

## **Choice Hotels | Comfort Inn - Hotel Photography Program**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CI/PhotoProgram/index.asp?v=cb>

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- Brand Programs
- Deadlines Overview Getting Started Qualified Vendor Intake Form Vendors FAQ

### **Program Overview**

FIRST IMPRESSIONS REALLY DO MATTER! For travelers seeking a place to stay, a hotel's first impression is its photography. Research illustrates that after rate, photography is the most significant factor in a traveler's decision to book a hotel. Updated photographs allow you the opportunity to show off what makes your hotel unique from your competitors, in addition to appealing to potential guests who are likely evaluating a lot of options online. Up to date photography is not only a brand standard, but you are potentially leaving money on the table when photos don't accurately show off your hotel. Comfort Inn hotels that have updated photography have seen approximately 4% conversion increase, resulting in approximately \$17k in booked revenue annually per property. Conversely, hotels with outdated photography have seen approximately 6% conversion decrease, resulting in a loss of \$25k in booked revenue annually per property\*. *\*Digital Analytics, January 2023 Get Started by Completing the Qualified Vendor Intake Form Photography Guidelines (30 Pages PDF)*

### **Photography Brand Standard**

Up to date photography must be purchased through a Qualified Vendor which accurately represents the hotel, offerings, amenities, design, and signage will be required at the following lifecycle events:

- Opening/Entering the Choice system
- Relicensing
- Repositioning
- Property/Product Improvement Plan (PIP) event
- Renovation
- Major brand program update
- Every 5 years

### **Compliance, Rules, and Regulations**

**As of July 1, 2024** – Property photography will be evaluated annually during the Quality Assurance Review process.

## **Photography Vendors**

Franchisees are required to purchase professional Hotel Photography and Virtual Tours if applicable from a Qualified Vendor. Franchisees are responsible for scheduling their photo shoot directly with the chosen vendor. The Franchisee will receive and own professional photography, subject to Choice's trademark rights and other intellectual property rights. For compliance and program related questions, please email brandprograms@choicehotels.com. Top

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## **Choice Hotels | Comfort Suites - Rules & Regulations**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=8800>

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## **Rules of Operation**

### **410.5 Guest Facilities**

#### **410.51 Vending Areas**

1. *Design Characteristics*
2. Minimum area is 90 SF.
3. Required on every floor, unless prohibited by existing conditions.
4. On the first floor, provide an ice machine, a soft drink machine and a food/snack vending machine. Soft drink and food vending machines are not required if a marketplace is provided.
5. On the upper floors, provide an ice machine and a soft drink machine at a minimum. Guests must be able to get ice without leaving their floor.
6. Position/screen machines, so they are not directly visible by guests from the corridor.
7. Access to the space must be through a cased opening, unless a door is required by code. If door is required, provide full glass door or with glass insert.
8. Ice machine to feature a closed bin and a dispenser chute.
9. Smooth finish drywall ceiling height is a minimum of 8' 0".
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted ceiling mounted light fixtures, unobstructed by equipment.
13. STC Rating
14. Minimum rating of 34 at adjacent interior spaces

15. Minimum rating of 54 at corridor See 440.00 Sound Transmission Coefficient (STC) for additional information.
  16. *Systems*
  17. HVAC
  18. Design as part of the central system; PTAC unit is not permitted.
  19. Provide continuous exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  20. Electrical
  21. Provide power outlet per equipment requirements.
  22. Plumbing
  23. Locate a floor drain to prevent ponding water. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Interior Design, 510.51 Vending Areas for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Business Center

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/businesscenter/index.asp?PageID=Print&v=cb>

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- Brand Programs
- Deadlines Program Introduction Remote Printing Program FAQ

## Remote Printing

To ensure that the Business Center is connecting to the needs of the business traveler, the brand has added a requirement for remote printing. This is a feature integrated into the existing Uniguest business center. Remote printing allows the guest to securely print from their computer, tablet or mobile device to your business center printer. Guests can rely on remote printing every day to print documents for meetings, boarding passes and other types of files. Secure, remote printing also reduces waste. Only the documents that are released by guests get printed. Guests will upload documents from their computer, mobile device or tablet to the hotel's printing portal and then receive a release code via email. Guests will then go to your business center printer, enter the code on a keypad or utilize the QR code to print their document securely and at their convenience.

## HOW GET STARTED!

The installation of the remote printing feature is easy to implement at your property! Our business center partner, Uniguest will easily handle all the details to get you started!

## **REQUIRED COLLATERAL!**

Upon installation of the remote printing feature at your property, two (2) new pieces of collateral are required. Both collateral pieces are available in SmartMarketing, instructing guests on how to print. Once logged into SmartMarketing, roll your cursor over "Category." Then, roll your cursor over the sub navigation Tab titled "In Hotel Materials." "Remote Printing Program Materials" will be an option in that section. Then select the "Remote Printing Program Materials,.select the appropriate remote printing instructions that apply to your hotels remote printing capability. Each piece will need to be customized with your property code:

1. Business Center Instructions – One (1) 8 ½" x 11" piece for placement at your business center. The directions must be framed at minimum in a Lucite frame and located in close proximity to your business center printer.
2. Guest Suite Instructions – One (1) 4" x 6" piece for placement in each guest suite. The directions must be framed at minimum in a Lucite frame and placed on the desk. Lucite frames that meet standards can be purchased locally or from the following Qualified Vendor: American Hotel Register ([Links to AHR Website](#))

*Frame for guest suite desk:*

4" x 6" – Item # 1055706

*Frame for Business Center:*

8 ½" x 11 – Item # 2552810902

## **GET STARTED TODAY!**

([Links to Uniguest Website](#)) Questions? Please email [BrandPrograms@choicehotels.com](mailto:BrandPrograms@choicehotels.com).  
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[\*\*Choice Hotels | Comfort Suites - Rules & Regulations\*\*](#)

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=1600>

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## **Rules of Operation**

### **110.0 Guest Facilities**

#### **110.6 Guest Laundry**

The duration of a guest's stay at the Comfort Suites varies depending on travel plans. A guest laundry facility is required (applicable to properties whose contracts are executed on or after 1/1/2006). The guest laundry must meet the design specifications outlined in R&R Architecture & Engineering, 410.50 Guest Laundry and R&R Interior Design, 510.50 Guest Laundry. All guest laundries must also meet the following standards:

1. The minimum equipment must be:
  2. One (1) top quality commercial washer
  3. One (1) top quality commercial coin operated dryer
  4. A wall mounted, coin operated dispenser of laundry detergent and fabric softener.  
As an alternative to providing a coin operated dispenser, properties may sell the laundry detergent and fabric softener at the front desk or in the gift shop (where applicable). Top
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#### **Comfort Reimaging Hub | Choice Hotels International**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/uniforms/index.asp?PageID=Nametags&v=cb#Uniforms>

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[Home](#) » [Inside your Hotel](#) » [Uniforms](#)

#### **NEW Comfort Brand Uniform Collection**

It is with great excitement that we present this refreshed uniform collection. This new collection of approved garments represents the essential balance between modern, contemporary style and timeless classics, while seamlessly incorporating the new visual identity. It was priority to identify garments that would enable team members to perform their jobs effectively, comfortably, and instill a sense of brand pride. Just as important was ensuring the collection was cost effective for franchisees to purchase and outfit their employees for success. We hope that this new uniform collection will make you and your team members proud of the role you play as Comfort brand ambassadors.

##### **Approved Uniform Collection & Style Guide**

[View the Approved Uniform Collection Download Uniform Collection \(32 Pages PDF\)](#)

##### **Sizing Guide**

[View the Approved Uniform Collection Download Uniform Sizing Guide \(21 Pages PDF\)](#)

## **Approved Qualified Vendors**

- Uniform Garment Qualified Vendors:
- Winter People
- Western Hotel Supply
- Sable Hotel Supply
- Uniform Nametag Qualified Vendors:
- Imprint Plus

## **Implementation Deadline**

- Order By Deadline: 1/01/2021\*
  - Final Deadline: 07/1/2021\* *\*The originally established deadlines were extended on March 13, 2020*
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## **Choice Hotels | Comfort Suites - Rules & Regulations**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=8800>

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## **Architecture & Engineering**

### **410.5 Guest Facilities**

#### **410.51 Vending Areas**

1. *Design Characteristics*
2. Minimum area is 90 SF.
3. Required on every floor, unless prohibited by existing conditions.
4. On the first floor, provide an ice machine, a soft drink machine and a food/snack vending machine. Soft drink and food vending machines are not required if a marketplace is provided.
5. On the upper floors, provide an ice machine and a soft drink machine at a minimum. Guests must be able to get ice without leaving their floor.
6. Position/screen machines, so they are not directly visible by guests from the corridor.
7. Access to the space must be through a cased opening, unless a door is required by code. If door is required, provide full glass door or with glass insert.
8. Ice machine to feature a closed bin and a dispenser chute.
9. Smooth finish drywall ceiling height is a minimum of 8' 0".
10. *Atmosphere*
11. Lighting

12. Recessed or surface mounted ceiling mounted light fixtures, unobstructed by equipment.
  13. STC Rating
  14. Minimum rating of 34 at adjacent interior spaces
  15. Minimum rating of 54 at corridor See 440.00 Sound Transmission Coefficient (STC) for additional information.
  16. *Systems*
  17. HVAC
  18. Design as part of the central system; PTAC unit is not permitted.
  19. Provide continuous exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  20. Electrical
  21. Provide power outlet per equipment requirements.
  22. Plumbing
  23. Locate a floor drain to prevent ponding water. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Interior Design, 510.51 Vending Areas for interior design specifications. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=12600>

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## **Interior Design**

### **510.1 Interior Design Submission**

#### **510.12 Registration Area**

1. Materials
2. Floor
3. Pre approved porcelain tile or luxury vinyl tile.
4. Carpet or mat at employee side of registration desk.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. The Welcome Wall, is a signature component of the design initiative for the Comfort Family of brands. Links for guidelines, specifications, and ordering information can be found on the Comfort Suites Brand page under the Reimaging Hub Inside Your

Hotel section. One of four options is required. All removable objects must be removed from the Welcome Wall wall.

9. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
  10. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
  11. Approved decorative wall covering or approved painted wall with approved branded signage.
  12. Approved stone wall with branded logo signage. If a door is located on back wall, it is to blend with wall color.
  13. Counter Tops
  14. Granite or quartz counter at upper and accessible tops for guest use and at employee counter if exposed to guest view from the lobby.
  15. Minimum of plastic laminate lower top at employees' side of desk if concealed from guest view.
  16. Millwork
  17. Front desk façade to be stained wood veneer to match lobby finishes.
  18. Plastic laminate base cabinets, storage shelves, printer base cabinets, and a lockable cash drawer.
  19. Ceiling
  20. Smooth painted drywall ceiling.
  21. Atmosphere
  22. Lighting
  23. Decorative lighting per pre approved FF&E package.
  24. Graphics
  25. Franchisee Statement as specified in R&Rs Rules of Operation, 100.1 A.1 is to be posted within guest view.
  26. Comfort Suites the brand approved logo is required behind registration desk. See the Reimaging Hub Inside Your hotel on the Comfort Suites brand page. See R&Rs Architecture & Engineering, 410.12 Registration Desk Area for architectural specifications. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=190.0&SectionID=5250>

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## Rules of Operation

### 190.0 Safety, Security & Risk Control

#### 190.3 Insurance Coverage

1. *Required Coverage* Each property is required to adhere to ALL of the following insurance related limits during construction, renovation and during the term. Please refer to the Franchise Agreement for required coverage terms, conditions and exclusions.
  2. Commercial General Liability
  3. Five (5) stories or less:
    4. \$5,000,000 Per Occurrence
    5. \$5,000,000 General Annual Aggregate
    6. \$5,000,000 Products/Completed Operations Aggregate
    7. \$5,000,000 Personal and Advertising Injury
  8. Six (6) stories or more:
    9. \$10,000,000 Per Occurrence
    10. \$10,000,000 General Annual Aggregate
    11. \$10,000,000 Products/Completed Operations Aggregate
    12. \$10,000,000 Personal and Advertising Injury The Commercial General Liability Policy shall be further endorsed to:
  13. To the fullest extent permitted by law, provide additional insured coverage to *Choice Hotels International, Inc.*, its affiliates, subsidiaries and it and their respective employees, agents, officers and directors
  14. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
  15. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
  16. Any Annual Aggregate shall apply on a per project/location basis
  17. Worker's Compensation and Employers Liability
  18. Workers Compensation insurance complying with the statutory requirements of the jurisdiction in which the property is located
  19. Employers Liability insurance with limits of \$1,000,000 bodily injury by accident (each accident); \$1,000,000 bodily injury by disease (policy limit); and \$1,000,000 bodily injury by disease (each employee) The Worker's Compensation and Employers Liability Policy shall be further endorsed to:
  20. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
  21. All sole proprietors, partners, officers, executives, and members shall not be excluded from coverage. Any person that elects to exclude themselves from coverage shall not be allowed on site.

22. Automobile Liability
23. For all Owned, Hired and Non Owned vehicles
24. Five (5) stories or less: Combined Single Limit: \$5,000,000
25. Six (6) stories or more: Combined Single Limit: \$10,000,000 The Commercial Automobile policy shall be further endorsed to:
26. Include *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insured on a primary and non contributing basis.
27. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
28. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
29. Liquor Liability (If Applicable)
30. On Property with restaurants (whether owned or leased), bars, stores or any other operations which encompass the selling of alcoholic beverages on site require evidence of liquor liability from owner or lessee naming *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insureds on a primary and non contributing basis. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors must be included. The minimum limit required is \$5,000,000 each occurrence.
31. If a liquor license is required for alcohol available through a manager's reception (alcohol available but not sold), then liquor liability coverage will be required.
32. Umbrella Liability – Limit determined based on amount needed to meet the limit requirements stated within the General Liability, Auto Liability, Employers Liability and Liquor Liability
33. All Risk Property coverage insuring the Hotel and its contents for its full replacement cost.
34. (If applicable) Builder's Risk covering the property that is the subject of the work, including material incorporated or to be incorporated into the work, while such materials are located at the Project site, in transit to the jobsite, or in temporary storage awaiting delivery to the jobsite.
35. Cyber/Data Breach Response Insurance
36. All properties in the Choice system must have stand alone cyber/data breach response insurance in place with the following minimum limits:
  37. Data & Network Liability Coverage: \$1,000,000
  38. Regulatory & Defense Penalty Coverage: \$1,000,000
  39. Payment Card Liability & Costs Coverage: \$1,000,000
  40. Media Liability Coverage: \$1,000,000
  41. Legal & Forensic Expense: \$1,000,000

42. Breach Notification/Response: 50,000 individuals (including legal services, computer forensics, notification services, credit monitoring, call center support, public relations support and crisis management. Franchisees who fail to demonstrate coverage that meets, or exceeds, this requirement will have coverage automatically placed on their behalf. Annual Premiums range from 5053,098 depending on the deductible and includes an administrative fee.
  43. *Procurement of Insurance* It is understood that *Choice Hotels International* does not in any way represent that the insurance or the limits of insurance specified herein are sufficient or adequate to protect the Franchisee's interests or liabilities. Acceptance by Choice of an improper certificate of insurance shall not constitute a waiver, release or modification of any of the insurance coverage and endorsements required under this Agreement.
  44. *Certificate Of Insurance Requirements* Each property is required to provide Choice Hotels International with a current Certificate of Insurance on the Acord form. The insurance policies must contain all required elements noted above and within the Franchise Agreement, listing the following below:
  45. Certificate Holder is to be named as: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* \_ \_430 E. Douglas Avenue, Suites 400 Wichita, KS 67202
  46. Location and property code of property. ***CERTIFICATES RECEIVED WITHOUT REFERENCING THE PROPERTY CODE AND HOTEL PROPERTY ADDRESS WILL NOT BE ACCEPTED.***
  47. Certificate of Insurance is to be mailed faxed or emailed (not all) accordingly: *Choice Hotels International, Inc.\_c/o IMA Certificate Compliance* 430 E. Douglas Avenue, Suite 400 Wichita, KS 67202 Phone Number: (303) 615 7690 \_ Email: [choicehotels@imacorp.com](mailto:choicehotels@imacorp.com) or [certificates@choicehotels.com](mailto:certificates@choicehotels.com) Top
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## Choice Hotels | Comfort Suites - Bath Program

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bathprogram/index.asp?v=cb>

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- Brand Programs
- Deadlines Program Overview Shower Curtains Terry Program Amenities Program

### Program Overview

The Comfort Bath Program includes three Program Touchpoints, all designed to enhance the quality and consistency of the guest experience and help guests feel " *Refreshed and Ready to Take On the Day* "!

### Program Touchpoints

The Comfort Bath program includes the following three elements:

- Shower Curtains
- Terry
- Amenities

## Program Timeline & Product Details

The Comfort Bath Program contains three program elements which are detailed below. All items in the Comfort Bath program must be purchased from the approved Qualified Vendors. **Shower Curtains** Program details, including timelines, ordering steps, product features, installation, and care/use procedures are provided in the Shower Curtains Tab. **Terry** The terry is white, features an attractive matching dobby design trim (except washcloths), and is made from the durable Enduraweave 50/50 cotton/poly blend. During testing, the Enduraweave performed very well in the laundering process-and guests loved it! The new bath towels and washcloths are larger than before, and a new premium bathmat completes a terry package that provides guests a superior bath experience. Program details, including timelines, ordering steps, product features, installation, and care/use procedures are provided in the Terry Program Tab. **Bath Amenities** The amenities from RAIO include 2 bars of Soap, Shampoo, Conditioner, Lotion and an optional makeup remover! The RAIO Amenities package provides your guests with a better overall bath experience that leaves them "Refreshed and Ready to Take On the Day! Program details including ordering details are provided in the Amenities Program Tab. All inquiries and questions should be directed to BrandPrograms@choicehotels.com. Top

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## Comfort Reimaging Hub | Choice Hotels International

**URL:** <https://apps.choicecentral.com/choicebuys/brandstandards/comfort-reimaging-hub/inside-your-hotel/reimaging-elements.asp>

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[Home](#) » [Inside your Hotel](#) » [Reimaging Elements](#)

## NEW Reimaging Elements

You've invested in the refresh of your hotel throughout Move to Modern and Reimaging initiatives. The final component of Reimaging is the implementation of the **Welcome Wall, Breakfast Artwork, Fitness Artwork, and Interior Mats**. The Welcome Wall, Breakfast Artwork, Fitness Artwork, and Interior Mats are signature components of the Comfort brand. As such, they bring the new logo and visual identity to the forefront, serving as a common thread and highly visible point of consistency across all Comfort properties.

### [Welcome Wall Guide](#)

[View Welcome Wall Guide](#) [Download The Welcome Wall Guide \(5 Pages PDF\)](#)

## **Order Guide**

View the Order Guide Download The Order Guide (19 Pages PDF)

## **Installation Guide**

View the Welcome Wall Installation Guide Download The Installation Guide (4 Pages PDF)

## **Approved Qualified Vendors**

- Welcome Wall:
- Artline Group
- Interior Mat:
- American Hotel Register
- HD Supply
- Guest Supply
- Breakfast Art:
- Artline Group
- Fitness Art:
- Artline Group

## **Implementation Deadline**

- **Order by Date** for all above items will be **January 1, 2021**.
- **Implementation Deadline** for all above items will be **July 1, 2021**. \*The originally established deadlines were extended on March 13, 2020

## **Requirement Notes**

- If a fitness center is present, the Fitness Art must be displayed
  - Interior Mats are not required to be displayed within the public space areas
  - If any Interior Mats are present in the public space areas, they must be the approved Interior Mats.
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## **Comfort Reimaging Hub | Choice Hotels International**

**URL:** <https://apps.choicecentral.com/choicebuys/brandstandards/CS/uniforms/index.asp>

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[Home](#) » [Inside your Hotel](#) » [Uniforms](#)

## **NEW Comfort Brand Uniform Collection**

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#### **Sizing Guide**

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- Winter People
- Western Hotel Supply
- Sable Hotel Supply
- Uniform Nametag Qualified Vendors:
- Imprint Plus

#### **Implementation Deadline**

- Order By Deadline: 1/01/2021\*
  - Final Deadline: 07/1/2021\* \*The originally established deadlines were extended on March 13, 2020
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#### **Choice Hotels | Comfort Suites - Compliance**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/compliance/index.asp?PageID=QAR&v=cb>

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Performance Zones Program Quality Assurance Review (QAR) Property Improvement Plan (PIP) Inspections Non Compliance Penalties Rules & Regulations

#### **Quality Assurance Review Process**

We work with EcoSure, a global leader in Quality Assurance (QA) services, to conduct inspections at Comfort Suites® brand hotels to help ensure hotels are in compliance with their contractual obligations and meeting guest expectations.

[Expand All](#) [Collapse All](#)

#### **What is Evaluated During a QAR**

All Comfort Suites brand hotels are evaluated for the following requirements:

- Guest Satisfaction evaluation of hotel's guest satisfaction based on a 12 month rolling average Likelihood to Recommend (LTR) score provided by guests via the Guest Insight System (GIS). The R12 LTR score is converted to a % score to calculate the overall score for example, 8.24 is converted to 82.4%
- Cleanliness evaluation of the hotel's cleanliness of guest rooms and public areas
- Condition evaluation of hotel's condition of the guest rooms and public areas
- Brand Standards evaluation of hotel's compliance levels with brand standards and programs, such as bedding and breakfast **To receive a PASS result during a QAR your hotel must meet the minimum requirements, as well as be compliant with all the Critical Items/Programs.** Hotels receiving a FAIL status may be subject to non compliance penalties and may be at risk of default and termination. No hotel is permitted to refuse a Quality Assurance Review (QAR). In the event a QAR is refused the hotel will automatically fail the inspection and will incur an additional \$2500 in addition to the current non compliance penalty.

### **How to Prepare For a QAR**

To better prepare for your next inspection, please review the following resources:

- 2024 Sample QAR Form – *Revised on 06/12/2024*
- 2025 Sample QAR Form (57 Page PDF) – Effective 1/1/2025
- Change Matrix for the 2025 Quality Assurance Review Form (3 Page PDF) – Effective 1/1/2025
- TrueView Self Assessment form
- TrueView Interactive QA Reporting platform
- Quality Assurance Review (QAR) FAQs (5 Page PDF)
- Utilize tips and resources located on the Room Condition website
- Review feedback provided by your guests daily through the Guest Insight System (GIS) and make improvements at your hotel continuously
- Take advantage of the training modules on ChoiceU
- Waiver Request Form (Choice NOW)

### **What to Expect on the Day of the Inspection**

- All inspections are unannounced and can occur at any time. All hotels should be “inspection ready” at all times.
- An inspection can occur in the morning OR in the afternoon
- The EcoSure Brand Protection Advisor (BPA) will walk the property, visiting up to 4 guest rooms and public areas. Please allow the BPA access to all rooms and areas of the hotel during the walk through
- We encourage you and/or a staff member to join the BPA during the walk through; the EcoSure BPA will provide feedback and point out areas of opportunity for improvement and discuss any trends
- Following the walk through, the EcoSure BPA will review the preliminary results of the inspection with you and/ or a member of your staff

- Final inspection results will be communicated to you via the GM email within 4 business days from the inspection.
  - Once you receive your hotel's final inspection results, please review them carefully and address the deficiencies, if any, noted by the EcoSure BPA
  - If you believe that a mistake was made in the scoring of a brand standard during the QAR, you can submit an appeal request. Please review the Appeals Training Guide (18 Pages PDF) for directions on how to submit an appeal. All appeal requests must be submitted within 30 days from the date of the QAR.
  - Please note that non compliant hotels are subject to non compliance penalties and a follow up re inspection As a reminder, the reversal of room charges for an inspection is a requirement under the brand's Rules and Regulations. Unless you were 100% occupied on the night prior to the inspection, please ensure that the room charge for the EcoSure BPA is reversed. Download the Instructions for Reversing Room Charge (2 Page PDF). If you have questions about the Quality Assurance Program, please email us at qa.program@choicehotels.com. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=15000>

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## Interior Design

### 520.0 Guest Suite

#### 520.00 Guest Suite Types & Furnishing

1. King Room (or one bedded room) Accessible King Room (or one bedded Accessible suite/room)
2. Mattress, boxspring and bed base per *Choice Hotels International* specifications.
3. Mattress, boxspring and bed base
4. Casegoods
5. One (1) Wall mounted headboard with side panels; may be with or without integrated lighting depending on pre approval.
6. Two (2) nightstands
7. Desk
8. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
9. Approved stand alone microfridge cabinet if built in or millwork niche is not provided.

10. One (1) cocktail table with nested ottoman; or one (1) cocktail table is acceptable based on previous package installation .See below for sofa ottoman option.
11. End table at sofa and space availability.
12. Media panel for wall hung television
13. Softgoods
14. A full size sleeper sofa or sectional sofa with full size sleeper is required.
15. Two (2) Cocktail ottomans at sectional if casegood above are not provided
16. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
17. Ergonomic chair at desk
18. Fixtures
19. Two (2) headboard sconces
20. One (1) desk lamp
21. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixture in entry area.
22. Floor lamp and wall sconce at sectional sofa or table lamp on side table if sofa sleeper and lounge chair exist.
23. Ceiling light over living area if floor lamp and wall sconce are omitted.
24. Other wall mounted fixture in lieu of lamps with pre approval.
25. Approved alarm clock with battery backup. See R&Rs 150.2 Guest Room Amenities & Supplies for specified information on the alarm/clock radio.
26. Television with remote control
27. Television cloning unit to program television
28. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Room Amenities & Supplies for details.
29. Approved full length framed mirror at entry
30. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two smaller approved pieces stacked above luggage bench per pre approved package requirements.
31. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
32. Double Queen Room (rooms with 2 beds) Accessible Double Queen Room (accessible rooms with 2 beds)
33. Mattress/Boxspring/Bed Base
34. Mattress, boxspring and bed base per Choice Hotels International specifications.
35. Casegoods
36. Two (2) Wall mounted headboards with (1) center panel; may be with or without integrated lighting depending on PIP evaluation.
37. One (1) nightstand
38. Television chest with two (2) drawers and microfridge combination or media panel used in combination with under desk cubby.

39. Writing desk
40. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
41. One (1) cocktail table with nested ottoman; or one (1) cocktail table based on installation of previously approved package.
42. Microwave and refrigerator must be housed in an approved stand alone microfridge cabinet, built in niche, or millwork cabinet.
43. End table at sofa if space is available.
44. Softgoods/Seating
  - 45. A full sized sleeper sofa or sectional is required.
  - 46. Two (2) sofa ottomans at sofa or sectional or c
  - 47. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
48. Ergonomic chair at desk.
49. Fixtures
  - 50. Two (2) headboard sconces with reading lights.
  - 51. One (1) lamp at desk.
  - 52. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixtures in entry area.
  - 53. Other wall mounted fixtures in lieu of lamps with pre approval.
  - 54. Floor lamp and wall sconce at sectional or table lamp on side table if sofa and lounge chair exists. Ceiling light over living area if floor lamp and wall sconce are omitted.
  - 55. Alarm clock with battery backup. See R&Rs 150.2 Guest Amenities & Supplies for specified information on the alarm/clock radio.
  - 56. Television with remote control with batteries
  - 57. Television cloning unit to program television
  - 58. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Amenities & Supplies for details.
  - 59. Approved full length framed mirror at entry
  - 60. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two (2) pieces stacked above luggage bench per pre approved design package.
  - 61. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). Also see 520.02 Guest Suite/Room Fixtures, Furnishings & Equipment for detailed specifications. See R&Rs Architecture & Engineering, 420.00 Room Mix/Types for architectural specifications. Top

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#### Choice Hotels | Comfort Suites - Bedding Program

URL: <https://apps.choicecentral.com/choicebuys/brandstandards/CS/bedding/index.asp>

- 
- Brand Programs
  - Deadlines Program Overview Getting Started Vendor Information

## Program Overview

**All Comfort® brand hotels are required to implement the brand approved bedding program, inclusive of the following:**

- White Decorative Top Sheet
  - Tucked triple sheet bedding arrangement
  - Eclipse Collection bed sheets and pillowcases
  - Bed sizing standards
  - Bed base construction, mattress, box spring, and mattress pad
  - Choice tagged pillows, blankets, and bed skirt/wrap Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=510.1&SectionID=12340>

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## Interior Design

### 510.1 Interior Design Submission

### 510.0 Interior Design Submission

All not – yet – open new build hotels must follow the design guidelines detailed in the Guideline Prototype Drawings & Construction Specifications and Approved FF&E Specifications in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Choice Hotels branded hotel or with a contract window. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the Guideline drawings and specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from Choice Hotels International.

