



Satisfaction. Spacious. Performance.



### Comfort Suites - Our Premier, Limited-Service, All-Suite Chain

Established in 1986 as an extension of the highly regarded Comfort Inn® brand, Comfort Suites® is one of the leading performers in lodging today, positioned to capture the midscale limited service suite segment. The brand features oversized, comfortable rooms at mid-priced rates, with partially divided sleeping and seating areas.

*Lodging Hospitality* magazine recognized Comfort Suites as one of the fastest-growing chains in 2002 at 16.2 percent based on new U.S. room additions between 6/30/01 and 6/30/02.

**System Distribution** - 454 properties open or under development worldwide as of October 8, 2003.



Comfort Suites



BY CHOICE HOTELS

## **A Great Value – Low Cost and Competitive RevPAR Provide a Compelling ROI**

**Competitive RevPAR Performance** – Outperforms its competitive set by delivering superior rate performance with an economical development cost.

**Reservation Contribution** – In 2002, Choice’s reservation system generated over 29 percent of Comfort Suites’ net room revenue.

Source: Comfort – April 1, 2003 UFDC.

### **Value-Engineered Design**

A new prototype design was introduced in May 2003

- Cost-efficient physical structure with 87 percent of square footage being revenue-producing.
- Value-engineered architectural detailing with simplified interior design.
- Hard Construction Cost – approximately \$40,000 per key
- FF&E/Interiors Cost – approximately \$7,000 per key
- TOTAL cost – approximately \$47,000\* per key

\*Total cost exclusions include land, site work, contractor overhead/profit, design & development fees, operational supplies & equipment. Assumes 522 sf Key Program Area, or \$88-90 per sf. Based on a three story, 87-room prototype.

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### **High Levels of Guest Satisfaction**

- Over three-quarters of all guests surveyed rate Comfort Suites 8 to 10 (on scale of 1-10) for guest satisfaction.
- High consumer value perception ratings – Over two-thirds of guests surveyed say they receive good value for their money. Comfort Suites scored higher than Fairfield Inn & Suites and Holiday Inn & Suites.

Source: NFO Tracking Study, 2002.

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### **Low Entry Costs & Ongoing Fees**

**Initial Fee** – \$300 per room, \$50,000 minimum

**Royalty Fee** – A monthly assessment of 5.25 percent of gross room revenues

**Marketing Fee** – A monthly assessment of 2.1 percent of gross room revenues

**Reservations Fee** – A monthly assessment of 1.75 percent of gross room revenues

**Other Fees** – Please refer to Comfort Suites Uniform Franchise Offering Circular

**Term:** The term of the agreement is 20 years with mutual termination dates at years 5, 10 and 15 of the opening date.

Please contact the franchise sales director in your area who can assist you with exploring a franchise opportunity with Comfort Suites.

To find the sales director in your area: **800.547.0007**  
**choicehotelsfranchise.com**  
**franchise\_sales@choicehotels.com**

#### **Additional State Law Requirements**

##### **For New York**

This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

**For Minnesota**  
Comfort #F-3577

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