art to uniforms.



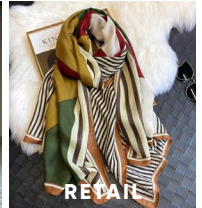
An experience inspired by the destination.



The look, lighting, music...



Original, surprising, value-added elements.



Discovery of local or speciality products.

THE HALLMARKS Defining the Clarion brand in each hotel



HALLMARK #1

CLARION CAFÉ

Offering an enhanced dining experience combined with a social space, the Clarion Café highlights local flavours whilst showcasing the Clarion Style.



HALLMARK #2

FIRST IMPRESSION

A sensational design feature that a guest will see upon their arrival – an Instagrammable talking point.



HALLMARK #3

THE HOTEL SIGNATURE

A unique element the hotel is known for – a cocktail, historic architectural feature, a scent or even a member of staff or pet.

DEVELOPMENT

	Urban	Suburban	Rural
Your destination	✓	✓	✓
Your property	Conversion ✓	New build ✓	

PROPERTY REQUIREMENTS

Rooms

- Number of rooms* Min. 80 keys
- Avg. room size (conversion) Min. 25 sqm (incl. 5 sqm for bathroom*)
- Avg. room size (new build) Min. 27 sqm (incl. 5 sqm for bathroom*)

Amenities

- Fitness center, or partnership with a fitness club Required
- Meeting spaces, or dedicated workspace in public area Required

Food & Beverage

Each physical element of the overall F&B concept** is an Experience Area.

Casual Dining	Bar Area	Retail	Fast Good
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*New build only

**Fully customisable to your property.

THE CLARION GUEST

ENGAGED EXPERIENCE SEEKERS

Guests who take the time to seek out their perfect property, whether it's for business or leisure, immersing them in a unique experience through design, F&B, art or music. The hotel makes their trip, they love great value and the sense of connection coming from thoughtful and genuine service.

56% Leisure	44% Business
38% Domestic	62% International

FRANCHISEE FOCUS

YOUR BENEFITS

- **N°1 Franchisor Worldwide:** With \$7,6B in reservations, 54M+ Choice Privileges loyalty programme members and 7,500+ hotels worldwide
- **Customisation:** The design direction provides each hotel the freedom to showcase expressive touches to deliver guests a sense of style, discovery and authenticity
- **Performance Enabling Hallmarks:** Well defined hallmarks designed to drive revenue and maximise efficiencies for your hotel

DISCOVER

CLARION PROPERTIES



Clarion Hotel Stockholm, SE



Clarion Hotel Congress Prague, CZ



Clarion Hotel Newcastle South, UK



Clarion Hotel Golden Horn, TU

LET'S GET DOWN TO BUSINESS. Choice Hotels EMEA is a hotel performance enabling partner, exclusively for franchisees, offering them the opportunity to customise our services for their individual needs. To find out more visit joinchoicehotels.com



CLARION™

Find your local development contact: development.europe@choicehotels.com



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