1. Interior design approval from Choice Hotels International is required for guest room and public space Furniture, Fixtures and Equipment (FF&E) items based on the following contractual events and/or renovation schedule.
2. Contractual Events:

3. Execution of Franchise Agreement for a new construction or conversion property to enter the Comfort brand; or
4. Addendum to the Franchise Agreement based on the following lifecycle events:
5. Product refresh at the contractual window (Property Improvement Plan, or PIP)
6. Relicensing agreement
7. Repositioning agreement
8. Addendum to the Franchise Agreement or Product Improvement Plan (PIP) to correct Quality Assurance Review (QAR) failures; or
9. Non PIP related property renovations (not new construction).
10. Schedule: Complete interior design submissions and all necessary approvals from Choice Hotels must be finalized:
  11. No less than six (6) months prior to:
  12. New construction hotel expected opening date;
  13. Conversion hotel expected opening date;
  14. Repositioning hotel expected opening date;
  15. Property Improvement Plan (PIP) item due date(s)
  16. Within thirty (30) days after:
  17. Execution of a Relicensing agreement;
  18. QAR failure
19. Interior Design Submission Process
20. **Pre Approved Interior Design Package** The pre approved interior design package has been developed specifically for the Comfort brand in support of the brand vision and interior design guidelines for public space and guest rooms. The most up to date information and illustrations of the Comfort pre approved design package can be found on the Comfort brand page under the Architecture & Design tab. The pre approved design package has been developed to give owners and developers flexibility and guests the decor they expect at an upper midscale level. The pre approved package captures the essence of the brand, evoking Comfort's warm and welcoming personality. All products and materials specified in the package have been vetted for performance and quality. Adopting the pre approved Design Package will offer your guests a design that is modern, cohesive, and timeless from day one. For hotels completing a PIP or non PIP renovation (not new construction), additional tools and resources can be found on the Architecture & Interior Design resource page to assist you in melding the brand pre approved package with your existing FF&E. To ensure products meet the quality and standards required by the brand, and to assist with the design submission process, the use of a Choice Qualified Procurement Company is highly recommended.
21. **Interior Design Submission Process** Whether your property is a new construction, conversion, PIP driven renovation or self driven renovation the submission process outlined herein must be observed. As of January 1, 2021, franchisees have the option to select from three different submittal paths, each involving specific submittal and fee requirements. Following these steps will allow the Franchisee to communicate more efficiently the design intent while allowing the

Choice Design team to expeditiously process and return the reviewed documents. The three submittal paths are as follows:

22. **Path 1: Submittal of Pre Approved Design Package** This path requires the adoption of the pre approved design package in its entirety. No changes are permitted on this path. No fee is assessed, and the submittal process consists of completing a simple Design Intent Form.
23. **Path 2: Submittal of Modified Pre Approved Design Package** This path requires the use of the pre approved package, modified within acceptable guidelines published by Choice Hotels. The allowed modifications have been designated to provide more flexibility to franchisees while maintaining the integrity of the pre approved FF&E package as designed. A design review fee will be assessed as follows to cover the time needed to review the modifications.
24. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
  25. A design review fee of \$4,000 is required to process submittals from a Choice qualified procurement company.
  26. A design review fee of \$6,000 is required to process submittals from a non – qualified procurement company.
  27. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
  28. Only items marked “Approved” are permitted to be ordered, purchased and/or installed. Items marked “Denied”, or not approved, must be re submitted within ten (10) business days to Choice’s Interior Design.
29. **Path 3: Submittal of a Custom Design Package** This path allows the use of a custom design package. In Path 3, all FF&E categories are open to customization except casegoods, which are required to be from the pre approved design package. The custom design including FF&E specifications must comply with brand standards for look and feel, performance and quality. A design review fee will be assessed as follows to cover the time required to review the custom FF&E selections.
30. Submittal requirements for Path 3 include the following documents: Business case, design intent form, 3D renderings and/ or décor boards and specifications
31. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
  32. A design review fee of \$8,000 is required to process submittals from a Choice qualified procurement company.
  33. A design review fee of \$10,000 is required to process submittals from a non – qualified procurement company.
  34. Casegoods is not customizable and will not be waived.
  35. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
  36. Compliance Franchisees are required to maintain an Interior Improvement File that will be available for reviews by CHI agents. The file must include:

37. Supporting documents from the Design team documenting the approvals such as design submission forms and design intent forms.
  38. Addendum to the Franchise Agreement with the interior improvement items identified
  39. Any correspondence between Choice agents and the property related to the interior improvement including, but not limited to:
  40. Approvals/Denials for changes or modifications to the originally approved Design Approval Letter
  41. Revised Design Approval Letter
  42. E mail correspondence of shipping/installation status.
  43. Order and installation receipts acknowledging delivery and or installation of the agreed upon improvement items. Representatives of Choice Hotels International, including Quality Assurance representatives, will conduct reviews to ensure compliance with the interior improvement plan and items selected as outlined on the Design Approval Letter. Reviews may be conducted by any CHI representative and can include:
    44. Physically checking the interior improvements implemented at the property.
    45. Reviewing the paperwork outlined above in the Interior Improvements File. The reviews may occur during a Brand Standards Inspection as part of a review before allowing a property to come online, during a product evaluation at a lifecycle event or during any other appropriate contact with CHI representatives. The reviews may occur during an Opening Inspection or as part of a review before allowing the property to come online, during a Quality Assurance Review, or produce improvement plan (PIP) inspection at a life cycle event or during any other appropriate contact with CHI representatives. **Note: Failure to comply with the items listed on the design approval letter could result in a delay in the opening process or a default under the Franchise Agreement; should the purchase or installation of unapproved items occur, a Franchisee will also be required to replace those items with the approved items outlined in the design approval letter at the cost to the Franchisee.** Top
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#### [Choice Hotels | Comfort Suites - Rules & Regulations](#)

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=8100>

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## Architecture & Engineering

### 410.1 Welcome

#### 410.14 Public Restrooms

Convenient access from all public areas is required, including provisions for the handicapped, in accordance with all applicable codes including the ADA.

1. *Design Characteristics*
2. Locate convenient to all public space areas.
3. Minimum size of 90 SF each.
4. Separate facility for men and women.
5. A single unisex restroom is permissible if existing conditions prohibit the provision of separate facilities and it is compliant with local code. Any Comfort Suites public restroom must meet all of the standards provided herein.
6. Single compartment featuring one vanity and one toilet for up to 100 rooms.  
Increased room count or meeting facility may necessitate additional square footage.
7. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
8. Plumbing fixtures include:
9. Floor mounted toilet fixture(s) is the minimum
10. Stone top vanity with apron and splash blocks. Wall hung sink is not acceptable.
11. Toilet accessories include:
12. Framed mirror mounted above vanity.
13. Paper towel dispenser or electric hand drying devices and waste unit are required.
14. Permanent liquid soap dispenser.
15. Feminine napkin vendor unit.
16. Feminine napkin disposal unit
17. Baked enamel or plastic laminate finished partitions (if applicable).
18. See FF&E specifications for approved accessories.
19. *Atmosphere*
20. Lighting
21. Wall mounted fixture over vanity.
22. Additional ceiling light for oversized facilities.
23. STC Rating
24. Minimum rating of 54 at public space walls. See 440.00 Sound Transmission Coefficient (STC) for additional information.
25. *Systems*
26. HVAC
27. Design as part of central system, PTAC unit is not permitted.
28. Continuous exhaust system with noise control required. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical

30. Provide convenience power outlet above the vanity See R&Rs Rules of Operation, 110.1 Public Restrooms for operational requirements. See R&Rs Interior Design, 510.14 Public Restrooms for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Bulk Amenities

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bulkamenities/index.aspx>

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- Brand Programs
- Deadlines

**Bulk Amenity Dispenser Solutions Are Available – Required as of January 1, 2025**

### *Introducing the Smart Care Bulk Amenity Solution!*

Bulk amenity dispensers are available for shampoo, conditioner and lotion based on your brand's standards. The amenity dispenser solution is currently optional and complements existing amenity packages for the following brands: Comfort, Quality, Sleep Inn, Clarion, Econo Lodge, Rodeway Inn, MainStay Suites and Park Inn. Please note that as of January 1, 2025, the bulk amenity dispensers will be required. The Smart Care amenity dispensers are designed to be efficient for both the hotel and for guests!

- No moving pieces to clean or corrode; guests simply “squeeze” the sides of the amenity bottles to dispense the product.
- Easy to install using brackets with included 3M adhesive strips.
- Theft and tamper resistant, non refillable sealed bottles lock to bracket using special “key”; bottles take only seconds to change!
- Bottles are 12oz. and have a clear “window” on each side of the bottle so that housekeepers can easily see when bottle replacement is necessary. The Smart Care Amenity solution has been well tested and is tried and true! Similar products are in thousands of hotel rooms across the world. **The Smart Care Amenity Solution is Great for the Environment!**
- Each Smart Care amenity bottle replaces approximately 20-25 individual items per month and produces approximately 85% less plastic and liquid waste as no partially empty bottles are thrown away.
- Smart Care bottles and caps are made of 100% recyclable materials. **Determining What Your Hotel Needs to Implement Bulk Amenities**
- Confirm the brand standards for your property specifically for shampoo, conditioner, and lotion. This will determine which brackets are needed for each room\*\*\*\*.
- Brands requiring shampoo and conditioner need a double bracket for each tub/shower\*\*\*\*.

- Brands requiring shampoo only need a single bracket for each tub/shower\*\*\*\*.
- Brands requiring lotion will need a single bracket for each vanity area\* \*\*\*\*
- Lotion can only be located in proximity to the vanity\*\*\*\*.
- It's recommended that 1½ bottles of each amenity per room are initially ordered to get started.
- For example, an 80 room hotel should initially order 120 bottles of each amenity.\*\*\*\*
- Click here (8 Page PDF) for pictures of the bulk amenity options for each brand.
- *Until 1/1/2025, hotels can still use a personal sized bottle/tube of lotion if preferred. See FAQs for further information.\*\*\*\**

[Expand All](#) [Collapse All](#)

### How To Order?

The Smart Care amenity bottles and brackets are available from the following approved vendors:

- Champion Supply
- Consolidated Hospitality Supplies
- DFW Motel Supply
- Guest Supply
- HD Supply
- Pacific Lodging Supply A full list of stock numbers/SKUs, by vendor can be found here (1 Page PDF) to assist in the placement of orders.

### How To Install?

Each Smart Care amenity bottle is secured in a single or double bracket that is easily mounted in the tub/shower for shampoo and conditioner and at the vanity for lotion, depending on your brand standards. Check out the video that introduces the Smart Care Amenity Solution, bracket mounting, bottle insertion and bottle changing: Printable instructions for bracket positioning, mounting, bottle insertion, bottle changing, and cleaning can be found below:

- Bracket Positioning/Location
- Double Bracket Mounting Instructions
- Single Bracket Mounting Instructions
- Bottle Insertion, Changing and Cleaning Instructions

### Frequently Asked Questions

**Q: Are the bulk amenity dispensers required?** A: In conjunction with the refreshed "Room to Be Green" brand standards, approved bulk amenity dispensers will be a requirement as of January 1, 2025. Until then it is acceptable to have approved individual bottles or bulk dispensers. **Q: What amenities are available?** A: Depending on your brand standards and existing demand, shampoo, conditioner, and lotion are available in bulk

options. The brand standards for soap bars remain unchanged. Body wash/gel is not an option at this time. **Q: If I'm using the bulk amenity dispensers, do I still need to have the amenity presentation tray on the vanity?** A: If the hotel is providing bulk amenity dispensers in the shampoo/tub area, the amenity presentation tray is optional and is no longer required. **Q: If I implement the bulk amenity dispensers at my hotel, can I mix and match with the existing personal sized amenities?** A: When implementing the bulk amenity dispensers, the offering(s) based on brand standards in the shower/tub needs to be bulk. Until 1/1/2025, hotels can continue to offer lotion in the personal sized approved amenity bottle if applicable to brand standard. Hotels can mix and match bulk and personal sized bottles throughout the property as long as the bulk OR personal sized bottles are consistent within each room. **Q: Are the amenity formulas all the same as the existing personal sized bottles?** A: The Comfort brand's RAIO, the Sleep Inn brand's Zenses, the Quality brand's products and MainStay brand's Vitalement formulas are the same as the individual plastic bottles. All other brands will be using the Vitalement brand at this point when implementing the bulk amenity option at your hotel. The Vitalement products are very similar to the existing products which all other brands are using. Further changes may be made as inventories allow. **Q: What configuration of brackets are available?** A: For hotels that require or offer shampoo and conditioner in the bathtub/shower, a double bracket is available. For hotels that are required or offer only shampoo in the bathtub/shower, a single bracket is available. **Lotion is always to be mounted in proximity to the bath vanity using the single bracket.** **Q: Should I order extra brackets?** A: It is recommended that you order one (1) additional set (brackets needed for one (1) full room) per 25 rooms to have on hand in case of damage. Additional brackets will always be available for purchase. **Q: How can we tell when the amenity cartridges are getting low on product and need to be replaced?** A: There is a viewing window located on each side of the cartridge. When there is approximately  $\frac{1}{2}$ " of product left in the cartridge, there are approximately two (2) uses of product remaining that are approximately a quarter in size. Replacing the cartridge should be considered at that time based on the anticipated occupancy level of the guest room. **Q: Is the Clarion Pointe brand part of this initiative?** A: No. Clarion Point branded hotels are required to continue with the Earth Tempo bulk amenities. Top

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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=180.0&SectionID=4600>

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## **Rules of Operation**

### **180.0 Quality Assurance, Property Improvement Plan (PIP), and Corrective Action Plan (CAP)**

#### **180.1 Reviews/Compliance/Corrective Action Plan**

1. *General*
2. All Franchisees must permit a designated representative of *Choice Hotels International* to periodically visit the property to conduct a Quality Assurance Review (QAR) and/or Property Improvement Plan (PIP) inspection.
3. An authorized representative of your hotel appointed by management (but preferably the General Manager) must be available for a QAR, and/or PIP inspection at any time between 8:00 AM and 6:00 PM Monday through Saturday. The QAR will be conducted even if an authorized representative is not available.
4. All QAR and/or PIP inspections can be done on an unannounced basis. Some brand standards may be evaluated prior to official announcement of the authorized Choice representative, depending on times of available brand programs.
5. If the hotel is not 100% occupied, you must make available to Choice, or our designated representative, one free sleeping room for one night in connection with the QAR and/or PIP inspection.
6. *Quality Assurance Review (QAR)*

A QAR is designed to assist you and *Choice Hotels International* by identifying areas in which your hotel does not meet its brand's minimum standards. During your QAR your hotel will be evaluated in four areas:

1.
  1.
    1. Guest Satisfaction evaluation of hotel's guest satisfaction based on a 12 month rolling average Likelihood to Recommend (LTR) score provided by guests via the Guest Insight System (GIS). The R12 LTR score is converted to a % score to calculate the overall score. For example, 8.24 is converted to 82.4%
  2. Brand Standards as set forth in these Rules & Regulations and measured at the time of inspection by a designated representative of Choice.
  3. Cleanliness evaluation of the hotel's cleanliness of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.
  4. Condition evaluation of the hotel's condition of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.

Review the Quality Assurance Review Process for the QAR minimum requirements for your brand.

This review is not intended to determine whether your hotel is in compliance with federal, state and local laws and regulations, which is your sole responsibility. A property representative may submit a formal appeal of QAR

results within 30 days of the QAR. All appeals must be submitted via ChoiceCentral.com and include adequate documentation.

1. *Non compliance with QAR requirements.*
  2. When your hotel receives a Fail rating on a QAR, *Choice Hotels International* will send the Franchisee's designated representative a letter informing him/her of the Fail rating. The letter will specify a period of time for you to cure the deficiencies that led to the Fail rating.
  3. After the period specified in the letter has lapsed, *Choice Hotels International* may re inspect the hotel by performing a follow up QAR and may continue the process above until the property rating improves.
  4. Hotels that fail to meet standards may be subject to formal default of their franchise agreement, reservation suspension and/or termination.
  5. If *Choice Hotels International* does issue a formal Notice of Default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by *Choice Hotels International* if your hotel receives a Fail rating upon QAR re inspection.
  6. Non compliance Penalties
  7. In the event that you receive a Fail rating on your QAR you may be assessed a fee of up to \$25,000 per instance.
  8. QAR Refusal Penalty
  9. As of 1/1/2023, hotels that refuse to allow a Choice approved representative access to the hotel to conduct a full QAR, a refusal penalty of \$5,000 will be charged.
  10. Effect on Performance Zones Status
  11. A Fail rating on a QAR will result in a Performance Status of Yellow and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program. Hotels in default for QAR will result in a Performance Status of Red.
3. *Property Improvement Plan (PIP)*

Upon execution of a franchise agreement for an existing hotel, or upon the relicensing of a hotel which has undergone a change in ownership, or in conjunction with any contractual right to request a PIP, (i.e. failure to pass a QAR, etc.) a legally binding Property Improvement Plan addendum (PIP) may set forth those actions, as reasonably determined by *Choice Hotels International*, which must be taken by a Franchisee in order to bring a property into compliance with then current brand standards and specifications and will include a schedule for completion of such actions. A representative of Choice may inspect your compliance with the deadlines outlined in your PIP at any time after each deadline has passed.

1.
  1. Non compliance with PIP requirements
2. After the PIP inspection *Choice Hotels International* will send the Franchisee's designated representative a letter informing him/her of the results of the inspection. If one or more PIP items were found non compliant during the

inspection the hotel may be subject to a re inspection. If a re inspection is required, the letter will specify a period of time for you to cure the deficiencies.

3. After the period specified in the letter has lapsed, Choice Hotels International will re inspect the hotel by performing a follow up PIP inspection and may continue the process above until the property is in compliance with all of its PIP requirements.
4. Hotels that fail to comply with the PIP requirements may be subject to formal default of their franchise agreement, reservations suspension, and/or termination.
5. If Choice Hotels International does issue a formal default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by Choice Hotels International if your hotel fails to comply with the PIP requirements on the follow up re inspection.
6. Non compliance penalties
7. Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance. Please refer to the list of the HGI items (1 Page PDF) located on the PIP Inspections Tab on the Compliance & QA Tab on your brand page.
8. Non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance.
9. Performance Zone Status
10. Failure to comply with the deadlines in your hotel's PIP may result in a Performance Status of Yellow or Red and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program.

D. Corrective Action Plan (CAP) effective October 1, 2023 Comfort Suites hotels that score below 88.50 in the Cleanliness section on two (2) consecutive QARs AND have a 12 month rolling Likelihood to Recommend (LTR) score below 6.5 at the time of the 2nd consecutive minimum Cleanliness score QAR, will be required to go through the CAP program at Choice Hotel's sole discretion: 1. Following the second consecutive QAR when falling below the Cleanliness and LTR thresholds as noted above, the hotel will be charged a penalty of \$225 per contracted room (not to exceed \$25,000). This penalty will be issued on the subsequent Franchise invoice following the second consecutive QAR. 2. The penalty is required to be paid within 30 days of billing on the applicable monthly Franchise invoice. 3. Failure to pay penalty may result in the hotel being placed in Default which may lead to termination of the Franchise Agreement. 4. In conjunction with the payment of the CAP penalty noted above, hotel will be required to engage with third party deep cleaning contractor(s) (solely determined by Choice Hotels International) for completion of on site work up to potentially including: · Guest arrival – Lobby/entrance spaces to include the below where applicable. · Guest room and public flooring (carpet, LVT, tile, and/or other flooring finishes.) · Guest room and public PTAC/HVAC · Guest room and public soft seating & window treatments · Guest room and public bathrooms: A. Tubs/Showers B. Vanities C. Commodes D. Mirrors 5. Property level engagement with the third party contractor must be completed no more than 90 days after the CAP penalty is paid in full. 6. After the completion of the CAP on property, the property will be reinspected in approximately six (6) months and will need to achieve a QAR Cleanliness score above the threshold above as well as achieve a rolling 12

month LTR score higher than above threshold. Failure to achieve both score thresholds may result in Default which may lead to termination of the Franchise Agreement. Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=120.0&SectionID=2100&index=3>

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## Rules of Operation

### 120.0 Hotel Services

#### 120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)

1. Compliance **All properties are required to be HSIA certified.** Certifications will be maintained by the hotel's choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:
  2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
  3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
  4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
    5. Areas of Installation:
    6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
    7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
    8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.

9. Equipment
10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
11. Bandwidth
12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.
13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps 75 - 149 rooms 100 Mbps 150 - 350 rooms 250 Mbps 350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
14. Wireless Signal
15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.
17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. Connection/Configuration – The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. *User Authentication* – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.
21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel’s WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
  3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
  4. Increased Bandwidth
  5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
  6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
  7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
  8. HSIA Non Compliance Procedure
  9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non compliance penalties as well as possible default and termination of the franchise agreement. Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=13900>

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## Interior Design

### 510.6 Recreation

#### 510.61 Swimming Pool

Indoor & Outdoor It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's pool.

1. Materials
2. Floor (Outdoor)

3. Concrete with troweled finish
  4. Floor (Indoor)
  5. Pre approved porcelain tile.
  6. Alternate flooring finishes will be considered.
  7. Coping
  8. Coping should be of coordinating style.
  9. Pool walls
  10. Glazed tile with accent tile pattern above water line.
  11. Walls (Indoor)
  12. Field tile wainscot, accent tile banding above wainscoat.
  13. Ceiling (Indoor)
  14. Smooth painted drywall ceiling.
  15. Atmosphere
  16. Lighting (Indoor and Outdoor)
  17. Pre approved decorative lighting.
  18. Graphics
  19. Graphics package should state the Pool Use Guidelines including but not limited to, "No Lifeguard on Duty", "No Glass Containers" and "No Diving" are to be part of the project's graphics package. The design should be consistent with the overall project graphics.
  20. Additionally, should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics.
  21. Window Covering (Indoor)
  22. Pre approved roller sheers or shades.
  23. Fixtures, Furnishings & Equipment
  24. Furniture to be commercial hospitality grade – refer to interior design specifications. Provide a combination of seating types including lounge chairs, chaises (where space allows), as well as dining and side tables. See R&Rs Rules of Operation, 110.2 Swimming Pool for operational requirements. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for architectural specifications. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=1200>

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## **Rules of Operation**

### **110.0 Guest Facilities**

#### **110.2 Swimming Pool**

**Indoor & Outdoor** A swimming pool is required at each Comfort Suites property. *For properties whose contracts were executed on or before 12/31/2004*, a fitness center may be provided in lieu of a swimming pool if approved in advance in writing by *Choice Hotels International*. *For properties whose contracts were executed on or after 1/1/2005*, both a swimming pool and a fitness room are required. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. The pool furnishings requirement for properties is as follows:

1. One (1) dining table with 4 chairs for properties of 100 rooms for fewer. An additional dining table with 4 chairs is required for each additional 50 rooms or portion thereof (portion thereof means to round up).
2. 6' market umbrella with weighted base or umbrella built into the table. (Outdoor Pool Only).
3. Minimum of one (1) additional chair for every ten (10) guest rooms or portion thereof (portion thereof means to round up). Chairs may be chaise lounges or high back stackable chairs with arms.
4. Minimum one (1) side table for every twenty (20) guest rooms or portion thereof (portion thereof means to round up), located between lounge chairs or stackable chairs.
5. Towel rack for clean towels and bin for soiled towels; an adequate supply of clean towels must be maintained at all times during posted operational hours. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for pool furniture specifications. It is the Franchisee's responsibility to ensure that all local, state and federal laws, regulations and codes are met or exceeded with respect to the design, construction, maintenance and operation of the hotel's pool. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications. Top

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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=180.0&SectionID=4650>

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## **Rules of Operation**

### **180.0 Quality Assurance, Property Improvement Plan (PIP), and Corrective Action Plan (CAP)**

#### **180.2 Performance Zones Program**

1. Performance Zone Status Each Comfort Suites will be assigned a “Performance Status”, indicating their level of compliance and required course of action:
2. Green Status – the hotel has no compliance or performance issues under the Performance Zones program
3. Yellow Status – the hotel has one or more compliance or performance issues under the Performance Zones program and may be subject to financial or other consequences unless cured. The hotel may be placed in Red Status if compliance issues are not cured and may be subject to formal default, reservation system suspension, and possible termination.
4. Red Status – the hotel has severe performance or compliance issues and is in formal default and at risk of reservation system suspension, and possible termination.
5. Clear No on property inspection has occurred or the requirement is not applicable.
6. Non compliance Penalties Each Comfort Suites that is found out of compliance and placed in either Yellow or Red Performance Status under the Performance Zones program may be charged the following non compliance penalties:
7. Human Trafficking Prevention Training (starting with the May 2024 scorecard) hotels are required to have at least one (1) owner and/or management level designee to complete the Human Trafficking Prevention training located in ChoiceU. The certification must be renewed every twelve (12) months to remain in compliance. As of September 2024, non compliant hotels will be billed \$500 quarterly until compliant.
8. Commitment to Clean Captain Certification Hotels are required to have at least one (1) current employee to fully complete the Commitment to Clean training located on Choice University®. The Commitment to Clean Captain must recertify every twelve (12) months to remain in compliance. Compliance standing is noted at the beginning of each month and may be charged a quarterly fee of \$150. See R&Rs Rules of Operation, 130.4 Housekeeping Standards.
9. Quality Assurance Reviews (QARs): Hotels that fail to meet the QAR standards for their brand and receive a Fail rating on the QAR may be assessed a fee of up to \$25,000 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
10. Property Improvement Plans (PIPs): Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance, non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
11. Operations Certification (HOST): Non compliant hotels will be billed \$250/month until compliant. See R&Rs Rules of Operation, 160.1 Organizational Management. Please ensure that all HOST Certified Managers employed at your hotel keep their

ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how certification compliance is tracked and reported.

12. Choice Owner Orientation (currently Choice Onboard; formerly known as TLC and Launch) – A non compliance penalty of \$125/month may be billed until the hotel is compliant or for up to 15 months whichever comes first. See R&Rs Rules of Operation, 160.1 Organizational Management
  13. High Speed Internet Access: Hotels that fail to meet the HSIA requirements as outlined in 120.4 High Speed Internet Access may be assessed a fee of up to \$750 per quarter.
  14. CrowdStrike – Hotels are required to download and install the required software monitoring agent provided by CrowdStrike on all computers used to process on site, physical credit card payments as described in section 170.1C. Hotels may be assessed a non compliance fee of \$150 monthly until compliant.
  15. Chip Card (EMV) Utilization All hotels must meet the minimum threshold of 50% EMV on site usage as described in section 170.1 C. Hotels not meeting the minimum 50% threshold will be put into the Yellow Zone. If a hotel remains in the Yellow Zone for three (3) consecutive months, hotels will be billed \$150 monthly.
  16. Group Purchasing Organization The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period. Hotels that fail to meet these requirements may be subject to quarterly non compliance penalties of \$250.
  17. Laundry Chemicals Program All Comfort hotels are required to install Ecolab laundry systems and purchase Ecolab laundry chemicals for all on property laundry machines. Refer to section 130.3 Housekeeping standards for additional information.
  18. Credit All Franchisees must meet all financial obligations to Choice Hotels.
  19. Other obligations under the franchise agreement Each Comfort Suites is required to comply with any and all terms of the franchise agreement. A hotel's status under the Performance Zones program is not a waiver of Choice's right to demand exact compliance with any of the terms or conditions of the Franchise Agreement or the Rules and Regulations nor does it nullify any outstanding defaults or legal notices regarding your franchise agreement. You are also still required to meet the obligations of your Franchise Agreement irrespective of the Performance Zones Program. Top
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#### Choice Hotels | Comfort Suites - Move to Modern

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/modern/index.asp?v=cb>

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- Brand Programs
- Deadlines Overview Rise & Shine™ **The Comfort® brand has been on a journey of transformation since 2012.** With the Move to Modern initiative that was announced in 2016, Comfort positioned the brand for future success, ensuring that we kept pace with upper midscale competition and continued to meet the expectations of leisure and business guests. Move to Modern was split into two phases:

*Phase I (Public Space renovation)*

**was required to have been implemented by December 31, 2017.**

- Lobby Flooring
- Lobby Carpet
- Lobby Sofas
- Lobby Lounge Chairs
- Lobby Walls
- Lobby Window Treatments
- Lobby Ottomans
- Lobby Furniture
- Lobby Portable Lighting
- Breakfast Area Flooring
- Breakfast Area Dining Chairs
- Breakfast Area Dining Tables
- Breakfast Area Walls
- Breakfast Area Window Treatments
- Corridor Flooring
- Corridor Walls
- Corridor Window Treatments

*Phase II (Guestroom renovation)*

**was required to have been implemented by December 31, 2019.**

- Flooring
- Wall Finish
- Lighting/Lamps
- Lounge Chair/Ottoman
- Desk Chair/Activity Chair
- Sofa/Sectional
- Sofa Ottoman
- Casegoods
- Artwork/Full Length Mirror

- Window Treatments To comply with Move to Modern, hotels must be renovated to the pre approved design package in effect at the time of renovation. At this time, all hotels are required to have completed their renovations, and are now held accountable for 27 Move to Modern brand standards. To learn about the current pre approved design package, click this link. If your hotel has missed these deadlines or had received waivers that will soon expire, please complete Waiver Request Form (1 Page DOC) and submit [interiordesign@choicehotels.com](mailto:interiordesign@choicehotels.com). Please be sure to provide as much detail as possible in order to secure a faster review timeframe.

#### **General PIP / Renovation Notes**

- The Comfort brand standards remain in place and unchanged.
  - All hotels with contractual PIPs must continue to meet their execution deadlines.
  - Properties are accountable for all renovation deadlines assigned to their property, whether through the formal PIP process or Move to Modern brand standards. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=9200>

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## **Architecture & Engineering**

### **410.6 Recreation**

#### **410.61 Swimming Pool**

##### **Indoor & Outdoor**

1. *Design Characteristics*
2. Minimum size of 400 SF of water surface for up to 100 rooms.
3. Pool materials:
4. Body: gunite with approved finish
5. Coping: pre cast concrete with integral depth and “No Diving” indicators
6. Drain: continuous, perimeter deck drain
7. Depth from per code requirements
8. Provide adequate deck space for furniture placement and guest circulation.
9. Indoor Pool:
10. Locate along the main public corridor, leading from the Lobby. Access is required from the elevator and stairs, without passing through public spaces.
11. Electronic card reader is required.
12. Provide air lock vestibule at entry from corridor.

