



Comfort **Midscale - Select Service**

2,350+ hotels open or under development worldwide

Your Hub, on the Go.

Our promise to guests is that we will provide a warm, vibrant and friendly place to stay that's great value and well-located. We're here to make it easy for them to make the most of their time with us.

Dining, work and relaxation all revolve around the central Comfort Hub.

Design Direction The Energy of Colour

Our vibrant design brings personality to our hotels, producing inspiring and energising casual spaces for socialising, relaxing, sleeping and working. It's an approach that offers colour-led concepts whether the focus is to make a bold, subtle or dynamic statement.



Bold
High contrast colours balanced with neutrals, timber is used to bring organics to the mood.



Subtle
Combining two or three colours with a neutral palette will create a subtle and calming look.



Dynamic
The two most basic triadic palettes are the primary colours : red, blue and yellow.

The Hallmarks **Defining the Comfort brand in each hotel**



Hallmark #1 The Comfort Hub

Everything revolves around the Comfort Hub, an integrated space where guests can easily access all the core services they need in one buzzy space, which also helps the hotel operate more efficiently while driving revenue.

Hallmark #2 Roaming Comfort Crew Member

Our Comfort Crew members don't hide behind a desk. One of our Crew is always out and about in the Comfort Hub, ready to greet guests, answer queries and be the first, visible point of contact. Roaming Comfort Crew members can provide a swift and easy check-in via iPad/tablet.

Hallmark #3 We Love Local

Local inspiration is easy to find at Comfort Hotels:

- Food & beverage, with the region's produce featured on the menu
- Retail items, from gifts to packaged food
- Chalkboard, updated daily by the Comfort Crew with local highlights

Development

	Urban	Suburban	Rural
Your destination	✓	✓	✗
Your property	✓	✓	

Property Requirements

Rooms

- Number of rooms* Min. 30 keys
- Average room size Min. 15sqm (incl. 4sqm for bathroom*)

Amenities

- Fitness Room Optional
- Meeting Spaces Optional

Food & Beverage

The Comfort Hub offers an uncomplicated wholesome and healthy approach including 3 F&B concepts**

All-day Dining	Grab & Go (fast good)	Retail
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*New build only

**Fully customisable to your property.

The Comfort Guest Savvy Spender

Value-driven travellers who love the basics done brilliantly. They prioritise value and location, modern and stylish surroundings, find cleanliness paramount and appreciate friendly, efficient and down-to-earth staff.

60% Leisure	40% Business
43% Domestic	57% International

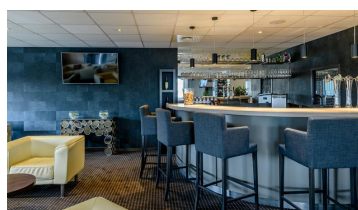
Franchisee Focus Your Benefits

- **N°1 Franchisor Worldwide:** With \$7.6B in reservations, 54M+ Choice Privileges loyalty programme members and 7,500+ hotels worldwide
- **Customisation:** Choose the design style based on your property/asset type
- **Performance Enabling Hallmarks:** Well defined hallmarks designed to drive revenue and maximise efficiencies for your hotel

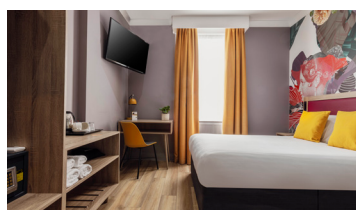
Discover Comfort Properties



Comfort Vesterbro, DK



Comfort Bordeaux Bègles Arena, FR



Comfort Inn Victoria, GB



Comfort Prague City East, CZ

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