13. Indoor ceiling height to be a minimum of 10' 0" AFF unless existing structure prohibits it.
14. Maximize natural light with full height windows.
15. Smooth finish drywall ceiling
16. Provide mechanical and storage rooms for pool equipment, furnishings, and chemicals.
17. Owner should confer with pool design specialists to determine the dehumidification needs for the pool area.
18. **Outdoor Pool:**
19. Outdoor pool requires metal fencing and gate(s) with childproof latch meeting all local, state and applicable safety codes.
20. Provide mechanical and storage building for pool equipment, furnishings and chemicals.
21. Chain link fence is not permitted
22. Final finishes should be coordinated with overall project scheme.
23. *Atmosphere*
24. Lighting (Indoor)
25. Recessed, surface ceiling mounted or walls sconces. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
26. Underwater lighting required.
27. Lighting (Outdoor)
28. Provide decorative fixtures that light only pool area. Avoid illuminating guestroom areas with pool deck fixtures.
29. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
30. STC Rating (Indoor)
31. Minimum rating of 54 to be maintained at walls adjacent to public space rooms.
32. Minimum rating of 60 if pool area is adjacent to guest rooms See 440.00 Sound Transmission Coefficient (STC) for additional information.
33. Graphics
34. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.61 B.3. Graphics.
35. Verify compliance with all applicable state, federal, local, and municipal regulations, codes and laws.
36. *Systems*

See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.

1. Electrical
2. Provide water and moisture proof power outlets per applicable codes.
3. Plumbing
4. Provide a drinking fountain or water cooler in close proximity to the pool area.

5. Telecommunications
6. Provide house telephone for guest assistance.
7. Equipment
8. Make provisions to mitigate noise produced by equipment.

Pool equipment and storage is detailed in R&Rs Architecture & Engineering, 430.40 Pool Equipment Room and 430.41 Pool Storage Room/Building.

See R&Rs Rules of Operation, 110.2 Swimming Pool Indoor & Outdoor for operational requirements.

See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications. Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16600>

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## Interior Design

### 530.2 Housekeeping

#### 530.21 Auxiliary Linen Storage (Floors 2 and Above)

1. Materials
2. Floor
3. Vinyl tile or ceramic/porcelain tile.
4. Concrete flooring acceptable.
5. Base
6. Rubber base or porcelain/ceramic tile cove base.
7. Walls
8. At minimum painted walls.
9. Full height corner guards.
10. Door
11. Painted or stained door face to match Guest Room door finish
12. Ceiling
13. Flat latex textured paint finish over non textured gypsum board
14. Atmosphere
15. Lighting
16. Ceiling or wall mounted decorative fixture
17. Graphics

18. Clearly mark the emergency exits and procedures for evacuation
  19. Graphics package is to include all public, back of house, and guest room wall.
  20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.21 Auxiliary Linen Storage (Floors 2 and above) for architectural specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=10100>

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## Architecture & Engineering

### 430.0 Administration

#### 430.01 Employee Restroom

Optional

1. *Design Characteristics* The following standards apply if an employee restroom is provided:
  2. Locate in back of house area near break room and offices.
  3. Single compartment restroom
  4. Minimum of 55 SF
  5. Plumbing fixtures include:
    6. Toilet
    7. Wall hung sink or vanity
    8. Bath accessories include:
    9. Mirror
    10. Wall mounted soap dispenser
    11. Paper towel dispenser / disposal unit
    12. Toilet paper dispenser
    13. Minimum ceiling height is 8' 0" AFF.
  14. *Atmosphere*
  15. Lighting
  16. Recessed or decorative wall mounted vanity strip light or sconces
  17. STC Rating
  18. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
19. *Systems*

20. HVAC
  21. Design as part of the central system depending on location. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  22. Electrical
  23. Provide convenience outlet at vanity over the sink. See R&Rs Interior Design, 530.01 Employee Restroom for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=410.3&SectionID=8400>

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## Architecture & Engineering

### 410.3 Meeting Space

#### 410.30 Meeting Room

1. *Design Characteristics*
2. Locate in close proximity to the Lobby, with access from the Lobby Corridor, so that outside attendees may access the room without going through guestroom corridors.
3. Sized at one (1) guest room bay minimum. Increased room count may necessitate increased Meeting Room spatial requirements.
4. Provide coat closet. Furnish with shelf and rack system.
5. Provide storage room for furniture and equipment depending on room size and setup.
6. Provide permanent counter for food service. Breakfast counter may be used if directly adjacent to and accessible from meeting room. In cases of space constraint a temporary food service display may be allowed with prior approval from *Choice Hotels International*.
7. Acoustical ceiling: minimum ceiling height is 9' 0" AFF. Fixtures Include:
8. Projection screen
9. Television
10. *Atmosphere*
11. Lighting
12. General lighting; recessed ceiling fixtures.
13. Pre approved existing decorative lighting.
14. STC Rating

15. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  16. *Systems*
  17. HVAC
  18. Design as part of central system, PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  19. Electrical
  20. Provide power outlets per equipment requirements.
  21. Provide power outlets along the food service counter above the splash block.
  22. Telecommunication
  23. Provide data and telecommunication lines as required per individual project two (2) data/phone outlets in one bay meeting room. Additional outlets may be required in larger facilities.
  24. High Speed Internet Access is required. Service may be wireless or wired and must meet the standards set forth in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
  25. Provide cable outlet at TV location See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Interior Design, 510.30 Meeting Room for interior design specifications. Top
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## **Comfort Suites | Rules & Regulations**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/print.asp?Cat=510.1&SectionID=12140>

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## **Comfort Suites Rules & Regulations**

### **000 Preface & Introduction**

#### **Preface**

#### **General**

The Comfort Suites Rules & Regulations Manual (“Manual”) has been developed to provide the Franchisee with the required minimum standards, procedures, rules, regulations, and policies of the Comfort Suites® hotel system. These requirements are subject to change, amendment or supplement periodically by *Choice Hotels International* (“Choice”). *Choice*

*Hotels International* has the responsibility to ensure compliance with, and the authority to grant waivers to the standards as it deems appropriate and in the best interest of the Comfort Suites hotel system. To achieve and maintain high standards of quality, service and associated goodwill for the Comfort Suites hotel system, it will be essential that the Franchisee adhere strictly to all elements of the Comfort Suites hotel system including, without limitation, the Manual and the Franchise agreement. The Franchisee must comply with and maintain the standards at a level equal to or greater than (when approved by Choice Hotels) the requirements set forth in the Manual. Violation of any of these standards by the Franchisee could be deemed a substantial and material violation or default of the Franchise agreement, and it would be the responsibility of *Choice Hotels International* to take the necessary action to protect the integrity of the Comfort Suites hotel system.

### **Code Compliance**

Throughout these Rules & Regulations, there are obligations on Franchisees to comply with all applicable state, local and federal laws, regulations and codes, including but not limited to, life safety, building, and health codes. It is not within the scope of reviews/inspections of hotels by *Choice Hotels International* to determine the Franchisees' compliance with such laws, regulations and codes, nor does Choice have the knowledge or expertise to make such determinations. Choice relies solely on representations from Franchisees that their hotels are in compliance. Please consult with your hotel's counsel or subject matter expert regarding legal compliance issues.

### **Ownership**

This document, in any form, is the property of *Choice Hotels International* and must be surrendered to *Choice Hotels International* upon request. Further, the document is confidential and cannot be reproduced, copied or forwarded to any person or entity via any physical or electronic means or communication channels.

### **Interpretation**

Questions regarding the contents of these Rules & Regulations should be directed to the Brand Standards department at *Choice Hotels International*. Improper interpretation on the part of the user will not be considered an acceptable reason for non compliance.

### **Revisions**

Amendments or revisions to the Rules & Regulations can be made at any time and the most up to date version is on Choicecentral.com on the Comfort Suites Brand Page. It is the Franchisee's responsibility to know and abide by all Rules & Regulations at all times.

### **Corrections, Additions and Deletions**

Suggested revisions to the Rules & Regulations are encouraged from Franchisees and General Managers and will be considered. All such suggestions must be submitted in writing to the Brand Strategy Department at *Choice Hotels International*. ALL RIGHTS RESERVED. NEITHER THIS BOOK NOR ANY PART THEREOF MAY BE REPRODUCED WITHOUT WRITTEN PERMISSION OF *CHOICE HOTELS INTERNATIONAL, INC.*

## About This Manual

This Manual has been designed to be user friendly, making it easy for you to find what you need when you need it, and to reflect the overall direction of the brand. Certain sections of this manual reflect the current prototype and is intended to represent the direction of the brand architecturally. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing and contract window, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition, product quality) during these events and completion of a PIP may be necessary. At the front of this Manual is a list of *Choice Hotels International* contacts listed by department. If you ever have any questions concerning these standards, we invite you to contact the appropriate department.

## Contacts

In order to assist you with questions that you may have as you use this Manual, below is a list of key contacts for each of the sections: Section Key Contact Rules of Operation Director, Brand Standards Brand Standards & Compliance Department Breakfast Operations Director, Brand Standards Brand Standards & Compliance Department Construction/Project Management Director Architectural Design & Construction Architecture & Engineering Director of Architectural Design Interior Design Director of Interior Design Brand Strategy & Design Department Service Marks/Signage Director, Account Management Procurement Services Department The mailing address and phone number for these contacts are: **Choice Hotels International 915 Meeting St. N. Bethesda, Maryland 20850 Tel: (301) 592 5000** Additional contact information is provided within each section where necessary. For all other questions, contact your Area Director.

## 100 Rules of Operation

### Purpose and Scope

The franchise agreement requires that the rules of operation as established by *Choice Hotels International*, as contained herein, must be observed by each hotel in the Comfort Suites system in order to provide customers with a standardized, uniform hotel product delivering all suites accommodations, top of segment amenities and services. Operations must be guided by moral and ethical principles and within the bounds of propriety, and adhere to all system requirements and local, state, and federal laws and regulations. These rules, along with the high standards set forth in the Breakfast Operations, Construction/Project Management, Architecture & Engineering, Interior Design, and Service Marks/Signage sections, provide the basis for developing and operating a Comfort Suites hotel. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

## **100.0 General Rules of Operation**

### **100.1 General Policies and Front Desk Policies**

1. *General Policies and Operating Procedures*
2. A uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
3. The Franchisee shall post in the lobby, in a conspicuous location visible from the front desk, the Franchisee Statement plaque which says, "This inn (or hotel) is owned and operated by (or owned by and operated by) [insert name of Franchisee] under Franchise (or license) from *Choice Hotels International, Inc.* " As of 1/1/2026 this specific language is required.
4. Other than items sold in the Marketplace, the sales of souvenirs, crafts, memorabilia, unapproved sundries or any other unapproved items are prohibited at the front desk and any portion of the lobby and public areas, including the Marketplace. The sale of stamps, tickets to local attractions, and laundry supplies for an on premises guest laundry is permitted. If tickets to local attractions are sold, the property is limited to one (1), professional 8.5"x11" display located in the lobby area; handwritten signage is not permitted. A dedicated gift shop is permitted if it has its own clerk and cash register or is located adjacent to the Front Desk. Sale of offensive materials is prohibited. (Unapproved and/or offensive items include but are not limited to: prophylactics, cigarettes, cigars, and smoking paraphernalia, and pornographic material.)
5. An approved hand sanitizing station must be provided in the front desk area. The station must be visible to guests when standing at the front desk. For additional details, refer to section 120.12 Hand Sanitizing Stations.
6. All Comfort Suites must display on the front desk the approved Choice Privileges Elite Welcome gift program brand approved acrylic holder with approved collateral with all components.
7. *Operating Procedures*
8. Reservations
9. Guaranteed reservations must be honored at all times. If, for any reason, the hotel is unable to honor a guaranteed reservation, the hotel agent must apologize, reserve a room at another hotel of equal quality for the guest, pay for the room, and provide transportation to the hotel if necessary. See R&Rs Rules of Operation, 170.2 Reservations for specific information on reservation policies.
10. No Show It is the hotel's responsibility to explain the no show billing policy to potential guests who guarantee a room with their credit cards.
11. All Comfort Suites brand properties are required to maintain a professional, uncluttered front desk area by ensuring that a minimal number of items are within guest view.
12. Front Desk Counter(s): Front desk counters are defined as all counters which are accessible to guests and/or used for purposes of conducting direct transactions between hotel staff and guest

13. The following items are allowed and/or required to be on the front desk counters:
  - Choice approved/required promotional items, including, but not limited to, **Choice Privileges®** materials, Commitment to Satisfaction Program Plaque, Franchisee plaque, EMV approved devices, check in tablets.
  - Notices required by local, state, or federal law\* (including health certificates operating permits, emergency procedures, etc.)
  - Pens
  - Business cards for hotel staff (if present, must be presented in holder)
  - Your property rack cards or brochures (if present, must be presented in holder)
  - Plus a maximum of three (3) additional, optional items\*\* are permitted which include, but are not limited to:
    - Plants
    - Lamps
    - Other décor items (including holiday decorations)
    - Credit card/debit card signage
    - Weather information
    - Newspapers
    - Event calendars
    - Complimentary guest snacks
    - Hotel Policy information
    - Pet Policy information
    - Temporary promotional items (ex: “Drop your business card for a prize” box)
    - Property Events (ex: “Manager Reception sign, etc.)
    - Information on local attractions
  - Restaurant menus and/or coupons \*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. While these certificates can be on the front desk counter, if they are required to be posted in a “conspicuous area” per local code, it is recommended that they be hung on a wall and not placed on the counter itself. \*\* Any “like” items (ex: newspapers) must be presented in/on a single container or stack in order to be classified as a single item.
3. The following items are prohibited at all times on the front desk counters:
  - Awards (including plaques, trophies, or certificates) dated more than three (3) calendar years prior to the current year.
  - Cleaning supplies and equipment (except while actively being used for cleaning).
  - Terry
  - Linen
  - Tools
  - All Employee personal items, including, but not limited to, food, beverages and cell phones.
  - Hand written or temporary signs.

4. Front Desk Walls: Front desk walls are defined as all walls that are directly above or behind the front desk that are within guest view.
  5. The following items are allowed on the front desk walls:
    - Choice approved/required items, including, but not limited to, Comfort Welcome Wall\*, Franchisee plaque
    - Local/state/federal code\*\* requirements (including health certificates, ADA information, operating permits, emergency procedures, etc.)
    - Permanent fixtures and Loss Prevention related equipment (ex: security cameras)
    - Plus, a maximum of four (4) additional, individual items/adornments are permitted on all walls directly above and behind the front desk which are visible to guests which include, but are not limited to:
      - Artwork
      - Other décor items (including holiday decorations)
      - Manager on Duty information
      - Hotel policies (ex. Pet and Check in/out information)
      - AAA information/ratings
      - Current awards/plaques\*\*\*
    - Clocks All items must be professionally mounted to ensure that no mounting tape, pins, nails, hardware or staples are visible to guests at any time. No hand written or temporary signs are permitted at any time. \*See R&Rs Rules of Interior Design, 510.12 Registration Area for reference regarding the specification on distances for mounting removable objects on the Welcome Wall. \*\*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. \*\*\* Awards (such as plaques, trophies, certificates) dated more than three (3) calendar years prior to the current year, are prohibited at all times.
  6. Remaining Front Desk Area: The remaining front desk area is defined as all areas above and behind the front desk counter(s) which are within guest view, including, but not limited to, other counters, cabinets, shelves, doors, tables, ceiling and floor space.
  7. The following items are prohibited from guest view at all times within the remaining front desk area:
    - Cleaning supplies and equipment (except while actively being used for cleaning)
    - Terry
    - Linen
    - Tools
    - Employee food and beverages
    - Cardboard storage boxes
    - Waste and recycling receptacles
    - Hand written or temporary signs
1. *Upon Guest Arrival*

2. To ensure optimal guest coverage at all times, a uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
3. *Check In* The Comfort Suites brand check in process must at least include the following procedures. See R&Rs Rules of Operation, 140.2 C. Choice Privileges Express Check In for member check in procedures:
4. Confirm length of stay, assigned room type, and rate and have the guest sign the registration folio.
5. Confirm method of payment. See R&Rs Rules of Operation, 100.7 A. Credit Card Payments for information on credit cards.
6. The brand approved guestroom key card and key envelope must be provided to all guests at check.
7. Inform guests about the hotel's facilities, amenities, and services
8. *Check Out*
9. Check out time must not be earlier than 11:00 a.m.
10. Late checkout be available to Elite Choice Privileges members who request it in accordance with program rules.

## **100.2 On**

Premises Residence Comfort Suites brand properties are prohibited from reserving or maintaining any guest room, meeting space, suite/room, apartment or other area for the purpose of occupancy by the general manager, owner or other member of the staff and/or their families, except on a short term basis due to emergencies or unusual circumstances (e.g., relocation, inclement weather that prevents safe travel, damage to or loss of an employee's home).

## **100.3 Uniform Standards**

1. *Uniforms* All employee uniforms must be from the current Comfort Brand collection. All employees, with the exception of management personnel, must wear the approved Comfort Suites branded uniforms. Management personnel are defined by the title of "Manager" and must have their title in their nametag. Uniform standards include, but is not limited to:
  2. Approved uniform tops/shirts must prominently feature the approved embroidered Comfort Suites stylized logo graphic
  3. Housekeeping & Maintenance departments requires both the uniform top and uniform pants to be purchased from an approved Qualified Vendor, black or khaki color only.
  4. All other departments, pants may be purchased from any source and must be black or khaki in color.
  5. No denim material permitted.
  6. If tailored suiting (or vest) is worn, only approved suiting is permitted and requires matching jacket and pants. Embroidered logo element is not required on the suit jacket or suit vest.

Specific uniform packages are customized by job description. The Comfort Suites Uniform Hot Topic & Key Brand Initiative will help you determine the right image for your hotel. Details and Qualified Vendors can be found under the Ordering Information Tab on the Uniform Hot Topic & Key Brand Initiative. For questions, contact your Procurement Services Representative by calling (888) 797

7911. *Nametags* All nametags must be ones from the current Comfort brand collection of nametags. All employees, including the General Manager, must wear a visible brand approved nametag which meets the following requirements: If outerwear is worn, the nametag must be visible on the outerwear at all times:
7912. The nametag must be either permanently and professionally engraved or professionally labeled. Professionally labeled nametags are defined as:
7913. Printable and reusable non stick, transparent label with clear protective plastic lens cover
7914. Adhesive strip style labels are prohibited
7915. Printing requirements for the nametag are as follows:
  7916. For all hotel employees, with the *exception* of management personnel:
  7917. First name only is required; additional text (i.e. title or last name) is optional
  7918. For hotel management personnel only:
  7919. First name, last name and management title

#### **100.4 100% Smoke**

Free Program All Comfort Suites hotels are required to be 100% smoke free. This includes all guestrooms and interior public spaces. Smoking accessories are prohibited within the hotel, including ash trays or receptacles. **With regard to smoking considerations, “Non Smoking” requirements apply to the use of anything that produce smoke or vapor including, but not limited to, cigars, cigarettes, e cigarettes, pipes or incense burners.**

1. *Non smoking Guest Communication*
2. A cleaning fee of up to \$250 may be assessed at the hotels discretion to any registered guest who smokes in the guestroom if (a) at check in, the guest is informed of the non smoking policy and \$250 cleaning fee and asked to initial the registration card acknowledging awareness of the policy; and (b) the guest is informed, where possible, prior to check out that the cleaning fee will be assessed; (c) the fee is added to the guest's receipt/bill.
3. One brand approved in room experience card with non smoking message is required in all guestrooms.
4. *Designated outdoor smoking area* A designated smoking area must be provided at the hotel 24 hours per day, 365 days per year. Subject to any requirements of applicable law, the area must meet the following specifications.
5. Located at least 25' away from main entrance
6. Located on a hard surface/decking material such as wood or synthetic decking, concrete slab on grade scored or concrete pavers on setting bed large enough to accommodate seating provided. Grass, sand or mulch is not acceptable.

7. Include seating for a minimum of two (2) people
8. Contain one (1) ash receptacle
9. Ash receptacles are not required at property entrances/exits. If present, they must be "smoker's post style"; free standing or wall mounted are acceptable. If permitted by applicable law, the outdoor pool area can be offered as a smoking area in addition to the designated smoking area.

## **100.5 Pet Policy**

It is not required that each Comfort Suites property accept pets. Travel/assistance animals as designated by the Americans with Disabilities Act (ADA), however, are not considered pets and must be accommodated regardless of the pet policy of the individual property. Comfort Suites properties that do not accept pets must specify this in the Choice Reservation System. If the hotel has conditions on accepting pets or charges a fee, these policies must be explained in the Choice Reservation System and to all guests which book direct with the hotel.

## **100.6 Fees & Commissions**

1. *Fee Payment*
2. Each Franchisee is required to pay in full all fees and assessments pertaining to the franchise, including fees to suppliers, within applicable timeframes.
3. *Travel Agent Commissions*
4. Each Franchisee is required to pay the relevant travel agency commission of 10 12% of the guest's stay for all business received from travel agents. This includes commissions on reservations from travel agents direct to the hotel and through the Choice Hotels International Centralized Commission Program. Payment of the travel agent commission and processing fee (currently \$0.48 USD per booking/stay; subject to change) must be made in accordance with the Centralized Commission Program procedures. As part of the Choice Hotels International Centralized Commission Program, each Franchisee must register for and use the on line travel agent commission payment system, powered by Onyx. Franchisees must agree to Onyx's Terms & Conditions and use one of their specified methods of payment. (Choice has the right to change payment processors.) If a franchisee does not have an active account with Onyx they will be charged \$500 per month for each month they are not registered.
5. For all reservations originating in a foreign country in which there is a Choice approved General Sales Agent, a property will be required to pay a 5% commission to such General Sales Agent within one (1) week of the invoicing of the guest's departure. The commission shall apply to reservations via travel agents, GDS, and Choice's reservation system, but shall not apply to reservations through third party Internet sites (i.e., Expedia, Orbitz).
6. *Third Party Transaction Fees*
7. Where a reservation is made through a Global Distribution System (GDS) or Pegasus, the US and Canadian Franchisee must pay to Choice Hotels International \$7.70 USD per booking (subject to change), representing the approximate cost

incurred by Choice Hotels International to the relevant GDS. (Other International countries' fees will be communicated separately.)

8. Where a reservation is made through direct connectivity and DerbySoft a property will be required to pay \$4.00 USD per consumed stay. Directly connected sites include Expedia and Booking.com. Derbysoft is used to connect to other third party OTA/Distribution providers. Choice uses DerbySoft to connect to other OTA and other third party distribution sites such as GTA, Hotelbeds, Agoda.com, and Priceline.
9. *Choice Privileges and Rewards Programs*
10. Each franchisee is required to pay the relevant Choice Privileges fee (5% of room revenue for Choice Privileges and Airline Rewards) on their monthly franchise bill for all consumed points eligible stays by guests with a Choice Privileges number. Payment of the Choice Privileges fee and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. (Not charged if the Travel Agent Processing fee is charged.) Properties that meet certain new member quarterly enrollment numbers will receive a quarterly incentive payment of up to .5% of quarterly room revenue on member qualifying stays based on enrollment performance.
11. BAR Plus Best Available Rate fee for extra points purchased by Choice Privileges members when booking their stay. \$5.00 for 1,000 points; \$10.00 for 2,000 points; \$25.00 for 5,000
12. Choice Privileges Egenica Program
13. \$5.00 per night on each SEGEN booking made by a Choice Privileges member.
14. CP Elite Welcome Gift Recognition Gift Program
15. Hotels will be billed per transaction for Elite members who elect points upon arrival which is \$1.25 for 250 points for the Comfort Suites brand.
16. Energy Collection & Measurement (ECM) Utility Savings Dashboard Program
17. Hotels will be billed \$18/month on the Franchise invoice. See Section 140.7 Room to Be Green Program for details.
18. *Taxes*
19. Each Franchisee is required to pay any applicable federal, state and/or local taxes on the fees described in this Section 100.6.
20. *Pay for Performance (PFP)*
21. Pay for Performance (PFP) is a 2.7% commission (subject to change) on consumed stays booked through mega agencies and consortia and can be in addition to the 10% travel agency commission. Each Franchisee is required to pay the relevant travel agency commission within one (1) week of the invoicing of the guest's stay. Payment of the travel agent commission and processing fee (currently \$0.48 USD per booking; this fee may be eliminated in 2024) must be made in accordance with the Centralized Commission Program procedures.
22. AARP Fee \$2.50 per consumed stay booked with the AARP discount.
23. Carlson Wagonlit Travel (CWT) Pay for Performance (PFP) Transactions: PFP for consumed stays booked by CWT depending on CWT lata, a consumed CWT stay is subject to "Carlson Wagonlit Global" or "SATO Travel" (Carlson Wagonlit) PFP fees:

24. Carlson Wagonlit Global: 8.5% marketing fee of room revenue and transactions are not subject to travel agent commission of 10%.
25. SATO Travel (Carlson Wagonlit): 2.7% marketing fee on consumed stays and can be in addition to the 10% travel agency commission where applicable (in accordance with the normal fee of all other PFP transactions).
26. Terms are subject to change.
27. *Corporate (Split) Commissions*
28. 0% 10% of room revenue per consumed stay resulting from program activities.
29. *Choice Enhanced Reservations Program (CHERP)*
30. CHERP is a 10% commission on consumed stays booked through a pay for performance search marketing program designed to help optimize the presence of Choice Hotels properties in major internet search engines. Each Franchisee is required to pay the commission within one (1) week of the invoicing of the guest's stay. Payment of the commission and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. Fees are only applicable to commissionable rate plans.
31. *Affiliate Program*
32. E Commerce marketing program fee which is a 10% commission on consumed bookings that is assessed any time a guest books a reservation found via e commerce marketing.
33. *ChoiceMAX Choice Hotels mandated Revenue Management System Mandatory for all Comfort Suites*
34. ChoiceMAX is Choice's state of the art revenue management system developed to help take revenue management capabilities to the next level by delivering beyond what was previously possible and offer strategic support and pricing direction as an extension of on property teams. Franchisees can leverage ChoiceMAX to manage optimal rates to help maximize revenue potential by ensuring that pricing aligns appropriately with market demands.
35. You must pay a mandatory activation and training fee of \$2,500 if the hotel is new to the Choice System or each time the hotel is reinstated into the ChoiceMAX system, including reinstatement due to seasonal closures or rebranding. Choice will not retroactively charge this activation fee for those hotels already in our System and that are not subject to reinstatement.
36. You must also pay a monthly fee. The monthly fee (subject to change) for ChoiceMAX is based on the room count at each hotel. Please reference the chart below: **Up to 50 Rooms 51+ Rooms Comfort \$400 \$525** \_ Monthly fees for ChoiceMAX are bundled in the ChoiceRM monthly program fee for Upper Midscale, Midscale, Economy, and Extended Stay chain scales. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels. \_ For more information about the ChoiceRM program, please visit the ChoiceRM page on ChoiceCentral.
37. ChoiceROCS (formerly ChoiceRM)

38. Each Comfort Suites property is required to enroll in ChoiceROCS. The property will be required to enroll in a minimum level of service, and these are listed below. During the first year, the only levels available for enrollment are Silver and higher. The minimum level of service is based on the property's annual gross room revenue and number of high occupancy nights (defined as where occupancy is ≥90 percent). Choice reviews these two metrics on an annual basis and may, at its discretion, move a Comfort Suites property to a higher or lower level of service. However, the property may purchase a higher level of service, if desired.
39. A ChoiceROCS program fee will be assessed monthly in accordance with the level of service in which the property is enrolled. The program fee will appear on the monthly franchise bill immediately after the property is active in the ChoiceRM program. The monthly costs are as follows: Gold+ Gold Silver+ Silver Bronze+ Bronze Comfort \$1,775 \$1,970 \$1,300 \$1,445 \$795 \$940 *Monthly fees for ChoiceMAX are bundled in the ChoiceROCS monthly program fee. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.*
40. Exemptions to the ChoiceROCS program are based on objective measures that are hotel specific and must be requested by the property and approved by Choice in writing.
41. Franchisees must comply with the Terms and Conditions (found in Choicecentral.com) for the ChoiceROCS program.
42. If a hotel fails to engage with its assigned Revenue Manager, including regularly missing onboarding and strategy calls, or the hotel or anyone engages in any unprofessional conduct or any conduct that disparages Choice's employees, including abusive language, then Choice has the right to suspend the hotel from the Revenue Management Program. The hotel will continue to be charged the applicable program fee unless Choice decides to reinstate the hotel.
43. ResConnect Optional\* Program
44. With the ResConnect program, your reservation calls are serviced by highly trained professionals, allowing your front desk staff time to focus on delivering exceptional service to in house guests. The service operates 24/7, 365 days a year.
45. \*Effective 1/1/2025 To maintain the integrity and efficiency of our reservation services, hotels are required to direct calls to the appropriate channels and refrain from transferring calls to the Choice Toll Free Number if they are not currently enrolled in ResConnect. This policy ensures that all reservation calls are routed correctly, providing a streamlined experience for both guests and hotel staff.
46. If your property continues to transfer calls to the Choice Toll Free Number, your property will be automatically enrolled in the ResConnect Program.
47. Billing for the ResConnect Program will align with the Terms of Use and will appear on your monthly franchise statement.
48. If you would like more information or want to enroll, franchisees should visit: <https://apps.choicecentral.com/ccweb/content/resources/CallFwdResServ.html>

## **100.7 Methods of Payment**

1. *Credit Card Payments* Each Comfort Suites property must honor the credit cards of all companies with which *Choice Hotels International* has agreements, and those that Choice may designate periodically. *Choice Hotels International* currently requires that Comfort Suites hotels accept the credit cards listed in R&Rs Rules of Operation, 170.2 C. Credit Card Guarantee. Hotels may not impose any additional surcharge for guests who elect to pay by credit card. Similarly, no discount may be offered for cash payment.
2. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his/her first night's stay to the receiving Comfort property. Procedures for advance deposit are outlined in R&Rs Rules of Operation, 170.2 D. Advance Deposit.
3. *Choice Hotels Gift Card* See R&Rs Rules of Operation, 140.4 Choice Hotels Gift Cards.
4. *Google Wallet*

Hotels must accept reservations made using Google Wallet as a method of payment.

## **100.8 Choice Hotels Owners Council and American Hotel & Lodging Association**

1. *Organizational Purpose*
2. The Choice Hotels Owners Council (CHOC) is an organization of *Choice Hotels International* franchisees, representing Quality, Comfort, Sleep, Clarion and MainStay Suites hotels, inns, suites and resorts, individually and collectively.
3. Organized in 1967, the CHOC was created to serve as a sounding board to air system wide problems, provide a method of exchanging operational and promotional ideas, and enable franchisees to get better acquainted. In addition, the CHOC serves as a resource for Choice operator's vast store of knowledge and years of experience.
4. The current mission statement of the CHOC is to "Represent Franchisees by working with *Choice Hotels International* to profitably create customers through effective hospitality programs, to provide corporate/Franchisee liaison, and operate a responsive international association, to maximize Franchisee return on investment".
5. The CHOC works with *Choice Hotels International*'s management to establish system programs and policies. Over the years, the CHOC has proven invaluable in strengthening the system by making available to corporate management the expertise of the CHOC members and by providing direct communications between the franchisees and *Choice Hotels International*.
6. Each Comfort Suites brand property is required to join and maintain membership (currently \$60 per month) in the Choice Hotels Owners Council (CHOC). Each Franchisee must remain current in its payment of dues to the CHOC.
7. *American Hotel & Lodging Association*
8. The American Hotel & Lodging Association is the largest hotel association in the U.S. representing all segments of the industry nationwide. Hotel members can take advantage of all AHLA's resource centers for assistance in all avenues of the industry. The current mission of AHLA is: "The indispensable resource serving, supporting, and advocating on behalf of the American hospitality industry."

9. Choice automatically enrolls all hotels as members of AHLA. Hotels are billed annually on their February franchise invoice for their hotel's annual membership dues. The annual dues for Comfort Suites hotels are \$4.50/room (subject to change). Hotels not wanting to participate can opt out of participation by contacting their Area Director no later than December each year, prior to the February billing. Hotels must opt out annually.

## **100.9 Waiver Handling**

Each Comfort Suites property is required to maintain a hard copy file back up of any and all approved waivers as authorized by Choice Hotels. The hotel staff is to produce, upon demand, approved waiver letters/forms signed by authorized representatives of Choice Hotels for any existing conditions falling outside of Comfort Suites Rules & Regulations.

## **100.10 Privacy & Security Policy**

Guest information that Choice Hotels collects or stores is subject to certain privacy laws and Choice's Privacy and Security Policy. Choice's policy provides guests with the option to opt out of email, direct mail or the sharing of their information with third party partners. The full Privacy & Security Policy is available on [www.choicehotels.com](http://www.choicehotels.com). If a franchisee collects and stores a guest's personal information the Franchisee must comply with all applicable data privacy and security laws and regulations, including the Payment Card Industry Data Security Standards with respect to credit card information. All properties must comply with Privacy and Security requirements as outlined in their respective franchise agreement. In absence of these requirements properties must adhere to local law and Choice policy. Local law will always be priority. To ensure Choice and its affiliates comply with these requirements, Choice developed the following rules for all Franchisee promotional email and direct mail campaigns communication with guests:

1. Hotels may not send email promotions that use Choice marks to guests.
2. Email lists will not be provided to Franchisees as Choice centrally communicates, on Franchisees behalf, monthly.
3. All email or direct mail lists that a hotel creates, purchases or plans to share with a third party must be sent to Choice for validating the contacts against the centralized "opt out list."
4. Any promotion email or direct mail communications intended for distribution must be approved by Choice.
5. All direct mail must provide the ability for consumers to unsubscribe via direct mail (by including a mailing address at Choice).
6. All email and direct mail "unsubscribes" received directly by a hotel must be reported to Choice so that the centralized database can be updated with guest preferences.
7. Any requests for terminated hotels' direct mail lists are considered on a case by case basis. Please contact your Franchise Services Team.

## **100.11 Reservation of Accessible Rooms**

Accessible room inventory must be loaded into Choice's reservation system in accordance with the requirements of the regulations under the Americans with Disabilities Act (ADA) related to online reservations. Based on the ADA regulations, ADA accessible rooms may not be overbooked.

## **100.12 Permitted Use**

1. The hotel property must only be used for its intended purpose of the voluntary and temporary housing of transient guests. The hotel (including its ownership and management) must refrain from using, or allowing others to use, the premises for any other purpose or activity at any time without obtaining Choice's prior written consent, which may be withheld in its sole discretion, including, but not limited to, any purpose or activity that: (a) is unlawful, unethical or immoral; (b) could reasonably be determined to have a material negative impact on Choice, its trademarks, or its business reputation, (c) is not specifically contemplated by the Franchise Agreement or these Rules and Regulations; (d) does not meet or exceed the generally accepted standards of operation of leading hotel operators in the industry; (e) involves accommodations provided by any government social services or housing agency; (f) involves the incarceration or involuntary detention of any individual (whether or not government sponsored); (g) involves gambling, gaming or adult entertainment; or (h) is otherwise prohibited by Choice in its sole discretion.

# **110.0 Guest Facilities**

## **110.1 Public Restrooms**

1. *Supplies* The following items are required for each stall:
  2. A double roll toilet tissue dispenser or equivalent. An adequate supply of toilet tissue must be maintained.
  3. Covered containers for sanitary napkin disposal at each stall in a unisex or women's restroom. In a single stall unisex or women's restroom, a covered waste receptacle can serve as the sanitary napkin disposal unit.
  4. Feminine hygiene products must be available in all women's/unisex restrooms. Items can be dispensed from a properly stocked vending machine or provided at no charge and presented in a basket or container, either in each stall or in the vanity area.
  5. *Hand Soap* Liquid soap in dispensers, convenient to all basins is required.
  6. *Hand Drying* Paper towel dispenser or electric hand drying devices and waste unit are required.
  7. *Waste Receptacles* At least one waste receptacle is required in each restroom. See R&Rs Architecture & Engineering, 410.14 Public Restrooms. Also See R&Rs Interior Design, 510.14 Public Restrooms and 510.7 Public Space Finish Standards.

## **110.2 Swimming Pool**

**Indoor & Outdoor** A swimming pool is required at each Comfort Suites property. *For properties whose contracts were executed on or before 12/31/2004*, a fitness center may be provided in lieu of a swimming pool if approved in advance in writing by *Choice Hotels International*. *For properties whose contracts were executed on or after 1/1/2005*, both a swimming pool and a fitness room are required. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. The pool furnishings requirement for properties is as follows:

1. One (1) dining table with 4 chairs for properties of 100 rooms for fewer. An additional dining table with 4 chairs is required for each additional 50 rooms or portion thereof (portion thereof means to round up).
2. 6' market umbrella with weighted base or umbrella built into the table. (Outdoor Pool Only).
3. Minimum of one (1) additional chair for every ten (10) guest rooms or portion thereof (portion thereof means to round up). Chairs may be chaise lounges or high back stackable chairs with arms.
4. Minimum one (1) side table for every twenty (20) guest rooms or portion thereof (portion thereof means to round up), located between lounge chairs or stackable chairs.
5. Towel rack for clean towels and bin for soiled towels; an adequate supply of clean towels must be maintained at all times during posted operational hours. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for pool furniture specifications. It is the Franchisee's responsibility to ensure that all local, state and federal laws, regulations and codes are met or exceeded with respect to the design, construction, maintenance and operation of the hotel's pool. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

## **110.3 Fitness Center**

A branded Fitness Center is required in each Comfort Suites hotel. The standards listed in this section are the **operational** requirements for the Fitness Center. Refer to the Fitness Center program website for product specifications and how to order as needed. In addition to the operational requirements, the fitness room must meet the minimum requirements outlined in R&Rs Architecture & Engineering, 410.60 Fitness Center and R&Rs Interior Design, 510.60 Fitness Center.

1. Guests must be provided access to the fitness center from at least 6AM 10PM daily.
2. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
3. Integrated wood or wood look laminate towel cabinet with enclosed bin must be provided. Each towel cabinet:
  4. Must contain a minimum of three (3) shelves.

5. Must contain an opening on the top surface of the base of the cabinet to allow soiled towels to be dropped into a concealed bin or basket below.
6. The base cabinet must be enclosed with an access door to conceal a bin or basket for soiled towels.
7. Provide an adequate supply of fitness center hand towels at all times during operational hours. Towels must be provided on shelves in the towel cabinet.
8. A Notice pertaining to liability in compliance with all local, state, or federal codes must be located in clear view of guests.
9. A hand sanitizing station must be provided in or at the entrance to the fitness center. Refer to section 120.12 Hand Sanitizing Stations for additional details.
10. Approved Wall Art – A complete set of brand approved artwork is required in the fitness center. Additional artwork is prohibited.
11. Approved stainless steel/brushed metal finish, disinfecting Gym Wipe Dispenser with combination trash receptacle.
12. Pre Moistened Disinfecting Wipes provided in dispenser at all times during operational hours.
13. Approved, Wall mounted Clock with brushed metal finish.
14. A minimum 40" television with remote control is required.
15. Drinking fountain, a water cooler with cups or bottled water inside a glass front refrigerator must be provided.
16. Equipment – The following equipment must be commercial grade construction
17. Hotels with contracts executed on or **after** 1/1/2005:
18. A minimum of one (1) Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (5  
50) pound weights.
2. A minimum of two (2) pieces of the following equipment is required:
  3. Motorized Treadmill
  4. Elliptical Machine
  5. Stationary Bike
  6. Stair Climber
7. Hotels with contracts executed **before** 1/1/2005, at least three (3) pieces of the following equipment is required:
  8. Motorized Treadmill
  9. Elliptical Machine
  10. Stationary Bike
  11. Stair Climber
12. Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (5  
50) pound weights.
14. The following items are not permitted in the Fitness Center:

15. Non approved artwork, posters and/or signage
16. Plants (artificial or living)
17. Non approved FF&E seating not related to the exercise equipment (i.e. chairs, stools, sofas, etc.), shelving, tables, book cases, cabinets (other than the approved towel cabinet)
18. Decorations, figurines and/or other embellishments
19. Non approved advertisements or other promotional materials
20. Food and beverage, with the exception of the required water source
21. Cleaning supplies with the exception of the gym wipes in dispenser
22. Storage of other items

#### **110.4 Meeting Room**

1. It is required that the meeting rooms be furnished with an easel/flip chart, and an audiovisual viewing screen or flat panel TV with PC hook up capabilities. It is also required that the meeting rooms be furnished with adequate electrical outlets, television antennae, telephone jack outlets and speakerphone capabilities.
2. All meeting rooms must provide wireless High Speed Internet Access in accordance with the standards outlined in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
3. All meeting rooms must meet the design specifications outlined in R&Rs Architecture & Engineering 410.30 Meeting Room and are to be furnished according to the standards outlined in R&Rs Interior Design, 510.30 Meeting Room.

#### **110.5 Business Center**

All Comfort Suites properties must offer a Business Center with the latest computer software provided by Uniguest, which includes the brand approved home screen. Uniguest software must be provided on all computers in the business center. The business center must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.52 Business Center and furnished according to R&Rs Interior Design, 510.52. For properties whose contracts were executed prior to 1/1/2005, the business center requirement can be met by providing a dedicated room/enclosure or by offering a lobby or common area based desk or kiosk. All Business Centers are required to be equipped with the following:

1. Comfort Suites Business Center Personal Computer (PC) from Uniguest – Minimum one (1)
2. All PCs in the Business Center must be the current Comfort Suites Business Center configuration purchased from Uniguest which includes a standardized All in One CPU &Monitor, Keyboard, Mouse, Network Router and Cables. Multiple PCs are recommended as dictated by local market demand.
3. Printer – Minimum one (1)
4. All printers must be purchase from Uniguest and be network ready and available for use from all PCs. Printers must be laser format with output of at least 10 PPM. Printers can be either black & white or color. Multi function machines that copy/fax/print are strongly recommended.

5. Required Operating System, Browsing, and Business Software
6. Operating System
7. The required operating systems will be: Windows 7, Windows 8 or Windows 8.1 – all 64 bit, with minimum of 20GB of free hard drive space and 4GB (or more) of RAM. Processors must be 1.7GHz or higher.
8. Internet Explorer (version 10 or more current)
9. Microsoft Office
10. Microsoft Office (version 2013 or more current), including Word, Excel, and PowerPoint
11. Remote Printing All Comfort Suites are required to provide and maintain approved remote printing capabilities. Additional information can be found on the Remote Printing Tab.
12. Required remote printing program is required to be purchased through Uniguest.
13. Required components of the program are:
14. Approved electronic key pad attached to, integrated with, or adjacent to the business center printer.
15. An approved sign including information about printing instruction and business supplies must presented in a black or acrylic frame and located in close proximity to the business center printer; at minimum, a black frame or clear acrylic frame must be used. The approved graphic is found on SmartMarketing and must be customized with hotel property code.
16. The Brand approved “Here for your Business Needs” sign must be presented in a black frame or clear acrylic holder.
17. Required Managed Business Center Software and Support All PCs must be equipped with the latest available Comfort Suites Business Center software from Uniguest. All properties must maintain active support contracts for each PC from Uniguest. Minimum initial contract term with Uniguest is 2 years, renewable in 1 year increments.
18. High Speed Internet Access
19. For business center PCs, an always on connection to the Internet is required, consistent with the CHI Midscale HSIA Brand Standard. For laptop users, wireless Internet access signal covering entire room or common area, consistent with CHI Midscale HSIA Brand Standard is required.

## **110.6 Guest Laundry**

The duration of a guest's stay at the Comfort Suites varies depending on travel plans. A guest laundry facility is required (applicable to properties whose contracts are executed on or after 1/1/2006). The guest laundry must meet the design specifications outlined in R&R Architecture & Engineering, 410.50 Guest Laundry and R&R Interior Design, 510.50 Guest Laundry. All guest laundries must also meet the following standards:

1. The minimum equipment must be:
2. One (1) top quality commercial washer

3. One (1) top quality commercial coin operated dryer
4. A wall mounted, coin operated dispenser of laundry detergent and fabric softener. As an alternative to providing a coin operated dispenser, properties may sell the laundry detergent and fabric softener at the front desk or in the gift shop (where applicable).

## **110.7 Whirlpool**

Optional A whirlpool for public use is not required. If a whirlpool is provided, it must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.62 Whirlpool Optional and R&Rs Interior Design, 510.62 Whirlpool Optional. In addition, an adequate supply of fresh towels must be provided at the whirlpool area at all times. It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

## **110.8 Comfort Marketplace**

All Comfort Suites must offer a Comfort Marketplace with an approved Marketplace sign. Guests must be able to access the Marketplace items directly via a dedicated alcove space OR the lobby implementation method described below. Approved snack cabinets cannot be behind the front desk. The minimum Marketplace items must be available for guest purchase 24 hours per day, seven days per week. The standards listed in this section are the **operational** requirements for the Comfort Suites Marketplace. Refer to the Marketplace website for product specifications and how to order as needed.

1. Approved display methods; must choose Option 1 or Option 2 below:
2. Dedicated Alcove Method – defined as dedicated alcove type space with built in cabinetry/shelving (millwork), located adjacent to the lobby and purpose built for a marketplace type retail operation.
3. Approved Snack Cabinet with shelf management system is permitted as an option for the cabinetry if built in cabinetry is not available.
4. Slat wall, wire pegs and/or wire rack display systems are prohibited.
5. Lobby Free Standing Method with brand approved Snack Cabinet(s). The brand approved cabinet(s) must be located in the lobby area, not behind the front desk.
6. A refrigerator and freezer are required
7.
  1. If present in the lobby or public space where guests access these items, the unit(s) must be commercial grade with a glass front door and interior lighting.
8. If limited space is available for the lobby implementation method, refrigerated and frozen items may be stored in a back of house area and those units do not have to have the specifications noted in item "a" above.
9. Additional Rules of Operation

10. Brand approved “Marketplace” signage must be present at the entrance to the Marketplace (alcove method) or on one of the brand approved snack cabinets (Lobby Method).
11. Pricing Template(s)
12. Prices are to be displayed on the approved Pricing Template(s), printed in color, and presented in an appropriately sized frame (wall mounted or free standing).
13. Prices are to be listed as “tax inclusive”.
14. It is the franchisee’s responsibility to remit any and all sales taxes collected on the Marketplace revenue as required by law.
15. Other computer generated, handwritten labels, unapproved signs or promotional material is not permitted in conjunction with any of the Marketplace components or presentations.
16. Individual price labels and/or the use of a “pricing gun” are not permitted to indicate the price on the products for sale, unless required by law.
17. Guests must be allowed to pay cash, credit card, or charge Marketplace purchases to their guest hotel folio (subject to valid method of payment).
18. All purchases, payments and transactions must be posted and recorded using choiceADVANTAGE.
19. Vending machines near the lobby do not meet the standard for a Marketplace.
20. The sale of souveniers, crafts, memorabilia, other non apprvoved Marketplace porgram items or offensive material is prohibited.
21. General Product Standards:
22. Minimum food, snack and beverage items offered for sale must be from nationally recognized brands. Wholesale club brands, store brands and/or generic brands do not meet the “national brand” requirement.
23. All items must be individually wrapped and packaged for retail sale in the original, professional packaging from the manufacturer. This includes ingredients and nutritional information.
24. Products that have reached the manufacturer’s printed expiration date cannot be sold in the Marketplace.
25. Damaged, opened, used or otherwise comprised product may not be sold in the Marketplace.
26. Minimum Product Offerings As noted above for the Lobby Implementation Method, refrigerated and freezer products may be stored in a back of house area; however all products offered for sale must be listed on the approved template and available for purchase at the front desk. Items provided for one category cannot “count” as a product in another category. For example, Tylenol cannot be counted as a pain reliever and a cold medicine product.
27. Sweet Stuff (Sweet/Candy Items) including chocolate bars, mints, hard candies, gummy candies and chewing gum AND non candy sweet items, such as cookies, granola bars, and other sweet treats.

28. A minimum of four (4) different candy branded product selections required and a minimum of four (4) different non candy items. A total of eight (8) different items must be available in this category.
29. Snack Attack (Snack Items) Salty and savory items, such as potato chips, pretzels, Doritos®, Cheez itz®, Goldfish®, popcorn, bagel chips, and trail mix.
30. A minimum of four (4) different branded product selections are required.
31. Must Haves (Health/Pharmacy Items) Items to include a minimum of one (1) brand selection from the following list of items, are required.
  32. One (1) pain reliever
  33. One (1) cold and/or flu medication
  34. One (1) antacid reliever
  35. One (1) eye drop product (must be at least 3 ounces)
  36. One (1) contact lens cleansing solution (must be at least 3 ounces)
  37. One (1) hair spray (must be at least 3 ounces)
38. Cool Down (Cold Beverages) An assortment of cold carbonated beverages, juices, specialty drinks and bottled water.
39. Minimum 16 ounce bottle size
40. Carbonated and/or sparkling water and carbonated energy drinks do not meet the carbonated beverages requirement.
41. Minimum of four (4) soda varieties (carbonated beverages) is required, one (1) of which must be a diet soda selection.
42. Minimum of two (2) specialty drink varieties are required. (Examples of the specialty drink category include sports drinks, iced teas, energy drinks, coffee drinks, root beer, etc.).
43. Minimum of 8 ounces bottle size
44. Minimum of two (2) juice varieties is required, one (1) of which must be 100% orange juice.
45. Minimum 8 ounce bottle size
46. Optional: Alcoholic beverages (beer and wine only) are allowed to be sold in addition to the minimum requirements listed, if permitted by law. It is the franchisee's responsibility to meet all local, state and federal laws pertaining to the sale of alcoholic beverages, as well obtain any and all permits and/or licenses required.
47. Ice Box (Frozen Items) A selection of frozen meals and ice cream treats.
48. Products requiring actual cooking, other than the use of a conventional microwave oven, are not permitted.
49. Frozen meals – a minimum of two (2) different branded product selections required
50. Ice cream – a minimum of two (2) different branded product selections required. Individual serving size (carton, tub or box).

## **110.9 Restaurants/Bars/Lounges/Banquet Space**

Restaurants, Bars, Lounges, and/or Banquet Spaces are prohibited at Comfort Brand Properties.

## **120.0 Hotel Services**

### **120.1 Complimentary Newspaper**

Properties not displaying the brand specified internet landing page (ILP) are required to provide a minimum of ten (10) complimentary USA TODAY newspapers each day Monday through Friday. Additional copies may be necessary if the occupancy of the hotel rises substantially.

### **120.2 Telephone Services**

Telephone service to guest suites/rooms must be available for incoming and outgoing calls 24 hours daily.

1. *\_Local Telephone Calls\_* No Comfort Suites property shall levy any charge to guests for making local calls. This includes any daily access charge, per call charge or per time unit charge.
2. *Long Distance Guests must be able to access long distance via direct dial*
3. Access Charge
4. No Comfort Suites property shall levy any access charge for making long distance calls, whether direct dialed, operator assisted or toll free.
5. Telephone Carriers
6. Address consumer comments to: FCC Enforcement Division, Wireline Competition Bureau, 445 12th St. SW, Washington, DC20554.
7. *Switchboard*
8. Provide a hospitality based system that functions as a state of the art telephone, with voice mail and FCC compatible hearing impaired capabilities.
9. *Guest Room Telephones* Each guest room must have at least one (1) telephone with direct dial capabilities, through local telephone service. In addition, the telephone system must meet or exceed the following specifications:
10. Must be equipped with a message waiting light or message alert. See R&Rs Rules of Operation, 130.2 F.3.c.
11. Must have a brand approved faceplate. The faceplate must contain dialing instructions, the approved logo, room number, hotel name, hotel address, and phone number. Refer to Choicebuys for contact information for Desi.
12. *\_House Telephones\_* All house telephones must automatically dial to the front desk when the receiver is lifted off the cradle.
13. *\_911 Direct dial\_* Hotels are required to comply with all state, local and federal laws and codes, including the Federal Communications Commission's rules regarding

emergency telephone calls (911) and connections to a 911 call center or public safety answering point

### **120.3 Television Services**

1. The following television services to guest room must be available 24 hours a day:
2. Required Basic Programming required all day every day At a minimum, the hotel must offer free to guest “basic cable/satellite” programming variety with no fewer than 25 channels. The following 5 specific networks are required – ABC, CBS, NBC, FOX and PBS. In addition, at least 1 channel is required from each of the following 5 programming categories (with notable/popular network recommendations provided as guidance):
  3. News CNN, CNN Headline News, CNBC, MSNBC, Fox News
  4. Weather The Weather Channel, AccuWeather, Regional/Local Weather
  5. Entertainment USA, TNT, TBS, LIFE, FX, WGN, History, Discovery, A&E, HGTV, TLC, Travel, AMC, TMC, Comedy Central, Sci Fi, BIO, Food, MTV, VH1, CMT, Bravo, SPIKE, National Geographic
  6. Kid Friendly Disney, ABC Family, Nick, TV Land, Sprout, Noggin
  7. Sports ESPN, ESPN2, ESPN Classic, ESPN U, SPEED, Fox Sports
  8. HBO is recommended as a premium network channel
  9. One of the brand approved versions of the in room technology cards must be provided in all guestrooms. This in room technology card includes WIFI connectivity information including customer service contact information as well as the TV channel listing or how to access the channel information.
  10. Pornography Pornographic channel, movies or shows are prohibited.
  11. All guest room televisions must have a remote control.

### **120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)**

1. **Compliance All properties are required to be HSIA certified.** Certifications will be maintained by the hotel’s choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:
  2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
  3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
  4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
  5. Areas of Installation:

6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.
9. Equipment
10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
11. Bandwidth
12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.
13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps 75 - 149 rooms 100 Mbps 150 - 350 rooms 250 Mbps 350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
14. Wireless Signal
15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.
17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. *\_Connection/Configuration\_* The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. *User Authentication* – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.

21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel's WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
  3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
  4. Increased Bandwidth
  5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
  6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
  7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
  8. HSIA Non Compliance Procedure
  9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non compliance penalties as well as possible default and termination of the franchise agreement.

## **120.5 Forgot Something Program**

1. Each Comfort Suites Hotel must maintain an adequate supply of the amenities listed below. These amenities are to be made available to guests on a complimentary basis upon request. Any items provided in all guest rooms do not have to be kept with the supply of other required items.
  2. Razor
  3. Shaving Cream
  4. Toothbrush
  5. Toothpaste
  6. Deodorant

7. Sewing Kit
8. Shower Cap
9. The in room Experience card noting the program is required in all guestrooms.

## **120.6 Cribs & Rollaway Beds**

Cribs must be available upon request and at no charge. All cribs and play yards must meet or exceed all applicable local, state and federal laws and regulations, including all Consumer Product Safety Commission safety guidelines.

1. At least one (1) crib must be available upon request at all times.
2. Rollaway beds are optional. With the exception of SRD reservations, charging is at the owner's discretion. Rollaway beds must be provided free of charge with SRD reservations.

## **120.7 Vending Services**

Vending machines dispensing items such as soft drinks, snacks, and newspapers are not permitted in the Lobby, but when present are required to be in a semi enclosed area adjacent to the lobby, or located in a specific vending room within the guest rooms building. ATMs and any coin operated machines are also prohibited in the lobby. Cigarettes are prohibited in all vending machines. Vending machines do not meet the requirement for the Comfort Suites Marketplace and are not permitted in the Marketplace itself. Refer to the Marketplace Website on the Comfort Suites brand page for program details and requirements.

1. For properties with four (4) or greater stories, one (1) closed bin, dispenser type (1) ice machine must be located on every other floor.
2. For properties with three (3) or fewer floors must have a minimum of one (1) centrally located ice machine for every 60 guest rooms.
3. Vending machines dispensing cigarettes and/or prophylactics are not permitted anywhere at the hotel or affiliated property. All vending areas must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.51 Vending Areas and R&Rs Interior Design, 510.51 Vending Areas.

## **120.8 Complimentary Coffee & Hot Tea**

All Comfort Suites hotels are required to offer hot water and at least one regular and one decaf blend of the approved coffees required for breakfast as well as hot tea (regular and decaf) from at least 5AM until 9PM on a daily basis. A list of approved coffee vendors is listed on the Breakfast Program Hot Topic. Only approved blends from approved vendors are acceptable.

1. These hot beverages must be served from either the breakfast area or from a separate cart or kiosk located in the lobby, using the approved airpots. If served from a separate cart or kiosk, then the approved airpots must be properly labeled with approved graphics, but the display rack may remain in the breakfast area

2. With the exception of the airpot racks, the coffee and tea must be offered with the same menu and presentation pieces, condiments, wooden stir sticks, and Choice Privileges cups stipulated for the breakfast program.

## 120.9 Welcome Refresh Water Station

All Comfort Suites hotels are required to offer complimentary beverage refreshment via the approved Welcome Refresh Water Station program and recipe standards, on a daily basis, at minimum between the hours of 3PM 9PM. The Welcome Refresh Station program is required in addition to the Complimentary Coffee and Hot Tea requirement (See 120.10). The standards listed in this section are the **operational** requirements for the Welcome Refresh Station program. Refer to the Comfort Suites Brand page for details under the Deadlines & Programs tab. Only the approved items, products, presentation pieces, signage, graphics and/or materials sourced for this program are permitted for use, except where noted.

1. Location
2. The Welcome Refresh Water Station program must be presented as described below, in an approved location in the lobby visible to guests at check in from the front desk.
3. The water station cannot be placed on the front desk registration counter
4. The water station must be placed on one of the following:
  5. The approved beverage cart
  6. A permanent counter not to include the front desk
  7. A furniture table, to include either an approved sofa table or approved console table. If placed on an approved furniture table, it must be at minimum 32"H x 18"D x 33"W.
8. Beverage Offering
9. A minimum of one (1) approved lemon infused water offering is required. Refer to the Refreshment Recipe instructions for the approved beverage products and directions:
10. Drinking water infused with approved lemon flavored syrup blend; **or** "True Lemon" brand dry mix packet or
11. Drinking water infused with a minimum of six (6) fresh lemons, cut into *slices*.
12. The beverage dispenser must be maintained at least one half (1/2) full during the hours of operation, with ice cubes visible.
13. The service of additional cold beverages is permitted. If additional cold beverages are provided, they must be served in the approved beverage dispensers and accessories.
14. Additional beverages In addition to the required lemon infused water, other optional cold beverages are acceptable, but they are limited to "Ice Water" (with or without sliced fruit), "Iced Tea", "Sweet Tea", and "Lemonade". Only approved dispensers, drip trays, and approved flavor magnets are allowed for the service of additional cold beverages. Brand approved flavor magnets are required.
15. Presentation

16. The following presentation, serving pieces and operating supplies are required:
17. Minimum one (1) approved presentation mat.
18. Minimum of one (1) approved beverage dispenser with base, condensation tray, and drip tray
19. One (1) brand approved lemon infused magnet flavor label is required to be placed on the beverage base.
20. 4.5" x 4.5" beverage napkins, non logo, white in color, provided in adequate supply and presented in the approved beverage napkin holder.
21. Seven (7) ounce beverage cups, in adequate supply, presented in the approved beverage cup holder. Cups must be solid white, translucent, or clear plastic. No logos or markings permitted.
22. One (1) trash container placed on the floor in the immediate presentation area. Trash cans must be solid black, brushed nickel, or stainless steel and cannot be taller than the height of the approved cart or presentation piece/furniture used for the service.

## **120.10 Hand Sanitizing Stations**

All hotels are required to install commercial style hand sanitizing stations in certain public areas throughout the hotel. Commercial style is defined as an encasement holder with internal cartridge or bag which supplies the product. The stations can be free standing or wall mounted. An adequate supply of sanitizing product at all times. The sanitizing product must contain active ingredients of at least 60% ethanol or 70% isopropanol.

1. Stations are required in at minimum the following areas: in the lobby/front desk area, in the breakfast area, all interior corridor elevator landings, fitness centers (in or at the entrance to), and entrances to food and beverage outlets if present.

## **130.0 Guest Service Programs & Standards**

### **130.1 Guest Satisfaction Programs**

1. *Commitment to Your Satisfaction Program* Each Comfort Suites property is required to fully comply with all aspects of the Comfort Suites' Commitment to Your Satisfaction program.
2. Participation in this ongoing, mandatory program is required by all Comfort Suites properties. It includes the satisfactory servicing of all guests, prompt resolution of guest complaints, prominent display of collateral material and the timely submission of weekly tracking reports.
3. The program applies to the entire room inventory and all guests, with the exception of those who have been identified by *Choice Hotels International* as likely to fraudulently invoke the satisfaction commitment.
4. The program applies to rooms on an individual basis; there are no exceptions permitted for special rate programs and package plans.

5. All hotels must provide the In room Experience card with "We'll take care of you" message.
6. Front desk staff must be authorized to satisfactorily resolve guest complaints, including but not limited to guest reimbursements upon checkout.
7. Every attempt to resolve a guest complaint must be handled on property, at the time of the complaint. On property guest complaints and/or reimbursements must be logged in Choicecentral using the Guest Resolution form. Refer to section 130.3 Guest Complaints for additional details on Guest Complaints.
8. The Customer Relations Department (CRD) reserves the right to automatically resolve guest complaints to the satisfaction of the guest and will bill the hotel franchise accordingly. See R&Rs Rules of Operation, 130.3. A.3. CRD Action. In order to help minimize the likelihood of follow up guest complaints, hotel staff is encouraged to utilize the Guest Reimbursement Form located on Choice Central under References to report all on site complaint resolution compensations to CRD.
9. *Family Plan*

Each property must accommodate, free of charge, children 18 years and under when accompanying their parent(s)/guardian(s), occupying the same room and using the same facilities. If a second room is utilized, the charge must be equivalent to the one person rate for each room occupied.

## **130.2 Guest Complaints**

1. *Complaints* Guest complaints received by the Customer Relations Department (CRD) are processed and resolved upon receipt from the guest without referring back to the hotel. Anytime a guest reaches out to the CRD their complaints are resolved and billed to the property (currently \$100/instance). Refer to information on Choicecentral regarding specifics of the Case Management Process. The property must abide by the Guest Satisfaction Program and first attempt to resolve any guest issues or complaints at the hotel level. Complaints must be corrected to the guest's satisfaction in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view. Only the management of the hotel and their staff are completely aware of all aspects pertaining to a complaint, including any related Choice's Central Reservation System's (CRS) records, billing and accounting records, and/or what took place during the guest's stay.
2. Hotel Complaint Resolution
3. When a complaint is reported to the hotel directly, all complaints must first be resolved directly with the guest and then must be responded to in writing in a professional manner. Issues that cannot be solved by CRD (Ex. Legal, billing issues) will be sent to the hotel for resolution. If received via email, response may also be via email. If a complaint is received via snail mail, the response must be via snail mail and must be typed or computer generated on the letterhead of the owner, the property or the management company. Responses may not contain any foul or abusive language. Responses must be courteous, understanding, and directed to the specific problem.

4. A copy of all responses must be maintained on property for at least six (6) months from the date of the original complaint and must be available for review upon request by an authorized agent of *Choice Hotels International*.
5. Actions Required of Hotel Management
6. Upon receipt of a complaint forwarded by CRD, hotel management must acknowledge and close the comment. Legal complaints will be sent to the hotel requesting a response and resolution and will be handled solely between the hotel and guest.
7. Reputation Management Reponses
8. Without exception, franchisees will be required to respond to GIS surveys and Real Guest Experiences on ChoiceHotels.com that have scores below their brand's Likelihood to Recommend (LTR) red zone threshold. Franchisees are also required to respond to GIS surveys when the guest has requested that they be contacted by the hotel.
9. All responses must be in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view.
10. CRD Action CRD reserves the right to automatically resolve the complaint to the satisfaction of the guest, and will bill the hotel franchise accordingly if any of the following has occurred:
  11. Guest received no response from hotel management.
  12. Resolution received was unsatisfactory to the guest or no resolution was offered at the time of stay.
  13. Hotel management accepted no or partial responsibility for a problem when it was clearly in the wrong.
  14. Hotel management failed to follow the procedures detailed in R&Rs Rules of Operation, 130.1 Guest Satisfaction Program, 130.2 Guest Service Standards, and/or 130.3 "Guest Complaints".
  15. CRD will access a complaint handling fee for all valid complaints sent to the property. This fee is \$100 for the Comfort Brand and subject to change. The property may also receive billing for the cost of resolution to the guest.
16. Appeal Process
17. Should hotel management wish to appeal a CRD decision regarding their guest's complaint, they must fill out the Guest Feedback Appeal Form (GFAF) within 30 days of guest complaint and the hotel's comments/concerns will be reviewed by a member of the appeals team and the hotel will be notified within 3 5 days of the results of the appeal.
18. Choice Privileges Points and Cash Refunds: In certain circumstances, and in the interest of maintaining the excellent reputation of all *Choice Hotels International*'s hotels, CRD reserves the right to issue a refund or Choice Privileges Points as a gesture of goodwill to the guest, at no charge to the franchisee.
19. Statistics and Service Standard: All complaints are maintained in a database for record keeping purposes. CRD maintains these statistics and produces monthly reports for use by CHI operational support field staff, marketing and reservations.

All complaint data is also accessible by hotel management via [www.choicecentral.com](http://www.choicecentral.com).

20. Unresponsive Hotel
21. In the case of late, invalid or no response from the hotel management to a GIS Survey or Real Guest Experience, he comment will be “escalated” and a fee will be added to the monthly franchise statement.
22. The Reputation Management team reserves the right to automatically resolve all survey/reviews to the satisfaction of the guest and will bill the hotel franchise accordingly if any response was unsatisfactory to the guest or was received late (any time after the 72 hour period has elapsed).

### **130.3 Housekeeping Service Standards**

1. *Commitment to Clean (C2C)*
2. All hotels are required to use chemicals that are labeled as EPA registered disinfectant for use against SARS Co V2 for hard surface cleaning in all guestrooms and public space areas.
3. Approved disinfectant cleaner is to be used by each housekeeper and must be visible on all active housekeeping carts in professionally labeled bottles. This will be verified during each Quality Assurance Review (QAR).
4. Hotel is required to maintain an adequate supply of approved bulk disinfectant cleaner for replenishment of individual bottles.
5. All hotels will be required to have at least one (1) current employee solely designated as the Commitment to Clean (C2C) Captain. Each C2C Captain is required to fully complete the current C2C training located on ChoiceU and it must be updated every twelve (12) months.
6. Compliance is noted at the beginning of each month. Hotels that fail to have a certified C2C captain may be placed in the Yellow Zone in the Performance Zones Program and may be billed \$150 per quarter until compliant. Refer to section 180.2, Performance Zones Program.
7. *Ecolab Laundry Program*
8. As of 5/1/2023, all Comfort hotels are required to purchase and use Ecolab laundry products for all hotel linen and terry. A minimum of three (3) dispensed Ecolab laundry products (detergent, de stainer, and fabric softener/neutralizer) and what may be determined by the hotel’s Ecolab representative are required in addition to ready to use stain treatments and removers.
9. Compliance is noted at the beginning of each month. Hotels found to be non compliant with the Ecolab Laundry Room Chemical Program may be placed in the Yellow Zone in the Performance Zones Program until compliant. Refer to section 180.2, Performance Zones Program.

### **130.4 Guest Insight System (GIS)**

1. Guest Feedback Data Integrity Policy

All hotels are required to adhere to Choice’s Guest Feedback Data Integrity Policy.

1. No Choice property or franchise employees or immediate family are allowed to complete a GIS survey.
2. Choice Employee and Friends & Family rate codes (SED & LFF) are not eligible for a GIS survey.
3. To protect the integrity of the GIS Survey and Choicehotels.com guest feedback systems, Choice will remove any and all invalid or fraudulent surveys and reviews identified by independent data monitoring system software. Detailed reporting from the data integrity program will be provided to Choice Hotels for use in their performance monitoring.
4. An invalid survey is a survey that is determined\*\*\*\*by Choice or its representative to have been submitted by someone other than the guest to whom the survey was issued, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
5. An invalid review is a review that is determined by Choice or its representative to have been submitted by someone other than a guest of the hotel being reviewed, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
6. If your hotel is found by Choice to have three (3) or more invalid surveys OR three (3) or more invalid reviews on Choicehotels.com (or a combination thereof) in a 30 day period, a warning letter will be sent to both the franchisee's designated representative and the general manager of the hotel.
7. If, after the first warning, your hotel is found to have three (3) or more invalid surveys or (3) or more invalid reviews (or a combination thereof) for two (2) consecutive months the following consequences will be applied:
8. Any current awards and recognition are declared invalid and are removed from the hotel's listings on Choicehotels.com.
9. Hotel is disqualified from receiving awards and recognition for the next calendar year.
10. For continued offenses, the hotel is at risk of formal default of the franchise agreement and may be subject to reservation suspension and termination.

If a hotel is found to have invalid surveys, the hotel ownership will be notified. 2. GIS Survey Exclusion Policy

1. In very limited circumstances, a property representative may submit an appeal of a GIS survey within 45 days of the survey response date. All appeals must be submitted via ChoiceCentral.com, meet requirements for an appeal and include adequate documentation. Please refer to the GIS Survey Handling Policy on Choice Central for details.

## **140.0 Marketing Programs**

### **140.1 General Requirements**

1. Displays Each property is required to prominently display all approved *Choice Hotels International* Choice Privileges promotional materials in full view of arriving and departing guests. These materials include approved marketing materials on the check in counter such as the front desk insert poster in acrylic stand, table tents (can be in the breakfast area) and any other items that are included in a promotional kit including but not limited to stand up lobby banner and/or key card inserts.
2. The approved marketing materials must be current and displayed for the duration of the promotion or program in accordance with the dates and terms specified by *Choice Hotels International*. All outdated materials must be removed in accordance with dates and communications from Choice Hotels. It is the hotel's responsibility to abide by program rules.
3. Placement of non *Choice Hotels International* promotional material in or on the display stand is strictly prohibited. The display of multi branded materials that include non *Choice Hotels International* hotel brands is also strictly prohibited.
4. *Choice Hotels International* will supply all North American hotels with approved promotional materials at *Choice Hotels International*'s expense. Damaged or stolen promotional materials must be replaced at the hotel's expense.
5. Advertising Materials
6. Non Choice Advertising Material
7. Advertising material of any description that in any way promotes lodging accommodations other than those duly franchised by *Choice Hotels International* may not be displayed anywhere on the premises of a property. Excluded from this requirement are advertising materials in telephone books, chamber of commerce booklets, and professionally stocked brochure racks,

### **140.2 Choice Privileges Rewards® Program**

Created to acknowledge and reward loyal guests, the Choice Privileges (CP) Rewards Program is *Choice Hotels International*'s loyalty program.

1. Compliance All properties are required to fully comply with all aspects of the Choice Privileges Rewards Program (details can be found on [www.choicecentral.com](http://www.choicecentral.com)).
2. Expediting guests by assigning their rooms in advance based on a review of the Arrivals List in choiceADVANTAGE.
3. Promptly reporting all program activity utilizing the Weekly Stay Review system. The data reported must match the stay data in choiceADVANTAGE. Paying all invoices, fees and any applicable taxes related to the Choice Privileges program in a timely manner. Note: The Choice Privileges program has the right to withhold payment if the property owes the program funds for a cancelled reward night already paid to the property.
4. Members can earn points for up to four rooms per night at the same hotel. Both rooms must be in the member's name and include their member number. The

member must stay in one of the rooms and the rooms must be paid in full. Members can only receive any applicable bonus points on one room. Elite members only earn Elite status on one room per stay.

5. If the member's individual hotel bill is billed directly to a company and the actual member is responsible for authorization of settlement at check out, the stay is eligible for Choice Privileges points when an eligible rate is paid. However, group master billing arrangements where charges for multiple rooms are placed on one hotel bill and billed to a company or common address or settled at check out by one individual are not eligible.
6. Always retaining a Choice Privileges member's reservation to ensure never "walking" a Choice Privileges member.
7. Honoring Elite member requests up to 2:00pm (or up to 2 hours past the posted check out time) late check out benefit to members who request it before the posted check out time.
8. Comfort Suites domestic (US) properties must feature the brand approved Elite Recognition Program display piece (acrylic holder with gift box attachment) with current brand approved insert on the front desk counter, as well as support the processes involved with this program, which include:
9. At check in, acknowledging all Choice Privileges Elite members, which are noted on the choiceADVANTAGE check in process by colored icons reflective of status. Acknowledgment should include a verbal appreciation of their status and loyalty to Choice, as well as the offering of the Comfort Suites Elite Recognition Program rewards which includes:
10. Elite members' choice of a minimum of 250 CP bonus points or a minimum of one beverage and one snack.
11. 250 courtesy Choice Privileges points are credited to member account after check out; points are billed to issuing property at 50 basis points per Choice Privileges point in cost, or \$1.25 per 250 points awarded. All point costs related to this program are reflected in the monthly invoice received the following month after current month's closing.
12. Stock a minimum of daily beverages and snacks (minimum 16.9 oz bottled water required/per arriving Elite Member).
13. Stock a minimum of 1 oz pre packaged snack required/per arriving Elite Member
14. Refer to Section 100.6 for information on billing for Elite Welcome Gift Program points
15. All hotels are required to provide a minimum of four (4) parking spaces with brand approved signage reserved for Choice Privileges Elite members. Signs must be mounted on a wall or an approved post (steel, wood, or fiberglass) and placed directly in the ground.
16. Program Enrollment If a guest is not a Choice Privileges member, you must ask the guest's permission to enroll him/her into the program via choiceADVANTAGE:
17. Confirm the guest's name, phone, mailing and email address.
18. Enroll them into the program using the Choice Privileges functionality in choiceADVANTAGE.

19. Present the member with the Choice Privileges welcome letter.
20. Choice Privileges Express Check In All Choice Privileges check ins must include the following:
  21. For Elite Diamond members, offer complimentary room upgrades, if available. Upgrades may include rooms on a higher/lower floor or their desire, or rooms with favored views. Upgrades do not have to be suites.
  22. Pre register Choice Privileges members. The front desk associate will present the already prepared key and jacket (if applicable).
  23. Request positive ID from all Choice Privileges members and verify their email address.
  24. While most Choice hotel stays earn Choice Privileges points, Choice hotels are independently owned & operated and certain brands or locations as well as third party non franchised hotels may not participate. Unless specified otherwise (in a specific promotion, for example), reservations must be made through Choice channels in order to qualify for Choice Privileges points. Certain hotel rate plans also do not earn Choice Privileges points. Some of the rates that do not qualify for points include rooms booked at rates below \$40 USD per night, certain hotel initiated promotions, reward night stays, complimentary rooms, rooms paid for as part of a convention or meeting, rooms booked through a travel agent or third party online retailer including online travel agencies (unless otherwise expressly noted), wholesale packages, group tours, and stays booked using the employee discount and the friends and family discount.
25. Members earn Choice Privileges points or airline miles for individual travel on the following qualifying rate plans (SRPs) in the U.S. and Canada: Best Available Rate, Advance Purchase, Corporate, VIP and Net Preferred, Choice Cares, Government/Military, Travelers' Discount, AAA/CAA, PSCIEN, Package Rates, Small Organization Savings/Significant Savings, Senior Rate, Sports Rate, CPSA, Preferred Customer Savings Rate, Savings at Work, SGRP1, SGRP2, negotiated rates (N) and select LSRPs. [The list of qualifying rate plans is subject to change.]
26. Note: Members who are staying on an SRD (free night) have access to the same hotel amenities/benefits as rate paying guests.
27. Members staying at the SRD rate must be treated in the same manner as those staying at the BAR rate, and offer them the same courtesies.
28. Accept transferred SRD Reservations for friends and family members of Choice Privileges guests without written permission from the member.
29. At no time, either during check in or check out, may the member be presented with a folio that shows the amount the hotel is being paid for a room being redeemed by Choice Privileges points.
30. Choice Privileges SRD Inventory
31. Offer the same room types for the SRD Rate that are currently being offered at BAR Rate.
32. A maximum of 5% of total inventory which should only be "specialty rooms" may be removed from the SRD Inventory.

33. This means room types that are unique to the hotel. Upgraded room types or handicapped accessible room types are not presumed to be specialty rooms.
34. SRD Nights must be offered through all seasons, holidays, and weekends.
35. Choice Privileges Program Materials
36. Ensure that all Choice Privileges materials are prominently displayed and up to date at the front desk and in the guest room. Materials must be in plain unobstructed view of all arriving and departing guests either on the front desk, or, if front desk space is limited, materials may be displayed just to the right or left of the front desk on a side table.
37. Choice may take appropriate administrative and legal action if hotels abuse, violate or defraud the Program.
38. Properties may not create or maintain consumer rewards or loyalty programs that include any Choice brand property.

### **140.3 Choice Privileges Mastercard Co**

Brand Credit Card (“Co branded card”) Compliance The Franchisees and all properties are required to implement the Co branded card program (“the Program”) in accordance with the following obligations:

1. The Franchisee (and its employees, personnel, and representatives) shall:
2. To the extent engaged in the marketing and sales of the Co branded card or otherwise performing obligations related to the Program, take all necessary trainings provided by Choice Hotels, which shall include topics such as anti money laundering, Bank Secrecy Act, the Equal Credit Opportunity Act, other consumer protection laws applicable to the Program, as well as compliance with Wells Fargo's applicable policies and procedures. This training will be completed prior to engaging in sales or marketing of the Program and annually thereafter for recertification.
3. Accept the Co branded Card at all hotels for guest/customer purchases.
4. Implement and use only the marketing materials and marks related to the Program as provided and approved by Choice Hotels, and only as directed by Choice Hotels.
5. Limit marketing and sales activities under the Program to (i) presenting Program marketing communications, prepared, and provided by Choice Hotels, on digital point of sale displays at its hotels and (ii) upon the inquiry of a customer/guest about the Program, refer such customer/guest to the designated Program resource(s), as directed by Choice Hotels.
6. Promptly update or remove any marketing materials and/or communications related to the Program upon request by Choice Hotels, within the timeframe requested.
7. Cooperate with any reasonable request for information from Choice Hotels and its authorized representatives to verify its compliance with its marketing obligations of the Program including but not limited to verification of on property materials during on property inspections.
8. Not making any false or misleading representations related to the Program.

9. Notify Wells Fargo and Choice Hotels in the event of unauthorized use or disclosure of confidential information or personal data of Wells Fargo or any cardholder of the Co Branded.
10. Permit Government authorities on site to review its activities relating to its obligations herein and be aware that mystery shoppers may be sent on site for verification of its marketing of the Program and the offering of the Co Branded card in accordance with the obligations herein (all of which shall be during normal business hours and with advance notice).
11. Comply with all applicable laws in performing its obligations related to the Program (as are communicated by Choice Hotels or Wells Fargo, contemplated by the training, or are otherwise applicable irrespective of the Program).

#### **140.4 Airline Rewards Program**

All properties are required to participate in all airline frequent traveler programs in which *Choice Hotels International* participates. Participation includes:

1. Allowing guests to earn Airline Rewards on eligible stays.
2. Reporting all program activity utilizing the Invoice Review system.
3. Paying all invoices, fees and any applicable taxes related to the Airline Rewards program in a timely manner.

#### **140.5 Choice Hotels Gift Cards**

1. Operations Requirements
2. All properties in the United States are required to accept the Choice Hotels Gift Card as a form of payment. This card can be used for any charges listed on the guest portfolio associated with a stay. Charges for restaurants, movies, sundries, etc. can be paid using the gift card as long as listed on the guest folio and processed through choiceADVANTAGE.
3. Advance Reservations
4. The Choice Hotels Gift Card cannot be used as an advanced guarantee for room reservations.
5. The Choice Hotels Gift Card does not entitle the guest to a room if the property is fully booked and the guest does not have a reservation.
6. System Requirements
7. ChoiceADVANTAGE is required for gift card processing.
8. Voice redemptions are allowed if ChoiceADVANTAGE system is not operational.
9. Documentation on Gift Card processing details can be found on [www.choicecentral.com](http://www.choicecentral.com).
10. Financial Requirements
11. For properties that choose electronic funds transfer for gift card transactions, it is their responsibility to inform SVM of any changes in their bank account information. If an ACH transaction is returned, SVM will automatically change the reimbursement method for the property to check reimbursement and charge a \$3 monthly check fee to the property for the gift card redemption until they provide correct account

information or submit a new enrollment form opting to be reimbursed by ACH transaction. Hotels that choose to sell gift cards must choose electronic funds transfer.

12. Compliance
13. The Gift Card enrollment application can be found on [www.choicecentral.com](http://www.choicecentral.com).
14. Failure to Accept Gift Card If a guest presents a gift card for payment at a U.S. property and the property is unable or unwilling to accept the card, the property will be responsible for payment of the guest's first night's lodging.

#### **140.6 Guest Services Directory**

1. Guest Services Directory In lieu of a hard copy guest directory as described below, an approved PDF version of the hotel's Guest Directory must be uploaded on the hotel's brand approved Internet Landing page (ILP). This version of the directory must also include information as noted below. If not provided on the ILP, a professionally prepared and designed directory of all guest services must be provided in all guest rooms. If a hard copy is provided, it must be in the brand approved format in SmartMarketing. The directory must include, but not be limited to: a list of all hotel services including hours of operation of all hotel facilities, local services (e.g. airlines) and places of interest (e.g. local restaurants, places of worship and area attractions). All Guest Service Directories must follow the specifications as outlined below:
  2. Be in the current brand approved format
  3. Vinyl or better with at minimum a padded front cover
  4. Maximum sheet size of 8 ½ in. x 11 in.
  5. Bound with spirals or 3 ring

#### **140.7 "Room to Be Green Program" and the Energy Collection & Measurement (ECM) Utility Savings Dashboard Program**

All Comfort Suites brand hotels must abide by the following minimum standards for the Room to be Green Program.

1. "Room to Be Green " Program Requirements (effective through 12/31/2024):
  2. Energy Conservation Energy efficient LED or CFL bulbs must be used in all guest room lamps and interior light fixture including all public spaces.
  3. Water Conservation The brand approved in room Experience card must be provided in all guestrooms.
  4. Recycling and Waste Reduction Hotel must provide at least one recycling bin in plain view for guest usage in a hotel common area. The bin must be professionally labeled in words or symbols clearly indicating its purpose for collection/disposal of appropriate recyclables.
  5. Employee Engagement and Operational Excellence At least one staff member, currently employed, must be certified as the "Green Leader" through the training module via Choice University.

6. Smart, Safe and sustainable Product Usage Polystyrene (e.g., Styrofoam) products are prohibited for use in all guest facing areas of the hotel including but not limited to: lobby coffee cups, breakfast area plates and bowls, in room coffee cups, and any to go containers provided by the hotel.)
7. "Room to Be Green" Program Requirements effective 1/1/2025
8.
  1. Light Emanating Diode (LED) Lighting – 100% of all indoor lighting is to be provided by LED lighting fixtures and bulbs.
9. Towel and Linen Reuse Program – Hotels are required to offer all stayover guests a towel and linen reuse program communicated via approved brand in room collateral. (Refer to section 150.2 for applicable collateral requirements.) Towels and linens are to be replaced every third day of a multiple night stay unless guests request them more often.
10. Water Saving Guestroom Water Fixtures – Hotels are required to, at minimum, provide the following types of water saving guest faucet fixtures:
  11. \* Water Saver Shower Heads – All shower heads are required to be 2.5 gallons per minute (gpm) or 9.5 liters per minutes (lpm)
  - Guestroom Faucet Aerators – All guestroom and guest bathroom faucets are required to have aerators installed which limit water flow to a maximum of 1.5 gpm (5.7 lpm).
4. Housekeeping Upon Request – Hotels are required to participate in the "Housekeeping Upon Request" (HUR) Program which allows stayover guests to determine if they want daily housekeeping service. The program must be communicated via a brand approved text messaging service or via a brand approved HUR mirror cling.
5. Green Ambassador – Hotels are required to designate a "Green Ambassador" to assist hotels in executing and promoting sustainability practices. The Ambassador is responsible for ensuring that sustainability information is communicated and displayed in back of house areas of the hotel if applicable. The Ambassador is also responsible for establishing and completing a minimum of one (1) activity that can include local volunteering, organizing an in kind donation or participation in a third party educational session.
6. Recycling – At minimum, hotels are required to offer at least one (1) recycling receptacle which is in plain view in a hotel common area for any of the following recyclable items: newspapers/paper, glass, plastic, or aluminum. The bin must be professionally labeled in words and/or symbols clearly identifying its purpose for collection/disposal of appropriate recyclable items.
7. Sustainable Disposable Food and Beverage Serving Products – Hotels are required to use sustainable, disposable serving products in all food, beverage, and breakfast serving areas of the hotel. Hotels are prohibited from using plastic straws and stirrers, polystyrene (e.g., Styrofoam) plates, bowls, cups, and to go containers. (Refer to the Breakfast section 200.4 for additional details.)

8. Single Use Guestroom Plastics – Hotels are required to use the sustainable single use guest room items determined by the Rules and Regulations. (Refer to Section 150.2 and 150.4 for details.)
9. Paperless Check Out Hotels are required to offer all guests an electronic copy of their receipt through the Property Management System in lieu of a paper copy.

#### C. Energy Collection & Measurement (ECM) Utilities Savings Dashboard Program

1.
  1. Full compliance of the following ECM program requirements includes:
2. ECM account on Resource Advisor, the cloud based reporting platform powered by Schneider Electric.
3. Submission of energy utility data to Schneider Electric monthly to include electric power, fuel totals (e.g., natural gas, propane, fuel oil), and water.
4. To create an ECM account, each hotel is required to fully complete and submit the Energy Data Collection form online via the Comfort Brand page or upon entering the Choice system.
5. For details about the ECM Program, please go to the Comfort Brand Page.
6. Hotels must submit energy utility data as noted above.
7. Hotels will be billed \$18/month on the hotel's franchise invoice.

#### **140.8 Internet Distribution**

Each Choice branded hotel is required to comply with the Internet Distribution standards outlined in this section of the Rules and Regulations. Hotels that do not comply with all requirements set forth in this Internet Distribution Policy (IDP) may be assessed a non compliance fee as outlined below in the Internet Distribution Non compliance Fee Schedule (the "Fee Schedule") for as long as the offense continues. Non compliance with these standards may also subject the non compliant hotel to other legal remedies outlined in the franchise agreement, including Online Travel Agency ("OTA") suspension, payment of a \$2,000 OTA reinstatement fee, Central Reservation System ("CRS") suspension, payment of a \$10,000 reinstatement fee, and termination of the franchise agreement. **Internet Distribution Non Compliance Fee Schedule**

Franchisees will receive a penalty fee of \$50 (described below) and a warning for their first offense in any given calendar quarter and subsequently a four day period to remedy the violation during which the franchisee will not be subject to non compliance fees. (This four day remediation period is referred to as the "Cure Period"). Franchisees found to be in violation of the Internet Distribution standards after the Cure Period will be assessed fees based on the Fee Schedule below. The Fee Schedule is based on the number of calendar days in the quarter where a violation occurs (regardless of whether a prior violation was cured). The Fee Schedule will reset at the beginning of each quarter. Fees are assessed on a per property basis. In other words, if a violation is found at multiple properties under common hotel ownership, that owner will be assessed penalties for each offense at each of the properties. **Quarterly Fee Schedule: Violation Timeline Penalty (Fee)** Violation Discovered \$50.00 which is the cost of the gift

card to guest because property was found to be in violation of the Lowest Price Guarantee Policy. Cure Period starts the following day "Cure Period" lasts for four days, starting the day after the warning has been issued No penalty – The hotel has the opportunity to correct the IDP violation(s) as well as review the IDP in detail to avoid future violations. Day 1 – Day 7 (*after Cure Period\**) \$200 per offense, per day Day 8 – Day 14 \$400 per offense, per day Day 15+ \$600 per offense, per day \*Day 1 begins after the four day Cure Period has expired and the property has not corrected the IDP violation.

1. Rate Parity & Lowest Price Guarantee Compliance
2. Franchisees must provide Choice rate parity with all distribution channels (third party websites, GDSs, mobile, and property direct). For rate parity among third party channels, Franchisees shall comply with the obligations in Choice's chain agreements with Choice approved third party websites, online travel agents, and wholesalers ("Approved Third Parties") for publicly available rates.
3. Franchisees may not offer a lower rate in any distribution channel (third party websites, GDSs, mobile, and property direct) than what is available on [www.choicehotels.com](http://www.choicehotels.com) (desktop, mobile, or mobile web) or through Choice's call centers. This applies to all room types.
4. Franchisees must comply with and honor the Choice Lowest Price Guarantee which can be found on [www.choicehotels.com/deals/best rate](http://www.choicehotels.com/deals/best rate)
5. **Additional Fees:** Franchisees that do not comply with rate parity requirements will be subject to non compliance fees as outlined in the Fee Schedule above.  
**Additionally, franchisees found in violation of rate parity for 30 days after the conclusion of the Cure Period will be subject to OTA suspension and a \$2,000 reinstatement fee.** B. Room Inventory and Third Party Website Distribution Standards
6.
  1. Franchisees must provide Choice access to all hotel inventory. Franchisees shall comply with the inventory parity obligations in Choice's chain agreements with Choice Approved Third Parties.
7. In addition to Choice CRS channels, franchisees may offer room inventory only to Approved Third Parties. A list of Choice Approved Third Parties is available on [www.choicecentral.com](http://www.choicecentral.com). The list of Approved Third Parties will be updated periodically.
8. Approved Third Party rates and inventory must be managed through the Choice CRS using approved Choice rate plans such as LNET, LEXP, SRTL, SBOOK, SAGOD, SGAR, LEXP2, LNET2, SMRC2, LOPQ, and LWTO. Extranets (e.g., Expedia Partner Central) or similar third party systems or tools may not be used to distribute or manage rates and inventory to third party websites or wholesalers unless specifically authorized by Choice. This includes, but is not limited to, leveraging an extranet to participate "unauthorized promotions". "Unauthorized promotions" are defined as, but not limited to, partner closed user group rate programs (e.g., Country Rates or OTA Member Rates such as Booking.com, Genius Program, etc.) and any other types of promotions that would not be available on choicehotels.com channels (desktop, mobile or mobile web), such as, mobile rates, last minute promotions, LOS offers

and other discounted offers etc. Choice reserves the right to deactivate any Choice unauthorized extranet rates by giving notice to franchisees. Choice Hotels may do so, based on the proof of the existence of a promotion being loaded on Extranet (screen shot) and/or screen shots of shops or test bookings.

9. Franchisees may not oversell rooms on Approved Third Party platforms or portray rooms as unavailable on the CRS in order to sell rooms on Approved Third Party platforms.
  10. Franchisees may not directly distribute inventory to meta search and/or aggregation sites or bid for placement on such sites.
  11. Franchisees may not offer discounted rates, last minute or flash deals, or similar promotions unless made available only: (i) through centralized rate management via the Choice CRS, and (ii) to Approved Third Party platforms.
  12. Hotels may not participate in bid for placement services with third party websites except for Expedia TravelAds. As a reminder, Expedia Accelerator, along with Booking.com Preferred Program and Booking.com Visibility Booster program are allowed. This does not negate a hotel's ability to flex margins if permitted under a specific OTA agreement.
- C. Online Hotel Photography
13.
    1. Franchisees will be required to purchase professional hotel photography from a Qualified Vendor upon joining Choice. Virtual tours are optional, but if provided, must be purchased from a Qualified Vendor. Updating photos on the hotel's property page is up to the hotel and is at the cost of the hotel.
    14. A list of Qualified Photography Vendors can be found on ChoiceBuys.com.
    15. Franchisees are responsible for scheduling their photo shoot directly with the chosen Qualified Vendor within 30 days of the hotel opening/conversion.
    16. Franchisees may submit temporary photos via the ChoiceNOW Portal for online distribution until professional photos are received. Choice will only use temporary photos for a maximum period of 90 days, after which the temporary photos may be removed.
    17. The Franchisee will own professional photography for which they arrange and pay for directly through a Qualified Vendor, subject to Choice's trademark rights and other intellectual property rights.
    18. Up to date and professional photography (which must be purchased by a Qualified Vendor) which accurately represents the hotel, offerings, amenities, design, and signage will be required at the following lifecycle events:
    19. Opening/Entering the Choice system
    20. Relicensing
    21. Repositioning
    22. Property/Product Improvement Plan (PIP) event
    23. Renovation
    24. Major brand program update
    25. As dictated by Choice/Brand

26. Up to date photography must accurately represent the hotel. As of 7/1/2024, the following areas are subject to evaluation on Quality Assurance Reviews (subject to change);
  - Exterior Signage
  - Breakfast Artwork (brand design artwork)
  - Breakfast Chairs (and/or seating areas)
  - Welcome Wall
  - Lobby Soft Seating
  - General Lobby Area Flooring
  - Guestroom Bedding
  - Guestroom Softgoods
  - Guestroom Headboard (and/or other casegoods)
4. All hotels are required to obtain new, professional photography every five (5) years, or sooner, based on lifecycle events listed above, to accurately reflect hotel offerings.
5. Choice reserves the right to refuse any photos.
6. Choice reserves the right to ask a Franchisee/hotel to obtain professional photography as it sees fit.
7. Franchisees are permitted to use Professional Hotel Photography and Virtual Tours for their own independent property websites and independent property mobile apps, as well as for print media such brochures, rack cards, and similar materials.
8. Choice will manage distribution of Professional Hotel Photography and Virtual Tours to Approved Third Parties unless otherwise specified. Onward distribution of these images by the hotel to unapproved third parties is prohibited.
9. All photos submitted to Choice for online distribution must be accompanied by a signed photo release authorization form that allows for complete and unlimited usage by Choice. Choice's approved photo release forms may be found on [www.choicecentral.com](http://www.choicecentral.com).
10. Find more information on the Brand Photography Page or the Photo Landing Page on ChoiceCentral.com.
11. Property Websites, Mobile Apps, and Online Marketing
12. Any property that would like to employ an independent (third party) property website must use a Choice Qualified Vendor. The list of approved vendors can be found here. If your hotel currently utilizes a Non Qualified Vendor for your independent website, you will be allowed to continue with that service until your existing agreement expires, at which time you will be required to switch to a Qualified Vendor to manage the website.
13. Franchisees that have an independent property website(s) must comply with the Choice Domain Name Policy and Property Website Guidelines. The property website's domain name(s) must be approved by Choice. \_ Choice's Domain Name Application Form\_ may be found on ChoiceCentral.com. Franchisees must have ownership and control of any domain they intend to use with an independent property website. The domain owner (Registrant) must be the Franchisee's legal name at the physical hotel address with an email address of someone with an

ownership interest in the hotel. The domain owner may not use a privacy shield for the domain or register the domain name privately.

14. Franchisees that have an independent property website are responsible for complying with applicable laws and obtaining proper rights to any photos or other content provided by Franchisee for inclusion on their vanity website before submitting it through the ICE portal or uploading it on their vanity site.
15. Franchisees may not engage in cross selling or linking to any non Choice brand hotels through any of their independent websites or any Choice property website.
16. Franchisees must comply with the Guidelines for Franchisee and Choice Communication with Guests found on the marketing section of ChoiceCentral.com.
17. Franchisees may not share customer contact information with third parties and must comply with the Privacy & Security Policy. Prohibited activities include, but are not limited to, sharing customer contact information for the purposes of participating in review collection programs or mobile check in offerings.
18. Trademarks and Brand Guidelines: Franchisees must comply with all Choice and single brand guidelines and may use only the approved brand logos and trademarks (for which they are licensed). Brand guidelines and approved logos may be accessed in SmartMarketing, Logos & Style Guides. Additionally, franchisees may use Choice related trademarks (for which they are licensed) in online marketing messages only when the message links directly to the dedicated property website or the Property Page on [www.choicehotels.com](http://www.choicehotels.com).
19. Franchisees may not include links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on the property website or mobile app. However, links to local attractions (e.g., Disney World, National Parks) are permissible; third party logos are subject to approval from Choice and the third party.
20. Franchisees may not use the term "Official Site" or anything similar in any online advertising copy unless the hotel advertisement points to the hotel's Property Page on [choicehotels.com](http://choicehotels.com).
21. Franchisees may not use terms that disparage their brand, such as "cheap" or "low" in any of their online advertising copy.
22. Franchisees may not use a component of a trademarked term, such as "quality" or "comfort" as a descriptor in any of their online advertising copy.
23. Franchisees may not use Choice trademarked advertising taglines (e.g., "You always have a Choice") in any of their online advertising copy.
24. For Pay Per Click (PPC) or display advertising, Franchisees may not use the Choice corporate display URL (e.g., "comfortinn.com") or their Choice Property Page, but instead must direct their PPC ad to their property website URL (e.g., "comfortinnwilmington.com"). Complete the PPC Advertising Guidelines(1 Page PDF). To submit your ad for approval, contact [searchmarketing@choicehotels.com](mailto:searchmarketing@choicehotels.com).
25. A list of Qualified Website Development Vendors can be found on [ChoiceBuys.com](http://ChoiceBuys.com).
26. Consumer Generated Content, Social and Rich Media
27. Content (including, without limitation, audio, video, or still photos) posted by or on behalf of a franchisee whether on consumer generated content (e.g. a blog),

franchisee's vanity sites, or social websites must comply with the Choice Advertising Standards and Identity Standards. Content posted on a property managed social media channel should also follow the Choice Social Media Guidelines.

28. Reservations for all Choice brand hotels made from social media sites (see Types of Social Media on ChoiceCentral.com) must be routed directly to a Choice branded booking engine. **Franchisees may not use a third party booking engine.**
  29. Franchisees may not include third party apps or links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on their property level social media channels.
  30. Franchisees may not post content on consumer generated content websites and/or other Social Media Sites that disparages or in any way harms the business or reputation of Choice, Choice's brands and/or trademarks, the services/amenities offered by a franchisee's hotel, or the services/amenities of the hotel's competitors.
  31. Franchisees may not post on consumer generated websites, Social Media Sites, or any other websites associated with the franchisee's hotel, inappropriate or offensive content including content containing: profanity, pornography, nudity, promotion of illegal activity, fraudulent offers, material that is racist or which aggravates, harasses, threatens, defames or abuses others or that could be used to promote, provide assistance in furtherance of or encourage behavior of any type which could lead to violence against individuals, groups, organizations, or governments. F.  
Member Only Rate
32.
    1. Franchisees must honor the CP Member Only Rate, which Choice designates as a discount off BAR ranging from 3 7%. This rate will only be available on ChoiceHotels.com and Choice's mobile apps. Guests must be a Choice Privileges member before booking the rate. Bookings are fully changeable, cancellable, and refundable according to the hotel's published cancellation policy.

#### **140.9 Touch Points Program**

1. Key Card and Key Card Holder
2. All Comfort Suites must exclusively use the new brand approved key cards and key envelopes/folders.
3. Interior Mats
4. Interior mats are NOT required inside the hotel. If mats are present anywhere inside the hotel including but not limited to entrances, high traffic areas, vestibule, lobby, and/or breakfast area, they must be the approved mats as shown in the mat guide on the reimaging hub.
5. Do Not Disturb Sign
6. Each guestroom is required to have a new brand approved door insert or door hanger with Do Not Disturb message. The use of a "Maid Request" is not permitted.
7. Notepad and Pen
8. Each guest room is required to have a new brand approved note pad and brand approved pen placed as a set by each phone.

9. Laundry Bag
10. A brand approved laundry bag with the approved Choice Privileges message must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
11. In room Experience Card
12. All guest rooms must have a new brand approved Experience card. This card must be place on a TV chest, desk, table, or nightstand in each guest room.
13. In room technology Card
14. All guest rooms must have a new brand approved technology card. This card must be placed on a TV chest, desk, table, or nightstand in each guestroom.

## 150.0 Guest Amenities & Supplies

### 150.1 Code Compliance

All Comfort Suites properties are required to be compliant with the American's with Disabilities Act ("ADA"). Please consult with your ADA Compliance Consultant or attorney to ensure that your property is in compliance with all requirements of the ADA, including the newly released Department of Justice modifications to the existing standards. For further information, please contact the **US\*\*\*\*Department of Justice** or visit online at [www.ada.gov](http://www.ada.gov).

### 150.2 Guest Room Amenities & Supplies

Quantity Item Logo Required Minimum One (1) **Wastebasket** Minimum 13 qt. No At least two (2) per bed **Drinking Cups** \*\* **Disposable, individually wrapped plastic or paper cups; minimum 7 oz.** are required. The cups are to be placed next to the ice bucket on the room tray. **Glasses are prohibited.** No Minimum Eight (8) **Removable Hangers** are required in all guest room closets. At least two (2) of the hangers must have standard bars and at least two (2) of the hangers must have skirt/trouser hanger clips. **Hangers must be manufactured from wood or heavy duty contoured plastic; wire or metal hangers are not permitted.** A mixture of color and/or material is not allowed. **No One (1) Ice Container:** A minimum 3 qt. size insulated ice container with a lid and disposable, plastic liner must be placed on the room tray with the tumblers. Paper or cardboard containers are not permitted. **No One (1) Each guestroom must have one brand approved In room Experience card.** Yes One (1) **One brand approved** in room technology card.\*\* Yes One (1) **Room Tray:** The tray must be matched to the ice bucket package. Coffee accessories are not permitted on the room tray. No One set per phone **Notepad or Notecard and Pen:** Until 12/31/2024, each guest room is required to have a Comfort Suites approved note pad or note card and pen. As of 1/1/1025, each guestroom must have a brand approved **note card and pen.** The note card must be placed face up along with the pen by a telephone in each room. Yes One (1) **Do Not Disturb Sign:** Each guestroom is required to have the currently approved Comfort Suites brand "Do Not Disturb" door insert or door hanger. The use of a "Maid Request" is not permitted. Yes **In Room Organizer:** In room organizers are prohibited(Optional but if provided) additional visible, collateral provided in the guest rooms will be limited to:

1. One “visitor” type, magazine or book, located on a table or desk top
2. One (1) hotel specific promotional piece [Ex. Brochure, tip card, Welcome letter.] Additional items may be present, but if present must either be placed in pockets of the GSD, bound into the GSD or placed in a drawer. Items in the GSD must not exceed the size of the binder No One (1) The approved **desk RE CHARGE DEVICE** is required in all guest suites. See R&Rs Rules of Operation, 150.3 Guest Suite Re Charge Device. Yes One (1) **Alarm Clock:** One brand approved alarm clock is required. The unit shall be located on the nightstand, but not attached. No Minimum Two (2) outlets **Night Stand Re charge:** A minimum of two (2) approved, dedicated standard AC power source outlets must be available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Hot Topic on the Comfort Suites Brand page. One (1) **Laundry Bag:** A laundry bag with the approved Choice Privileges graphic must be placed with a laundry slip in a credenza drawer or on a hanger in the closet. Yes One (1) **Refrigerator:** A counter height refrigerator is required The refrigerator is to be UL (Underwriters Laboratory) approved or equivalent. No One (1) **Microwave Oven:** It is required that a microwave oven approved by UL (Underwriters Laboratory) or equivalent. No One (1) **Iron & Ironing Board:** Full sized ironing board and iron, located in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). No One (1) **Coffee Maker/Brewer:** A single cup coffee makers/brewers that brew into a single cup is required. No Four (4) of each condiments; 2 servings of regular tea, and 2 servings of decaf tea **Coffee Condiments:** Non dairy creamer, sugar, sugar substitute, stir sticks and napkins for a minimum of 4 servings are required. Must also have a minimum of 2 tea bags, one regular and one decaf. Condiments must be presented on a coffee tray or in a basket. No Four Cup: One (1) Decaf and One (1) Regular Single and dual cup: Two(2) individual servings each of regular and decaf **Coffee:** All in room coffee must be “Room with a Brew” coffee. **Single cup makers :** At least two (2) servings of regular and two (2) servings of decaf must be provided. Must be presented on a coffee tray or in a basket. No Four (4) **Hot Beverage Cups:** Brand approved, individually wrapped, paper Choice Privileges hot beverage cups are required exclusively for use as hot beverage cups. Two (2) per bed. They must be presented on a tray or in a basket. Glass mugs are prohibited. No

### **150.3 Comfort Suites Guest Suite Desk Re**

Charge Device/On the Go Charging Station Options

1. Charging Options
2. All guest suites must have a minimum of two (2) AC power outlets AND two (2) USB power outlets at the desk area. Outlets must be open and available for guests' use.
3. Outlets can be in the wall but must be at or above the surface of the desk OR
4. As a re charge device attached to the top of the desk, OR

5. Charging option combinations between lamps and items noted above in items a. and b.
6. If the minimum charging options are not available at the desk, an On the Go Charging station with a minimum of two (2) each AC outlets and USB ports can be provided at the entry/full length mirror area of the guestroom. Outlets must be open and available for guests' use.

#### **150.4 Guest Bath Amenities & Supplies**

Each guest bathroom is required to be equipped with the supplies listed on the chart below. Additional items on the list must be available at all times and at no charge. Quantity Item Logo Required One (1) of each bottled Two (2) bar soaps Until 12/31/2024 individual bottled amenities are acceptable to meet this amenity standard.

- **Bar soap (2)**
- **Shampoo**
- **Conditioner**
- **Lotion** All individual bottled items, with the exception of one soap, must be located on the brand approved presentation tray. One soap can be presented on the side of the tub or on a soap dish in the bathtub. Non logoed personal care items outside the RAIO program are not permitted on the presentation tray, but are allowed in the bath/vanity area. In lieu of individual, personal bottles of RAIO branded shampoo, conditioner, and body lotion, brand approved RAIO bulk items must be provided. At minimum shampoo and conditioner must be provided on a brand approved bracket in the tub/shower. Bulk lotion, if provided, must be provided on a brand approved bracket in the vanity area. Two (2) bars of soap are required. If bulk shower amenities are provided, the brand approved presentation tray is not required. In this case, individual bottles of lotion and/or soaps can be presented directly on the vanity and/or shower/tub area. As of 1/1/2025 all hotels are required to purchase, install, and maintain the brand approved bulk amenity dispenser with brand approved shampoo, conditioner, and body lotion. Full details on the bulk amenity brand standards can be found here:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bulkamenities/index.asp?v=cb> Yes RAIO branded amenities are required. One (1) Brand Approved **Presentation Tray:** Not required if both bulk shampoo and conditioner are provided in the shower/tub. No Two (2) **Toilet Tissue:** Two ply toilet tissue. All rolls not presented on a dispenser must be wrapped. No One (1) **Facial Tissue Dispenser:** A facial tissue dispenser is required. If located in the apron, upon replacement of the vanity, a free standing tissue box cover is to be placed on the counter. Covers can be cream, black, or white. Acrylic or plastic material. No One (1) **Box Facial Tissue:** Each guest room bath or vanity must have a supply of facial tissues placed in the dispenser. No One (1) \*\*Shower Curtain:\*\* All Comfort Suites hotels must have a brand approved white, Hookless curtain exclusively installed in all guest bathrooms where a shower curtain rod is present. An approved snap in liner is exclusively allowed, but is optional. The brand approve curtain specifications are as follows:

- Hookless, Madison Brand
- White with Litchfield pattern
- Sheer voile/see through fabric window
- Weighted corner magnets
- 100% polyester/water repellent
- Optional snap on polyester liner
- Matching white flat or metal embedded No One (1) **Nightlight:** Must be located in each guest bathroom. Hair dryers with integrated nightlights are sufficient to meet the requirement. Illuminated outlet faceplates with white casing are also acceptable. If the vanity is separate from the bath, the nightlight can be located in either the bath or vanity area. No One (1) **Hair dryer:** Minimum 1500 watt hair dryer. No Minimum One (1) **Wastebasket:** Each bath or vanity area must be equipped with a wastebasket. This wastebasket is in addition to the one located in the guest room. The wastebasket must be a minimum 10 qt. capacity. No
- Bath Towels, Hand Towels, Washcloths and Bath Mats:** See 150.5 Terry below for the required quantity and specifications. No

## 150.5 Terry

1. *Guest Bathroom* All Comfort Suites properties are required to have the new approved, tagged, EnduraWeave™ terry made for the Comfort brands exclusively in all guestrooms. All terry must be white. Additional specifications are on the Hot Topic located on the Comfort Suites brand page. Bath Towels Hand Towels Wash Cloths Bathmats **Quantity :** All Rooms Minimum Four (4) Minimum Four (4) Minimum Four (4) Minimum One (1) **Minimum Weight:** 15.0 lbs. (#) 3.5 lbs. (#) 1.5 lbs. (#) 10 lbs. (#) **Logo Required** Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag **Minimum Size** 27" x 58" 16" x 27" 13" x 13" 20" x 30" Additional towels must be readily available and supplied to the guest at no additional charge.
2. *PAR Levels* A "three PAR" stock of terry and guest room linens must be available at all times. PAR is a standard unit of measurement for the inventory required for each available room. Three PAR refers to the number of items or turns of inventory needed. Linen/Terry PAR/turns are typically located as follows:
  3. One complete PAR/Turn is being used in the guest room,
  4. A second complete PAR/Turn will be located in the laundry and
  5. The final third PAR/Turn is secured in storage to be pulled as needed.

## 150.6 Comfort Nightstand Recharge

1. All Comfort Suites brand properties are required to have a minimum of two (2) dedicated standard AC power source outlets available for guest use at the bed(s).
2. Outlets are to be open and accessible from the bed(s), free of obstruction, and clearly visible to the guest.
3. In rooms with one (1) bed, outlets can be located on either or both side(s) of the bed. In rooms with two (2) beds, at least one (1) outlet must be accessible to each bed.

4. The standard can be met through the following methods or a combination thereof:
5. Standard AC wall outlets: Outlets must be secured on the wall at or above the top line of a nightstand or bedside table/desk and up to a maximum of 5' in height and no more than 3' from the side of the bed. All wall outlets must be located on the headboard wall.
6. Lamps and wall sconce lights with AC outlet(s): Lamps with outlets must be placed on the nightstand or bedside desk/table with outlets located on the base or stem. Wall sconce light outlets are also acceptable.
7. Alarm clocks with AC outlets. Clocks with outlets must be placed on the nightstand or bedside desk/table.
8. Recharge device: Device must be installed in either of the following arrangements:
9. Device must be securely mounted/installed on/to the night stand or bedside desk/table, in any of the following fashion
10. On the top surface on the rear side.
11. On the underside of the top surface (if surface is stationary) on the front side.
12. Within the nightstand or bedside desk/table (if applicable to device) such that outlets are flush with the top surface.
13. Device must be secured on the wall anywhere between the top line of a nightstand or bedside table/desk and up to a maximum of 1' above the top line of a nightstand or bedside table/desk. Device must be installed no more than 3' from the side of the bed. All devices must be secured on the headboard wall. All cords must be concealed. Recharge device must meet the following specifications:
  14. Commercial grade
  15. Surge protected
  16. UL listed
  17. Pass the ETL/UL Spill test
  18. Standard extension cords, surge protectors, or power strips are not allowed. The power source requirements within this standard are in addition to, and not inclusive of, the current desk Recharge Station Program power source requirements. See 150.3 Comfort Suites Guest Suite Re Charge Device for specifications on that standard.

## 160.0 Staffing & Training

### 160.1 Organizational Management

1.
  1. *Staff Training & Development*
2. Educational Resources
3. Participation in the *Choice Hotels International* and Owner Association endorsed educational resources program is mandatory. Quarterly billing is \$375. 2. Choice Owner Orientation Program (Currently Onboard; formerly known as TLC and Launch)

4. 1. The owner or owners' representative of each new Comfort Suites must attend the Onboard program within 90 days after executing a franchise agreement.
5. Owner Orientation classes are offered monthly in live format. Classes are in person on the North Bethesda, MD or Scottsdale, AZ campuses of Choice.
6. Each attendee is responsible for his/her own transportation and incidental charges, as well as the \$1950 per attendee fee (subject to change) imposed by Choice for this training.
7. Non compliant hotels – Hotels will be placed into the Yellow Zone in the Performance Zones Program and may face a non compliance penalty of \$125/month until compliant or for up to 15 months whichever comes first. Refer to section 180.2 C for additional details on the Performance Zones Program. 3. Operations Certification Program (HOST)

Each Comfort Suites must have a minimum of one Operations Certified Manager on property that has successfully completed Choice's HOST Operations Certification program.

1. In the event of turnover, hotels are allowed 3 months for a new manager to earn the HOST certification. 1. Copies of both HOST and grandfathered HOST certificates can be obtained in the student account on ChoiceU.com. 2. The HOST operations certification program is offered online at ChoiceU.com. This program is comprised of self paced online programs, live online virtual workshops, and online exams. The cost of the Host program is \$1395 per attendee. Any time a certified Manager leaves, ChoiceU can provide transition assistance with the certification process. 3. Hotels failing to meet the HOST Operations Certification Program standard may be placed in Yellow Status under the Performance Zone Program. Hotels may face a non compliance penalty of \$250/month until a replacement associate gains certification. Please ensure that all HOST Certified Managers employed at your hotel keep their ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how the certification is tracked and reported. Refer to section 180.2 C for additional details on the Performance Zones Program. 4. Human Trafficking Prevention Training
  - a. As of 6/1/2024, a minimum of one (1) brand approved Human Trafficking notice poster is required in a back of house location. The poster must be accessible/visible to all team members and cannot be visible to guests.
  - b. Each property hotel owner(s) and/or management level designee is required to complete the ChoiceU Human Trafficking Prevention training module on ChoiceU before 05/31/2024 to meet Choice's compliance requirement. The certification must be renewed every twelve months. Starting with the May 2024 Performance Zones scorecard, non compliant hotels will be placed into the Yellow Performance Zone. As of 9/1/2024, a quarterly \$500 non compliance fee will be charged to hotels that do not comply with this brand requirement.

## **160.2 Convention & Regional Meetings**

1. *Convention and Regional Meeting Attendance* \_ Each Franchisee or its authorized representative is required to attend the annual convention of the Comfort brand system and regional meeting in entirety. One person may serve as the representative for up to five franchised hotels where under common ownership or management. However, the registration fees for each franchised hotel will be payable in accordance with the standards outlined below in R&Rs Rules of Operation, 160.2 B. Fees for Meetings.
2. *Fees for Meetings*
3. Convention
4. Each property will be automatically assessed the full registration fee of \$1475 (subject to change) for one attendee.
5. Each additional attendee shall pay any applicable guest or spouse fees.
6. Regional Meetings
7. Each property will be automatically assessed the full registration fee of \$299 (subject to change) for one attendee.
8. Each additional attendee shall pay any applicable guest or spouse fees

## **160.3 The Comfort Way Program**

All Comfort Suites branded hotels must participate in the The Comfort Way Program. The purpose unites owners, managers, and associates around a common goal It allows associates to connect with guests and keeps the hotel team engaged.

## **170.0 Hotel Technology & Reservation Standards**

### **170.1 Choice Hotels Property Management System (PMS)**

Each Comfort Suites property is required to participate fully according to systems policies and procedures.\*\*\*\*All official email communication from Choice to your hotel will be sent directly to the general manager's email account. In addition, the general manager's property management system identification code for choiceADVANTAGE will be the account that Choice will use to initiate initial system access for your hotel. The general manager's identification code will also be used to accept the terms of use governing your hotel's use of choiceADVANTAGE and you authorize your hotel's general manager to accept the terms of use on your behalf.

1. *Reporting*
2. Each Franchisee must participate in the computerized reporting program for daily revenue and occupancy, and the Automated Travel Management (ATM®) system through the hotel's property management system. Failure to report and/or reported discrepancies may cause an immediate audit as per the terms of the Franchise Agreement.
3. *choiceADVANTAGE ® (PMS)*

4. All Comfort Suites brand properties are required to install, maintain, and use the full functionality of the choiceADVANTAGE property management and reservation system as specified by Choice. At least one terminal of this system must be conveniently *located* at the Front Desk for use in making reservations and in operating the property, including all daily guest room transactions and housekeeping functions.
5. Required monthly user fee payments for choiceADVANTAGE are noted below: Size (Rooms) Rate (Subject to Change) Midscale Included Interfaces Additional Interfaces Tier 1 0 50 \$472 **CRS Call Accounting PBX VM RSA (Required) Credit Card (Required plus 400initialSetupfee) \*\*\*\*1500 one time set up feePlus. 35/ room/monthSlashConnect fee for cloudbasedinterfaces \*\*\*\* and/or \*\*\*\*50 per required and optional traditional interfaces:**
  - Shift4 (Lighthouse Transaction Manager) Credit Card Interface
  - Point of Sale (POS)
  - Electronic Lock
  - Energy Management
  - Movies Tier 2 51 80 \$549 Tier 3 81 120 \$625 Tier 4 121 200 \$701 Tier 5 200 + \$778  
\*All properties will be required to sign a direct contract with Lighthouse Transaction Manager and pay the fees directly to the vendor.
1. Each hotel will be required to install a dedicated, wired, business grade High Speed Internet Access ("HSIA") solution located at the front desk. The hotel will be responsible for the purchase and installation of the HSIA. Sharing the HSIA with the guest rooms and/or having a wireless connection is not acceptable at the front desk area. The minimum required bandwidth for choiceADVANTAGE is at least 1 Mbps (Up and Down). However, a higher bandwidth of 3 to 5 Mbps (Up and Down) is highly recommended. The installation specialist/trainer will verify this information during the installation of choiceADVANTAGE. Any deviation from the required minimum specifications for the HSIA could cause installation delays and additional charges may apply for rescheduling the installation.

Each hotel will install a data transport/broadband communication system as specified by Choice. Although we currently permit you to purchase these services from any available source, in the future we may require you to use a designated source as necessary to maintain overall Choice franchise system standards.

2. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, a rocket port device, one switch, and two credit card swipes. The installation specialist/trainer will *only* configure/install the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
3. All hotels are required to complete a choiceADVANTAGE refresh every 48 months.

4. Choice will not provide support for any third party software and/or equipment not specified such as spyware or malware applications, or hardware not purchased from the mandatory Dell package.
5. No hotel may attach any third party equipment/interfaces to the choiceADVANTAGE equipment that have not been tested and approved by Choice. Failure to comply will cause the hotel to be responsible for any and all replacement, repair, or service expense.
6. On site choiceADVANTAGE training is mandatory for all new construction and conversion properties. The property management training fee is \$8,000. Training will be held at your hotel. Attendance during training sessions is open to (and encouraged for) other members of your staff. There will be an additional rescheduling fee of \$2100 assessed whenever a trainer is unable to complete the training and another trainer needs to return to the hotel to complete the training program due to your postponement or circumstances that are within your control that have led to a cancellation. Each additional rescheduling instance will result in a \$500 rescheduling fee. You may reschedule the training without paying an additional fee by providing your Implementation Services Representative at least 14 days prior written notice of your need to postpone the training program.
7. For certain hotels that are coming back online, a database clean up fee of \$500 will apply. This fee includes cleaning up the existing choiceADVANTAGE database, clearing past reservations and accounts and bringing the system up to the current date of operation.
8. An administrative fee of \$350 will apply to all hotels. The fees are associated to the communication, processing and handling requests for your hotel regarding the conversion to choiceADVANTAGE.
9. *Chip Card Devices*
10. All hotels using Shift4 will be required to purchase, install, and use a pre designated number of Ingenico chip card devices for their credit card payment terminals. Chip card devices are provided by Shift4 and include in Shift4's monthly services to each hotel. The number of required devices per property is follows:
  11. A minimum of two (2) devices for all hotels up to and including 100 rooms.
  12. One (1) additional device for every 75 rooms or portion thereof.
  13. Chip Card (EMV) Utilization The minimum usage is 50% threshold each month to remain in good standing. The threshold calculation is based on EMV transactions as a percentage of all onsite, physical credit card transactions by guests. Hotels that do not meet the minimum EMV usage requirement will be considered non compliant and put into the Yellow Zone in the Performance Zone program. If a hotel remains in the Yellow Zone for three (3) consecutive months, a non compliance penalty of \$150 will be assessed monthly thereafter. EMV utilization reporting is available to all hotels in ChoiceADVANTAGE (Accounting Reports/EMV Utilization). Refer to section 180.2 C for additional compliance information.
  14. Merchant Processing
  15. All hotels must select a Qualified Vendor for their merchant acquiring (credit card processing) services.

16. All hotels that have not complied with the Merchant Processing standards are subject to an annual compliance fee. The annual compliance fee of \$1,000 will be billed annually on the franchisee invoice of December calendar month. Note: All non compliant hotels are notified by Choice Hotels of their status. Status can be confirmed via email to [mai\\_support@choicehotels.com](mailto:mai_support@choicehotels.com).
17. Managed Security Services The hospitality industry is under constant threat from cyber attacks in order to gain access to guests' personal and financial data. As the owner and merchant of a Choice Hotels branded property, it is the Franchisee's responsibility to ensure security and compliance with requirements are followed and enforced. These requirements include, among other things, Choice Hotels brand standards, industry payment processing standards, and applicable federal, state, and local laws. Choice Hotels has engaged an industry leading provider, CrowdStrike Services, Inc. to provide software and cloud based services that will monitor hotel business computers for potential malicious activity (see NOTE). All Choice Hotels branded properties are required to purchase these services. Hotels will be charged a single, recurring, monthly fee not to exceed \$90.00 (subject to change) on the Choice franchisee monthly invoice for the software subscription across multiple computers. You will not make payments directly to CrowdStrike. Hotel are required to follow instructions, as may be provided by Choice Hotels or CrowdStrike, to install a local software monitoring agent on any computer uses to process on site, physical credit card payments. You must provide all reasonably requested information, access, and full good faith cooperation reasonably necessary to facilitate the delivery of CrowdStrike products and/or services (access includes access to your on premises software and/or computer systems as needed under the circumstances). The CrowdStrike software may only be installed on business computers at a Choice property, as directed by Choice Hotels. CrowdStrike software may NOT be deployed on personal computers, business computers at non Choice Hotels properties, or as otherwise excluded by Choice Hotels. You may be required to upgrade your hardware to comply with Choice's brand standards and these Rules and Regulations. As part of this requirement, Choice Hotels will have access to security data that may be collected from the hotel's computers by CrowdStrike, which will be used to assess usage and cyber security threats. Note: CrowdStrike may detect and protect against computer based compromises due to social engineering, but it will not prevent social engineering entirely. Awareness Training for all persons accessing ChoiceAdvantage is still necessary. Choice makes no guarantee or warranty that the requirements of this Section 170.1 will prevent all cyber attacks. Any hotel that has not downloaded and installed the required CrowdStrike software on computers as described above will be placed in the Yellow Zone in the Performance Zone Program and may face a penalty of \$150 to be charged on a monthly basis until compliant.
18. *Relicense Training & Relicensing Fee*
19. Mandatory Relicensing Systems Training. Every time a franchised hotel undergoes at least 50% change of ownership, and the new owners sign a franchise agreement with Choice (known as "relicensing"), the hotel is required to have a customized remote, virtual training session with a Choice trainer including instruction on

Choice's property management systems, ChoiceCentral.com, guest service and other important topics. The virtual training session must take place within six (6) months after the hotel has changed Franchisees.

20. The fee for re licensing training is \$995.
  21. *choiceADVANTAGE Refresh*
  22. Ever changing technology requires computer hardware updates. To keep up with these hardware changes, Choice will implement a choiceADVANTAGE Refresh Program.
  23. You will be required to refresh your Dell hardware to comply with specifications mandated by Choice. The refresh cycle for the Dell hardware is every 48 months. We estimate that the cost to refresh and install new Dell hardware will be 2,000\$5,000 or higher depending on the original configuration purchased (number of workstations, printers, etc.). However, there is no limit on the frequency or cost of this obligation.
  24. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, one switch, one rocket port device, and two credit card swipes. The refresh specialist will *only* configure the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
  25. The hotel must purchase the required Dell hardware package within 30 days before the hardware expiration date. Choice will notify each hotel 90 and 30 days out from the warranty expiration. The notice will go to the hotel and licensee representative. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your Franchise Agreement. The hotel will need to order the required Dell hardware. A continued failure to perform may result in further consequences, including reservation suspension.
  26. *Shift4 Lighthouse Transaction Manager*
- Shift4 Lighthouse Transaction Manager interface is mandated for all midscale properties
1. Lighthouse Transaction Manager is a credit card interface that allows credit card transactions to be processed within choiceADVANTAGE, Opera, or other property management system approved by Choice. Lighthouse Transaction manager does not replace your current merchant processor; it simply acts as a conduit between your processor and the property management system (e.g., choiceADVANTAGE). The hotel must choose a merchant processor acquirer listed under Qualified Vendors. Please check with your Implementation Services Representative for the current list.
  2. All new construction and conversion properties are required to purchase and install the Lighthouse Transaction Manager credit card interface. The cost of \$400 for the credit card interface will be included in the upfront costs for choiceADVANTAGE. There is a monthly support fee of \$50 which is included in the monthly TSA fees.

3. Any current midscale properties using choiceADVANTAGE are required to purchase and install the Lighthouse Transaction Manager credit card interface. Each hotel will be notified by Choice on the requirement. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your Franchise Agreement. A continued failure to perform may result in further consequences, including reservation suspension.
4. *Contracts & Agreements*
5. On behalf of the Franchisee, Choice will normally enter into all contracts and agreements concerning the reservation systems. However periodically it may be necessary for the Franchisee to enter into individual contracts for certain equipment or services such as reservations terminals or reservations agreements with airlines.
6. *Digital Registration Tablets*
7. Effective August 1, 2023, all hotels are required to have brand approved digital registration tablets installed and activated as part of their ChoiceADVANTAGE configuration.
  - Hotels are required to utilize one (1) approved digital registration tablet per front desk choiceADVANTAGE workstation.
  - The approved tablets, mounting devices/hardware, and cables must be purchased through the Qualified Vendor.
  - Each tablet must be located on the front desk counter in close proximity to the workstations and credit card devices and fully accessible to guests.
  - Each tablet is required to be installed with approved mounting device/hardware.
  - Tablets must be fully functional and well maintained at all times.
  - It is the hotel's responsibility to purchase and replace tablets and/or mounting devices/hardware from the Qualified Vendor if any are damaged or stolen.

## **170.2 Reservations**

All Franchisees must operate in conformity with established reservations policies and procedures at all times. Each Comfort Suites property is required to participate fully according to reservation policies and procedures.

1. *Referrals*
2. Each Comfort Suites property is required to refer guests to other system properties nearby if unable to accommodate the potential guest.
3. *Honoring Reservations*
4. All reservations made through the *Choice Hotels International* reservations system must be honored in accordance with the terms specified in the reservation/confirmation. Hotels must participate in all mandatory special rate plans (SPRs). These are noted in Choicecentral.com and are subject to change.
5. Non guaranteed reservations must be held until 6:00 p.m. (4:00 p.m. at some designated properties) destination time, as indicated in the confirmation/reservation.

6. Guaranteed reservations must be held until 7AM the following morning unless canceled by the terms specified in the reservation/confirmation.
7. If the hotel or resort cannot accommodate a guaranteed reservation or a valid 4:00 p.m. or 6:00 p.m. reservation, it must:
  8. Always attempt to honor a Choice Privileges (CP) member reservation.
  9. In advance of the guest's arrival, secure a room of comparable quality for the guest at another nearby facility. Arrange to pay for the first night's lodging expenses including room and taxes.
10. If necessary, pay for or provide transportation for the guest to/from the other hotel.
11. If the reservation is for multiple nights and you cannot accommodate subsequent nights at your hotel, in addition to the requirements above, the property must also pay the difference in the rate, if any, from the original reservation and the hotel to which the guest is walked.
12. If the reservation is for multiple nights and the hotel can accommodate the guest on subsequent nights, the guest must be invited back to the original property. If the guest declines to return when space is available, the hotel is not required to pay the difference for any remaining nights.
13. The General Manager, Operations Certified Manager, or the MOD must contact the guest within 24 hours of the walk and apologize for the situation.
14. Credit Card Guarantee A reservation may be guaranteed by one of the following credit cards: American Express, Amoco Multicard, Carte Blanche, Citicorp/Diners Club, MasterCard, Discover, VISA and JCB. All hotels and resorts are required to accept these credit card guarantees, both directly and through the use of Google Wallet Instant Buy, for which Terms & Conditions apply and must be accepted. If the guest arrives with a guaranteed reservation and is not accommodated, the property must follow the procedures outlined in R&Rs Rules of Operation, 130.2 E.3. Daily Operations.
15. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his first night's stay to the receiving Comfort Suites property. If the customer cancels the reservation prior to the specified cancellation period on the day of arrival, the Comfort Suites property that received the reservation is required to refund the deposit or the prepayment in full. This type of reservation is considered guaranteed only after the hotel has received the deposit.
16. *Travel Agents Guarantee (TAG)* A reservation may also be guaranteed by an authorized member of the Travel Agents Guarantee (TAG) program. Only TAG members may guarantee a reservation to their travel agency. Agencies participating in this program are designated by "GTD OK" next to the ATC number printed on the reservation.
17. *Automatic Optional Safe Charges* Automatic optional safe charges are allowed, but only if franchisees comply with the following requirements: A sign must be conspicuously posted or displayed on or at the front desk advising guests of the charge for usage of the in room safe. The sign must state that:an in room safe is available for use; there is a charge for use of the safe; and the charge is optional in nature and that the charge can be removed upon request at or after checkout. The

registration card must contain the following acknowledgment: "I understand an optional safe fee of (hotel determined) \$ \_\_\_ per night will appear on my bill and may be removed upon request at or after checkout." The statement must be conspicuous on the registration card and the charge shall not be recorded at check in unless the guest initials the registration card next to the disclosure statement. Each room must have a conspicuous notice advising the guest about the safe usage charge, and their right to request removal of the charge. This notice may be affixed to the safe. Hotels may not represent or advertise any Automatic Optional Safe Charge as a "tax," "surcharge," or utilize any other term that may reasonably be construed as a required tax or other governmentally imposed fee, unless the charge is for a governmentally imposed tax or fee that is required by law to be collected. Any Automatic Optional Safe Charge may not be made to guests staying under a group contract unless explicitly contracted for in advance.

18. *Hotel Fee(s) (Resort Fee, Urban Fee, Service(s) Fee, Hotel Amenity Fee, etc.)* Effective November 30, 2023, all Hotel Fees (also referred to as Resort Fees, Urban Fees, Service(s) Fees, and Hotel Amenity Fees) are prohibited unless the property obtains a waiver to charge the fee. Waivers may be requested via the proper form in the ChoiceNow service portal. Waiver requests must include detailed information on what above and beyond amenities guests receive for the fee. If approved, all Hotel Fees will be disclosed as part of the displayed rate at the time of booking. Waivers may be rescinded at any time with advance notice by Choice. A Hotel Fee may not be charged for services or amenities included in the rate (such as complimentary breakfast and complimentary high speed internet access) as a brand promise. At no time may a "hotel fee" be identified as a tax or other term that may be reasonably construed as a required tax or other governmentally imposed fee. Fees will be allowed on a per room basis if they are disclosed in all reservation channels and if the property offers specific amenities of equivalent value to the fee. Any approved fee must be disclosed to the guest as part of the disclosed rate at the time of booking through all channels including but not limited to [www.choicehotels.com](http://www.choicehotels.com), 1 800 4 CHOICE, and all reservations made directly with the hotel.

## **180.0 Quality Assurance, Property Improvement Plan (PIP), and Corrective Action Plan (CAP)**

### **180.1 Reviews/Compliance/Corrective Action Plan**

1. *General*
2. All Franchisees must permit a designated representative of *Choice Hotels International* to periodically visit the property to conduct a Quality Assurance Review (QAR) and/or Property Improvement Plan (PIP) inspection.
3. An authorized representative of your hotel appointed by management (but preferably the General Manager) must be available for a QAR, and/or PIP inspection at any time between 8:00 AM and 6:00 PM Monday through Saturday. The QAR will be conducted even if an authorized representative is not available.

4. All QAR and/or PIP inspections can be done on an unannounced basis. Some brand standards may be evaluated prior to official announcement of the authorized Choice representative, depending on times of available brand programs.
5. If the hotel is not 100% occupied, you must make available to Choice, or our designated representative, one free sleeping room for one night in connection with the QAR and/or PIP inspection.
6. *Quality Assurance Review (QAR)*

A QAR is designed to assist you and *Choice Hotels International* by identifying areas in which your hotel does not meet its brand's minimum standards. During your QAR your hotel will be evaluated in four areas:

1.
  1. Guest Satisfaction evaluation of hotel's guest satisfaction based on a 12 month rolling average Likelihood to Recommend (LTR) score provided by guests via the Guest Insight System (GIS). The R12 LTR score is converted to a % score to calculate the overall score. For example, 8.24 is converted to 82.4%
2. Brand Standards as set forth in these Rules & Regulations and measured at the time of inspection by a designated representative of Choice.
3. Cleanliness evaluation of the hotel's cleanliness of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.
4. Condition evaluation of the hotel's condition of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.

Review the Quality Assurance Review Process for the QAR minimum requirements for your brand.

This review is not intended to determine whether your hotel is in compliance with federal, state and local laws and regulations, which is your sole responsibility. A property representative may submit a formal appeal of QAR results within 30 days of the QAR. All appeals must be submitted via ChoiceCentral.com and include adequate documentation.

1. *Non compliance with QAR requirements.*
2. When your hotel receives a Fail rating on a QAR, *Choice Hotels International* will send the Franchisee's designated representative a letter informing him/her of the Fail rating. The letter will specify a period of time for you to cure the deficiencies that led to the Fail rating.
3. After the period specified in the letter has lapsed, *Choice Hotels International* may re inspect the hotel by performing a follow up QAR and may continue the process above until the property rating improves.
4. Hotels that fail to meet standards may be subject to formal default of their franchise agreement, reservation suspension and/or termination.
5. If *Choice Hotels International* does issue a formal Notice of Default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated

by *Choice Hotels International* if your hotel receives a Fail rating upon QAR re inspection.

6. Non compliance Penalties
7. In the event that you receive a Fail rating on your QAR you may be assessed a fee of up to \$25,000 per instance.
8. QAR Refusal Penalty
9. As of 1/1/2023, hotels that refuse to allow a Choice approved representative access to the hotel to conduct a full QAR, a refusal penalty of \$5,000 will be charged.
10. Effect on Performance Zones Status
11. A Fail rating on a QAR will result in a Performance Status of Yellow and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program. Hotels in default for QAR will result in a Performance Status of Red.

### 3. *Property Improvement Plan (PIP)*

Upon execution of a franchise agreement for an existing hotel, or upon the relicensing of a hotel which has undergone a change in ownership, or in conjunction with any contractual right to request a PIP, (i.e. failure to pass a QAR, etc.) a legally binding Property Improvement Plan addendum (PIP) may set forth those actions, as reasonably determined by *Choice Hotels International*, which must be taken by a Franchisee in order to bring a property into compliance with then current brand standards and specifications and will include a schedule for completion of such actions. A representative of Choice may inspect your compliance with the deadlines outlined in your PIP at any time after each deadline has passed.

1.
  1. Non compliance with PIP requirements
2. After the PIP inspection Choice Hotels International will send the Franchisee's designated representative a letter informing him/her of the results of the inspection. If one or more PIP items were found non compliant during the inspection the hotel may be subject to a re inspection. If a re inspection is required, the letter will specify a period of time for you to cure the deficiencies.
3. After the period specified in the letter has lapsed, Choice Hotels International will re inspect the hotel by performing a follow up PIP inspection and may continue the process above until the property is in compliance with all of its PIP requirements.
4. Hotels that fail to comply with the PIP requirements may be subject to formal default of their franchise agreement, reservations suspension, and/or termination.
5. If Choice Hotels International does issue a formal default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by Choice Hotels International if your hotel fails to comply with the PIP requirements on the follow up re inspection.
6. Non compliance penalties

7. Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance. Please refer to the list of the HGI items (1 Page PDF) located on the PIP Inspections Tab on the Compliance & QA Tab on your brand page.
8. Non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance.
9. Performance Zone Status
10. Failure to comply with the deadlines in your hotel's PIP may result in a Performance Status of Yellow or Red and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program.

D. Corrective Action Plan (CAP) effective October 1, 2023 Comfort Suites hotels that score below 88.50 in the Cleanliness section on two (2) consecutive QARs AND have a 12 month rolling Likelihood to Recommend (LTR) score below 6.5 at the time of the 2nd consecutive minimum Cleanliness score QAR, will be required to go through the CAP program at Choice Hotel's sole discretion: 1. Following the second consecutive QAR when falling below the Cleanliness and LTR thresholds as noted above, the hotel will be charged a penalty of \$225 per contracted room (not to exceed \$25,000). This penalty will be issued on the subsequent Franchise invoice following the second consecutive QAR. 2. The penalty is required to be paid within 30 days of billing on the applicable monthly Franchise invoice. 3. Failure to pay penalty may result in the hotel being placed in Default which may lead to termination of the Franchise Agreement. 4. In conjunction with the payment of the CAP penalty noted above, hotel will be required to engage with third party deep cleaning contractor(s) (solely determined by Choice Hotels International) for completion of on site work up to potentially including: · Guest arrival – Lobby/entrance spaces to include the below where applicable. · Guest room and public flooring (carpet, LVT, tile, and/or other flooring finishes.) · Guest room and public PTAC/HVAC · Guest room and public soft seating & window treatments · Guest room and public bathrooms: A. Tubs/Showers B. Vanities C. Commodes D. Mirrors 5. Property level engagement with the third party contractor must be completed no more than 90 days after the CAP penalty is paid in full. 6. After the completion of the CAP on property, the property will be reinspected in approximately six (6) months and will need to achieve a QAR Cleanliness score above the threshold above as well as achieve a rolling 12 month LTR score higher than above threshold. Failure to achieve both score thresholds may result in Default which may lead to termination of the Franchise Agreement.

## **180.2 Performance Zones Program**

1. Performance Zone Status Each Comfort Suites will be assigned a "Performance Status", indicating their level of compliance and required course of action:
2. Green Status – the hotel has no compliance or performance issues under the Performance Zones program
3. Yellow Status – the hotel has one or more compliance or performance issues under the Performance Zones program and may be subject to financial or other consequences unless cured. The hotel may be placed in Red Status if compliance issues are not cured and may be subject to formal default, reservation system suspension, and possible termination.

4. Red Status – the hotel has severe performance or compliance issues and is in formal default and at risk of reservation system suspension, and possible termination.
5. Clear No on property inspection has occurred or the requirement is not applicable.
6. Non compliance Penalties Each Comfort Suites that is found out of compliance and placed in either Yellow or Red Performance Status under the Performance Zones program may be charged the following non compliance penalties:
7. Human Trafficking Prevention Training (starting with the May 2024 scorecard) hotels are required to have at least one (1) owner and/or management level designee to complete the Human Trafficking Prevention training located in ChoiceU. The certification must be renewed every twelve (12) months to remain in compliance. As of September 2024, non compliant hotels will be billed \$500 quarterly until compliant.
8. Commitment to Clean Captain Certification Hotels are required to have at least one (1) current employee to fully complete the Commitment to Clean training located on Choice University®. The Commitment to Clean Captain must recertify every twelve (12) months to remain in compliance. Compliance standing is noted at the beginning of each month and may be charged a quarterly fee of \$150. See R&Rs Rules of Operation, 130.4 Housekeeping Standards.
9. Quality Assurance Reviews (QARs): Hotels that fail to meet the QAR standards for their brand and receive a Fail rating on the QAR may be assessed a fee of up to \$25,000 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
10. Property Improvement Plans (PIPs): Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance, non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
11. Operations Certification (HOST): Non compliant hotels will be billed \$250/month until compliant. See R&Rs Rules of Operation, 160.1 Organizational Management. Please ensure that all HOST Certified Managers employed at your hotel keep their ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how certification compliance is tracked and reported.
12. Choice Owner Orientation (currently Choice Onboard; formerly known as TLC and Launch) – A non compliance penalty of \$125/month may be billed until the hotel is compliant or for up to 15 months whichever comes first. See R&Rs Rules of Operation, 160.1 Organizational Management
13. High Speed Internet Access: Hotels that fail to meet the HSIA requirements as outlined in 120.4 High Speed Internet Access may be assessed a fee of up to \$750 per quarter.
14. CrowdStrike – Hotels are required to download and install the required software monitoring agent provided by CrowdStrike on all computers used to process on site, physical credit card payments as described in section 170.1C. Hotels may be assessed a non compliance fee of \$150 monthly until compliant.
15. Chip Card (EMV) Utilization All hotels must meet the minimum threshold of 50% EMV on site usage as described in section 170.1 C. Hotels not meeting the minimum

50% threshold will be put into the Yellow Zone. If a hotel remains in the Yellow Zone for three (3) consecutive months, hotels will be billed \$150 monthly.

16. Group Purchasing Organization The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period. Hotels that fail to meet these requirements may be subject to quarterly non compliance penalties of \$250.
17. Laundry Chemicals Program All Comfort hotels are required to install Ecolab laundry systems and purchase Ecolab laundry chemicals for all on property laundry machines. Refer to section 130.3 Housekeeping standards for additional information.
18. Credit All Franchisees must meet all financial obligations to Choice Hotels.
19. Other obligations under the franchise agreement Each Comfort Suites is required to comply with any and all terms of the franchise agreement. A hotel's status under the Performance Zones program is not a waiver of Choice's right to demand exact compliance with any of the terms or conditions of the Franchise Agreement or the Rules and Regulations nor does it nullify any outstanding defaults or legal notices regarding your franchise agreement. You are also still required to meet the obligations of your Franchise Agreement irrespective of the Performance Zones Program.

## **190.0 Safety, Security & Risk Control**

### **190.1 Life Safety Systems**

On premise fire and emergency systems must meet or exceed prevailing federal, state or local codes, including all aspects of the ADA. When conflicts arise between Comfort Rules & Regulations and local ordinances or codes, the more stringent option affording maximum guest and property protection shall prevail. In no way should these basic requirements be construed as totally comprehensive. Technical specialists including insurance authorities, local safety officials, and other experts should be consulted. Nothing in these Rules & Regulations should be construed as limiting the life safety systems and procedures needed. See R&Rs Architecture & Engineering, 440.07 Life Safety for additional information.

### **190.2 Entry Door Accessories**

The following accessories are brand standards and are required on all guest room entry doors:

1. Hasp type night latch
2. Room identification signage must be installed.
3. Electronic door lock system. By definition, electronic locks are lock systems that totally re key automatically after each guest.

4. A 1" mortise dead bolt must be an integrated part of each electronic door lock.
5. Electronic keycards may be imprinted with the appropriate brand logo and the Choice reservation system toll free number.
6. No specific property information, including but not limited to secondary name, address, telephone number or room numbers may be printed on or affixed to keycards in any fashion.
7. A 180 degree door viewer

### **190.3 Insurance Coverage**

1. *Required Coverage* Each property is required to adhere to ALL of the following insurance related limits during construction, renovation and during the term. Please refer to the Franchise Agreement for required coverage terms, conditions and exclusions.
  2. Commercial General Liability
  3. Five (5) stories or less:
  4. \$5,000,000 Per Occurrence
  5. \$5,000,000 General Annual Aggregate
  6. \$5,000,000 Products/Completed Operations Aggregate
  7. \$5,000,000 Personal and Advertising Injury
  8. Six (6) stories or more:
  9. \$10,000,000 Per Occurrence
  10. \$10,000,000 General Annual Aggregate
  11. \$10,000,000 Products/Completed Operations Aggregate
  12. \$10,000,000 Personal and Advertising Injury The Commercial General Liability Policy shall be further endorsed to:
  13. To the fullest extent permitted by law, provide additional insured coverage to *Choice Hotels International, Inc.*, its affiliates, subsidiaries and it and their respective employees, agents, officers and directors
  14. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
  15. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
  16. Any Annual Aggregate shall apply on a per project/location basis
  17. Worker's Compensation and Employers Liability
  18. Workers Compensation insurance complying with the statutory requirements of the jurisdiction in which the property is located
  19. Employers Liability insurance with limits of \$1,000,000 bodily injury by accident (each accident); \$1,000,000 bodily injury by disease (policy limit); and \$1,000,000 bodily injury by disease (each employee) The Worker's Compensation and Employers Liability Policy shall be further endorsed to:

20. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
21. All sole proprietors, partners, officers, executives, and members shall not be excluded from coverage. Any person that elects to exclude themselves from coverage shall not be allowed on site.
22. Automobile Liability
23. For all Owned, Hired and Non Owned vehicles
24. Five (5) stories or less: Combined Single Limit: \$5,000,000
25. Six (6) stories or more: Combined Single Limit: \$10,000,000 The Commercial Automobile policy shall be further endorsed to:
26. Include *Choice Hotels International, Inc.* , its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insured on a primary and non contributing basis.
27. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.* , its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
28. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
29. Liquor Liability (If Applicable)
30. On Property with restaurants (whether owned or leased), bars, stores or any other operations which encompass the selling of alcoholic beverages on site require evidence of liquor liability from owner or lessee naming *Choice Hotels International, Inc.* , its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insureds on a primary and non contributing basis. A waiver of subrogation in favor of *Choice Hotels International, Inc.* , its affiliates, subsidiaries and its and their respective employees, agents, officers and directors must be included. The minimum limit required is \$5,000,000 each occurrence.
31. If a liquor license is required for alcohol available through a manager's reception (alcohol available but not sold), then liquor liability coverage will be required.
32. Umbrella Liability – Limit determined based on amount needed to meet the limit requirements stated within the General Liability, Auto Liability, Employers Liability and Liquor Liability
33. All Risk Property coverage insuring the Hotel and its contents for its full replacement cost.
34. (If applicable) Builder's Risk covering the property that is the subject of the work, including material incorporated or to be incorporated into the work, while such materials are located at the Project site, in transit to the jobsite, or in temporary storage awaiting delivery to the jobsite.
35. Cyber/Data Breach Response Insurance
36. All properties in the Choice system must have stand alone cyber/data breach response insurance in place with the following minimum limits:

37. Data & Network Liability Coverage: \$1,000,000
38. Regulatory & Defense Penalty Coverage: \$1,000,000
39. Payment Card Liability & Costs Coverage: \$1,000,000
40. Media Liability Coverage: \$1,000,000
41. Legal & Forensic Expense: \$1,000,000
42. Breach Notification/Response: 50,000 individuals (including legal services, computer forensics, notification services, credit monitoring, call center support, public relations support and crisis management. Franchisees who fail to demonstrate coverage that meets, or exceeds, this requirement will have coverage automatically placed on their behalf. Annual Premiums range from 5053,098 depending on the deductible and includes an administrative fee.
43. *Procurement of Insurance* It is understood that *Choice Hotels International* does not in any way represent that the insurance or the limits of insurance specified herein are sufficient or adequate to protect the Franchisee's interests or liabilities. Acceptance by Choice of an improper certificate of insurance shall not constitute a waiver, release or modification of any of the insurance coverage and endorsements required under this Agreement.
44. *Certificate Of Insurance Requirements* Each property is required to provide Choice Hotels International with a current Certificate of Insurance on the Acord form. The insurance policies must contain all required elements noted above and within the Franchise Agreement, listing the following below:
45. Certificate Holder is to be named as: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* \_ 430 E. Douglas Avenue, Suites 400 Wichita, KS 67202
46. Location and property code of property. ***CERTIFICATES RECEIVED WITHOUT REFERENCING THE PROPERTY CODE AND HOTEL PROPERTY ADDRESS WILL NOT BE ACCEPTED.***
47. Certificate of Insurance is to be mailed faxed or emailed (not all) accordingly: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* 430 E. Douglas Avenue, Suite 400 Wichita, KS 67202 Phone Number: (303) 615 7690 \_ Email: [choicehotels@imacorp.com](mailto:choicehotels@imacorp.com) or [certificates@choicehotels.com](mailto:certificates@choicehotels.com)

## 200 Food & Beverage Operations

### Purpose and Scope

The Franchise Agreement requires that the rules of operation established by *Choice Hotels International, Inc. ("Choice")*, as contained herein, must be observed by each hotel in the Comfort Suites system. The purpose of these Rules and Regulations (the "Rules") is to help the Franchisee provide its customers with a standardized, uniform hotel product that delivers the fine accommodations, warm hospitality and friendly service that they can expect will accompany the words "Comfort Suites". These Rules apply to all Comfort Suites hotels and are intended to help ensure quality and uniformity within the Choice system of hotels. By establishing these Rules, Choice does not assume responsibility for the acts or omissions of the Franchisee in connection thereto. Nothing in these Rules or in the

breakfast manual should be interpreted as an intention on the part of Choice to control the manner in which the Franchisee executes its daily operations. All Comfort Suites hotel operations must adhere to all applicable local, state and federal laws and regulations at all times. This chapter outlines important areas of operating the breakfast program. Facility standards, customer service, food & beverage selection, utensils and equipment requirements as well as presentation standards can be found within this section. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

## **200.0 General**

### **200.0 General**

The Comfort Breakfast is required at all Comfort Suites. Breakfast standards and compliance information is presented in full detail on the program website. Please consult the breakfast program website for requirements and best practices designed to help our Franchisees achieve these goals. It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes. Breakfast must be available to all hotel guests at no charge for three (3) continuous hours, starting no later than 7:00 a.m., on a daily basis. All menu options, required and optional, must be available for self service.

### **200.1 Breakfast Ambassador**

1. *Breakfast Ambassador* As of 1/1/2024, it is required that a uniformed breakfast ambassador be present during the hours that the breakfast is open, provided fifteen (15) or more rooms were occupied the previous night. The Breakfast Ambassador must not have any other duties or responsibilities during breakfast hours. If fourteen (14) or less rooms were occupied during the previous night, another hotel employee may service the breakfast.

### **200.2 Facility**

1. *Buffet*
2. The breakfast must be presented on a permanent counter or cabinet integrated in a permanent pantry or "breakfast nook" type setting. Non permanent counter space can be in the form of approved tables and carts, or other tables, baker's racks, or carts with permanent countertops and fixed bases. Banquet, folding, skirted, or traditional breakfast room tables intended for dining are prohibited.
3. A minimum of one (1) trash can is required in close proximity to the breakfast buffet. All trash cans provided in the breakfast area must be built into the counter top/buffet, or be closed, covered, or capped. Depending on the food you serve, additional requirements may be necessary to meet all sanitation and health codes. It is the Franchisee's responsibility to ensure adherence to all applicable local, state and federal laws.
4. *High Chair*

5. At least one high chair must be provided per property. See R&Rs Interior Design, 510.20.C. Fixtures, Furnishings & Equipment for interior design specifications on furniture.
6. *Artwork*
7. The complete set of brand approved wall art must be displayed in the breakfast room/area or within direct sight of the breakfast buffet

### **200.3 Food & Beverage Selection**

1. *Food, Beverage & Condiment Requirements* All menu items, required and optional, must be available for self service. Complete food and beverage requirements and available optional enhancements for the breakfast are listed on the program website. Adequate amounts and selection of all breakfast items must be available for the entire duration of the breakfast period. At no time may any required item be missing from breakfast.

***It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.***

### **200.4 Dishware/Utensils**

The dishware and utensils requirements for the breakfast are listed on the program website.

### **200.5 Equipment Requirements**

In addition to the coffee brewing equipment listed below, the required equipment for the breakfast is listed on the program website.

1. *Coffee Brewing Equipment*
2. Coffee must be brewed in one of the Choice approved equipment packages. All Comfort Suites must own and maintain service on approved brewing equipment from an approved vendor in the program. Refer to the program website for more details on equipment.

### **200.6 Presentation**

1. *Overview* To maintain a clean appearance, the breakfast buffet must be kept free of clutter. No figurines, decorative pieces, embellishments, plants of any kind are permitted on the buffet, or on any piece of equipment. White parchment paper is exclusively allowed as a liner in the breads/pastries piece and/or the chafing dish for hot foods. Only approved runners or signs with approved graphics are acceptable on the buffet or on any piece of equipment. "Tip jars" are prohibited at all times.
2. *Serving Pieces* The serving pieces for breakfast must be the Choice approved package available from the Hubert Company. If you wish to serve Optional Additions on your menu, you must serve those items in Choice approved serving pieces. Any appropriate, approved pieces in the program are acceptable. Original, factory, bulk packaging is prohibited, with the exception of canned whipped cream and syups for

coffee/tea. These items must still be presented in a brand approved cold crock or tiered rack. Refer to the program website for details on all serving pieces.

3. *Signage & Graphics* There are mandatory signage and graphic components to the breakfast. Refer to the program website for details on all signage. Brand approved breakfast graphics, signage, and artwork are required. Non approved signage and graphics are prohibited. For details on the breakfast area wall art, please refer to the Reimaging Elements section of the Comfort Reimaging Hub for details, ordering information and deadlines. All graphics and signage must comply with the graphics in the program. ADA, Health Code, and Custom signs are available through SmartMarketing. Please note that hand written, unapproved or locally produced signage is strictly prohibited on any part of the buffet or serving pieces.

## 200.7 Food Safety & Storage

**It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.**

## 200.8 Group Purchasing Organization (GPO) Food/supplies Program

The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies.

1. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period.
2. Hotels that fail to have an active account and meet these minimum purchasing requirements may be placed in Yellow Zone in the Performance Zones Program and be subject to quarterly non compliance fees.

# 300 Construction, Project Management, and Submittal Information

## Purpose & Scope

This Chapter outlines the design review and construction inspection process for new construction projects, including required submittals and site compliance visits. This process is designed to ensure general conformance with brand standards and design criteria as identified in the Interior Design and Architecture & Engineering sections of these Rules & Regulations. The Franchisee is solely responsible for detailed project specific design and project management activities with his/her own contracted design and construction professionals. Conversion and major renovation projects typically follow a parallel review process, generally with fewer submittal requirements, based on an individual property's age, condition and product quality as outlined in the scope of work defined by the Property Improvement Plan (PIP). Standards for these types of projects may vary from new construction, and commonly accepted variations are highlighted throughout the Rules & Regulations as necessary. The Franchise Agreement issued by *Choice Hotels*

*International* requires the conformity to all the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: \*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn:**Architectural Design Team** **Architectural Design Hotline: (866) 964 4887** Email:\*\*arch\_submittal@choicehotels.com

## 300.0 Franchisee Responsibilities

### 300.1 Code Compliance

1. It is the sole responsibility of the Franchisee and his/her agents to produce a project which is in complete compliance with all local, state and federal building codes. Reviews performed by *Choice Hotels International* are to verify conformity to the Comfort Suites brand's Rules & Regulations.
2. All Comfort Suites properties are to be compatible with all aspects of the Americans with Disabilities Act (ADA). It is important to obtain current requirements as the codes may change. For further information, please contact the U.S. Department of Justice via telephone at (800) 514 0301, (800) 514 0383 (TTY) or online at [www.ada.gov](http://www.ada.gov).
3. All Comfort Suites properties are to be compatible with all aspects of the Occupational Safety & Health Administration (OSHA) standards. It is important to obtain current requirements as the standards may change. For further information, please contact the OSHA online at [www.osha.gov](http://www.osha.gov).

### 300.2 Insurance Requirements

1. The Franchisee is to provide the minimum insurance requirements by the construction start and maintain until the Opening Date, at his/her expense, directly or through his/her general contractor, the following insurance coverage: Franchisee is to provide the minimum insurance requirements as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
2. Comprehensive General Liability Insurance as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
3. All risk builder's risk coverage to insure the hotel buildings under construction to 100% of their replacement cost value, protecting the Franchisee, *Choice Hotels International* and its affiliates and subsidiaries, Choice's and its subsidiaries' respective officers, directors, agents and employees as additional insured, and a worker's compensation policy as required by statute.

## **310.0 Submittal Process**

### **310.1 Preliminary Plan Drawings Submittal**

1. Within sixty (60) days of the execution of Franchisee's Franchise Agreement, a set of preliminary drawing are to be submitted to *Choice Hotels International's* Architectural Design team at arch\_submittal@choicehotels.com.
2. *Items to be included in this submission are as follows:*
3. Site Development Plan
4. Exterior Building Elevations
5. Building floor plans for each floor level
6. Enlarged Guestroom Plans/Furniture Layout (provide all room types)
7. Enlarged Public Space Plan/Furniture Layout
8. Compliance with brand standards and overall project design will be verified.
9. Franchisee and Architect of Record will receive written comments within five (5) days of their receipt.
10. Requests for exceptions or alterations to Architecture & Engineering or Interior Design Rules & Regulations must be submitted in writing at this time via the submittal process outlined on the brand page.

### **310.2 Final Drawings Submittal**

#### **Construction Documents**

1. Within ninety (90) days of the execution of Franchisee's Franchise Agreement, a complete set of drawings are to be submitted to *Choice Hotels International's* Architecture Design team at arch\_submittal@choicehotels.com.
2. Review of the final version of the previously submitted design intent.
3. Compliance with brand standards, technical engineering and construction principles will be verified.
4. Choice Hotels International's Product Design and Construction teams will review documents within ten (10) working days of their receipt.
5. Franchisee and Architect of Record will receive written comments and shall respond, identifying measures taken to rectify each item, within fifteen (15) days of receipt of original correspondence.
6. Final Project Approval letter must be received from Choice Hotels International before construction can commence.
7. Final documents are to be fully dimensioned and coordinated with all disciplines to ensure a compliant set of documents.
8. *Final Site Development Plan is to include but is not limited to:*
9. Parking space counts
10. Surrounding access roads and adjacent highways
11. Adjacent properties or natural conditions (e.g., ponds) impacting the Comfort Suites property

12. Sidewalk system
13. Site dimensions and area
14. Site lighting
15. Signage locations and details
16. Landscape materials and schedule
17. *Final Architectural Drawings are to include but are not limited to:*
18. Building Plans –floor plans for each floor level
19. Building Sections (floor, wall & ceiling)
20. Building Exterior Elevations identifying materials and signage
21. Back of House enlarged plans and reflected ceiling plans
22. Public Space enlarged plans, interior elevations and reflected ceiling plans
23. Guestroom/Guest Bath enlarged plans including Reflected Ceiling Plan, Furniture Plan, Architectural Plan and Interior Elevations of both guestroom and guest bath
24. Door and Window Schedule
25. *Final Interior Design Drawings are to include but are not limited to:*
26. Back of House enlarged plans identifying finishes and fixtures
27. Public Space enlarged plans identifying finishes and fixtures
28. Elevations of Back of House and Public Spaces identifying furniture, fixtures and equipment
29. Furnishings Control Number Key and Finish Legend
30. Finish Schedule
31. *Final Mechanical, Electrical and Plumbing Drawings*
32. Public Space enlarged plans identifying equipment and fixtures
33. Guestroom enlarged plans identifying equipment and fixtures
34. Back of House enlarged plans identifying equipment and fixtures
35. Structural Drawings and construction specification book are not required.

### **310.3 Interior Design Submission**

For Furniture, Fixtures and Equipment (FF&E) Interior Design submission requirements for both new construction and Property Improvement Plans (PIPs), please refer to Sections 510.1 Welcome & 510.0 Interior Design Submission.

## **320.0 Construction**

### **320.1 Site Observations**

1. Three or four observations will be made by the *Choice Hotels International Project Manager* to verify compliance with Brand design and construction standards.
2. Franchisee/General Contractor is to schedule site visits two (2) weeks in advance to coordinate phase of construction with required inspection.
3. Custom projects may require additional site visits.
4. *Scheduled observations are:*

5. Pre construction meeting with franchisee and general contractor prior to start construction
6. Pre drywall observation to view system rough in and framing
7. Finishes observation of an on site sample room
8. Final observation approximately one (1) month prior to property opening

## **320.2 Reports**

1. The Project Manager will issue a report following observation meetings. Any items identified as deficient or in error will be reviewed at the next site visit to verify that those items have been rectified.
2. Final visit and report are provided to the Franchisee and transmitted to Choice's Area Director to verify that the observation has been conducted and that there are no outstanding standards to rectify.

## **400 Architectural Design**

### **Purpose and Scope**

This Chapter reviews the architectural and engineering design criteria required to build a Comfort Suites hotel or maintain an existing property including some program elements. Comfort Suites properties are held to the same general design criteria with the exception of the guest room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and hard construction specifications at the time of deal approval when planning a new construction project. The items in this section reflect the overall direction of the brand with regard to architectural design requirements. Not all properties currently in the system will meet every one of the standards outlined. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, contract window, evaluations based on the current rules and regulations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. Please note that you must construct your hotel in strict conformance with all applicable local, state and federal building codes, laws and regulations. In the event of a conflict between these Rules & Regulations and applicable local, state and federal building codes, laws and regulations, you must comply with all applicable local, state and federal building codes, laws and regulations. All properties are required to strictly adhere to all guidelines set forth by the ADA statute and the Occupational Safety Health Administration (OSHA) standards in the programmed areas described therein and any other applicable state, local or federal laws or codes. The Franchise Agreement issued by *Choice Hotels International* requires conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance

with local market, design requirements or trade practices that are specific to an individual project. Any variances from these standards must be submitted in writing to *Choice Hotels International* for evaluation. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **Choice Hotels International 915 Meeting St, Suite 600 North Bethesda, Maryland 20850 \*\*\*\*Attention: Director, Architecture & Design** email: arch\_submittal@choicehotels.com

## Introduction

The Architectural Design Rules & Regulations are a chapter within the *Comfort Suites Rules & Regulations*. These standards govern the process and product which *Choice Hotels International* requires of all franchisees. The design of all new build hotels must follow the architectural design prototype in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Comfort branded hotel or in - system and undergoing a required renovation per a Property Improvement Plan. When existing hotels choose to adopt new - build only design standards, they must do so as directed by the prototype drawings and architectural specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from *Choice Hotels International*. Refer to the prototype drawings and construction specifications.

## 410.0 Approach

### 410.00 General Site

1. *Building Orientation*
2. Provide clear visibility of the main building entrance from vehicular entry onto site.
3. Position building to maximize optimum views of adjacent sites and to minimize undesirable views.
4. Position building allowing service and trash areas to be located in the rear or side of the site, where they can be screened and accessed without direct interference with guest traffic.
5. *Site Requirements*
6. These criteria are required unless prohibited by existing site constraints:
7. Provide clear and direct access to property.
8. Provide a minimum of 10' 0" between property line and parking and/or drive aisle.
9. Provide a minimum of 10' 0" between side of building and sidewalks.
10. Provide a minimum of 21' 0" between front of building and sidewalks.

### 410.01 Hardscape Requirements

1. *Outdoor Patio*
2. For hotels with adequate available site space, provide outdoor patio seating screened with fence and landscaping.
3. *Curb Cuts*

4. Minimum of one (1) curb cut from primary access road.
5. Minimum 24' 0" clear from face of curb to face of curb.
6. Provide concrete curb and gutter.
7. *Drive Aisles*
8. Provide double loaded parking, single loaded parking permitted with approval from *Choice Hotels International*.
9. Minimum 24' 0" clear width at double loaded parking and approach to trash enclosure.
10. Paved in concrete or asphalt.
11. *Trash Enclosure*
12. Locate out of view from site entrance, Porte Cochere and guestrooms.
13. Provide heavy duty concrete pad for trash dumpster and apron in front of enclosure.
14. Gate of solid material to completely screen view into the enclosure.
15. Enclosure should be of material and finish consistent with the exterior of the building.
16. Enclosure to be a minimum of 8' 0" high.
17. *Parking*
18. Parking is to be convenient to guest rooms and public areas, and linked to building entrances with a sidewalk system.
19. Downtown location: Number of stalls required is based on ratio of one (1) stall per two (2) rooms plus one (1) space per four (4) seats in a conference room or food facility unless ordinances dictate otherwise.
20. Highway location: Number of stalls required is based on ratio of one (1) stall per one (1) room plus one (1) space per ten (10) seats in a conference room or food facility.
21. Airport location: Number of stalls required is based on ratio of one (1) stall per four (4) rooms plus one (1) space per ten (10) seats in a conference room or food facility.
22. Minimum parking stall size required is 9' x 18', unless otherwise required by local ordinance.
23. Concrete wheels stops are not permitted.
24. Provide curb and gutter at site perimeter and throughout parking.
25. Pave in concrete or asphalt
26. Paint demarcations of parking stalls and pedestrian crossings.
27. *Accessible Parking*
28. Provide accessible parking stalls per ADA and governing code requirements.
29. *Sidewalks*
30. Minimum 5' of clear unobstructed width.
31. Broom or textured finish concrete with troweled edges and joints.
32. Provide a sidewalk system which allows guests to reach all building entrances from parking areas.
33. *Fencing*
34. Outdoor pool to be fenced for privacy

35. Solid material fencing to screen unsightly views and HVAC equipment.
36. Chain link fencing is prohibited.

## **410.02 Landscape Requirements**

1. *General Requirements*
  2. Scheme should include seasonal color, local plant varieties and evergreen varieties.
  3. Trees should be used along frontage to add to curb appeal while mitigating the view of large expanses of parking.
  4. Create eye catching landscape features at the main curb cut, near monument brand signage and at building entrances. Approved decorative planters may be used in cases of space constraints.
  5. Provide plantings scaled to their place (e.g., low massing plants below windows, groupings of ornamental plants at building entrances).
  6. Use landscaping to screen mechanical, electrical, dumpster and any other undesirable views.
  7. Outdoor pool to be screened with landscaping for privacy.
  8. Center tree trunks on parking stall striping to prevent damage from vehicles.
  9. Irrigation system is optional.
  10. Landscaping must be adequate to cover all poles and wiring on monument signs. Signs must appear flush to the ground with landscaping coverage. Poles and wiring must not be visible.
11. *Site Drainage*
  12. Prevent water from ponding at any part of the site, especially walkways.
13. *Parking Islands*
  14. Provide curbed landscape islands within the parking aisles to break the vastness of pavement.
  15. For new construction, it is required that an island occurs every 15 parking stalls.
16. *Site Area Coverage*
  17. Minimum 10% of total site area to be landscaped with a combination of ground cover, lawn material, shrubs and trees.

## **410.03 Lighting Requirements**

Should conflicts arise between these Rules & Regulations and local, state or federal codes, the more stringent codes affording maximum guest and property protection shall prevail.

1. *Building Lighting*
  2. Clearly illuminate the Porte Cochere and building entrances to ensure identification of access points.
  3. All lighting provided as feature lighting on the building façade or in landscaped areas must be white/off white. Colored lighting of any kind is prohibited
4. *Site Lighting*

5. Pole mounted fixtures are required. Building mounted fixtures are permitted with prior written approval from *Choice Hotels International* to illuminate parking but may not interfere with guest comfort. Mount only on blank, windowless façades.
6. Locate poles to align with parking stall striping and prevent damages to pole bases from vehicles.
7. Pole bases to protrude a maximum of 12" above ground.
8. Pole height not to exceed 20'.
9. Use uniform lighting; do not mix various bulb types.
10. Fixtures to be photoelectric cell controlled.

## **410.04 Building Exterior**

The façade of any Comfort Suites property is expected to reflect the minimum standards, in design, execution, color and materials, as set forth in these Rules and Regulations and current Guideline Prototype Drawings & Construction Specifications. Façade enhancements, modifications and omissions may be required at system entry and/or at a contract window, and are to be performed in a professional manner such that the façade is similar to, or better than, a newly constructed property. Conversion properties must verify removal of all previous signature elements (e.g., signage, graphics) and correct any visible traces.

1. *Design Elements*
2. Porte Cochere directly adjacent to the vestibule
3. Tower or other prominent element for display of building signage
4. Variety of approved finish materials and paint colors per prototype in effect unless existing color palette is approved in advance by Choice Hotels International.
5. Integral window frame and PTAC grille. Separate window framed PTAC grille may be allowed based on existing conditions with prior approval from *Choice Hotels International*
6. Full height public space windows, applicable to properties
7. Unacceptable finish materials include exposed concrete block (decorative may be allowed pending review), T 111 plywood and vinyl siding.
8. Acceptable finish materials include brick, EIFS, stone, stucco and cementitious siding.
9. Exterior colors to be approved by Choice Hotels.
10. *Canopy / Porte Cochere*
11. Provide a Porte Cochere, unless a fully appointed outdoor patio, per the current prototype requirements, is provided at the front/ arrival area of the building
12. When required, provide a structure that allows two widths of traffic, minimum width of 24' 0" clear, from face of curb to face of curb.
13. Minimum height of 12' 0" clear for standard cars recommend 14' 0" for motor coaches.
14. *Pool*
15. Indoor pool areas to be designed with windows and door to the exterior.

16. Screen unsightly views while sitting at the pool.
17. Pool storage and equipment to be located in an enclosed room/building adjacent to pool deck.

See Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor and R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for further details.

## **410.05 Exterior Signage**

The exterior signage of any Comfort brand property must meet the minimum standards as set forth in these Rules and Regulations. All signage must be approved by Choice Hotels International and manufactured and installed by a Choice Hotels Qualified Vendor. All property signage must have the necessary permits if required by local and state governments Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so that signage can be installed prior to property opening. See R&Rs Service Marks/Signage, 600.1 Signage.

## **410.1 Welcome**

### **410.10 Vestibule**

A vestibule is required at the main entrance of the Comfort Suites.

1. *Design Characteristics*
2. Minimum of 80 SF.
3. Fully or semi glazed.
4. Automatic sliding doors, unless prohibited by existing conditions.
5. Drywall ceiling: height to be minimum of 8' 0" AFF.
6. Card reader required at any time the front desk is not in operation.
7. *Atmosphere*
8. Lighting
9. Recessed down light fixture. Alternate lighting in existing properties is subject to *Choice Hotels International* review and approval.
10. *Systems*
11. HVAC
12. Design as part of the central air conditioning system; PTAC unit is not permitted. See R&Rs Interior Design, 510.10 Vestibule for interior design specifications.

### **410.11 Lobby**

1. *Design Characteristics*
2. Minimum area of 900 SF for up to 100 guest rooms for new construction.
3. The Lobby may be required to be retrofitted to meet the above standard prior to system entry or at contract window. However, if existing design parameters limit

meeting this standard, retrofitted to a minimum of 500 SF up to 100 guest rooms may be allowed with prior written approval from *Choice Hotels International*.

4. Focal wall with fireplace or regional feature unless prohibited by existing conditions.
5. Adjacent to breakfast area and registration area, with direct view of front desk
6. Must be able to accommodate at least two multi functional seating groups.
7. Full height windows unless prohibited by existing conditions.
8. Vending machines of any kind are not permitted in the Lobby. They are to be located in a separate vending area as described in section R&Rs Architecture & Engineering, 410.51 Vending Areas.
9. Television at seating area is optional.
10. Smooth finish drywall ceiling; minimum height of 9' 0".
11. Provide permanent counter for coffee service.
12. *Atmosphere*
13. Lighting
14. Provide recessed down light for general lighting.
15. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval.
16. Minimum rating of 20 foot candle or better throughout
17. Minimum rating of 30 foot candle or better at reading areas
18. *Systems*
19. HVAC
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Coordinate locations of power outlets with furniture, televisions, equipment, and accessories. Exposed cords are prohibited. See R&Rs Interior Design, 510.11 Welcome Center / Lobby / Living Room for interior design specifications.

## **410.12 Registration Area**

1. *Design Characteristics*
2. Centrally locate within the Lobby to be easily identifiable upon guest entry.
3. The approved Welcome Wall and components must be installed on a wall directly behind the front desk. Refer to section 510.10 for details.
4. All removable objects within the specified space noted in 510.12 must be removed from the Welcome Wall surface. Refer to the Comfort Reimaging Hub for program guidelines and requirements, product specifications and ordering information. One of four design options is required.
5. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.

6. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
7. Approved decorative wall covering or approved painted wall with approved branded signage.
8. Approved stone wall with branded logo signage.
9. Minimum counter length is 12' 0" for up to 100 rooms.
10. Standard millwork height on guest side to be between 3' 6" and 4' 0".
11. Door is required for employee access to Workroom/ Office area. Guest view into Work Area/ Back of House from guestroom side of registration desk is prohibited.
12. Fire alarm panel to be mounted on sidewall of registration desk. Prohibited on back wall unless required by code.
13. Computer equipment to be concealed by varied counter heights.
14. Night window is not permitted.
15. Conceal electrical and computer cords via properly placed grommets.
16. Smooth finish drywall ceiling height to be a minimum of 8' 0" AFF.
17. *Atmosphere*
18. Recessed down light fixtures at rear of Registration Desk.
19. Decorative lighting is subject to *Choice Hotels International* review and approval.
20. *Lighting*
21. *Graphics*
22. Franchisee statement to be posted within guest view, visible from the front desk.
23. *Systems*
24. Design as part of the central system; PTAC unit is not permitted.
25. HVAC See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
26. *Electrical*
27. Verify equipment requirement with Property Systems.
28. Provide power outlets, for each computer station and general use, per the final computer equipment layout.
29. *Telecommunications*
30. Provide data and telephone ports for each computer station, per the final computer equipment design. See R&Rs Interior Design, 510.12 Registration Area for interior design specifications.

#### **410.13 Elevator Lobby**

1. *Design Characteristics*
2. Locate in close proximity to the Registration Desk and Lobby off of the main corridor. Alternate locations require pre approval from *Choice Hotels International*.

3. Minimum of 60 square feet to allow clearance for guests to maneuver their luggage. Size may be smaller for existing properties with prior approval from *Choice Hotels International*.
4. Cart Storage alcove in close proximity to the first floor elevator lobby or in the vestibule.
5. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
6. *Atmosphere*
7. *Lighting*
8. Combination of recessed down light and decorative fixtures.
9. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval
10. Minimum rating of 30 foot candle
11. *Systems*
12. *HVAC*
13. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.13 Elevator Lobby for interior design specifications.

#### **410.14 Public Restrooms**

Convenient access from all public areas is required, including provisions for the handicapped, in accordance with all applicable codes including the ADA.

1. *Design Characteristics*
2. Locate convenient to all public space areas.
3. Minimum size of 90 SF each.
4. Separate facility for men and women.
5. A single unisex restroom is permissible if existing conditions prohibit the provision of separate facilities and it is compliant with local code. Any Comfort Suites public restroom must meet all of the standards provided herein.
6. Single compartment featuring one vanity and one toilet for up to 100 rooms. Increased room count or meeting facility may necessitate additional square footage.
7. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
8. Plumbing fixtures include:
9. Floor mounted toilet fixture(s) is the minimum
10. Stone top vanity with apron and splash blocks. Wall hung sink is not acceptable.
11. Toilet accessories include:
12. Framed mirror mounted above vanity.
13. Paper towel dispenser or electric hand drying devices and waste unit are required.
14. Permanent liquid soap dispenser.
15. Feminine napkin vendor unit.
16. Feminine napkin disposal unit
17. Baked enamel or plastic laminate finished partitions (if applicable).

18. See FF&E specifications for approved accessories.
19. *Atmosphere*
20. Lighting
21. Wall mounted fixture over vanity.
22. Additional ceiling light for oversized facilities.
23. STC Rating
24. Minimum rating of 54 at public space walls. See 440.00 Sound Transmission Coefficient (STC) for additional information.
25. *Systems*
26. HVAC
27. Design as part of central system, PTAC unit is not permitted.
28. Continuous exhaust system with noise control required. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical
30. Provide convenience power outlet above the vanity See R&Rs Rules of Operation, 110.1 Public Restrooms for operational requirements. See R&Rs Interior Design, 510.14 Public Restrooms for interior design specifications.

## **410.2 Public Space Food Service**

### **410.20 Breakfast Room**

1. *Design Characteristics*
2. Locate adjacent and with direct access from the Lobby in a dedicated and separate room. Separation can be signified by either a pair of glass doors or a cased opening.
3. Screen direct view into Food Prep Room from seating area.
4. Immediately adjacent to Food Prep Room.
5. Provide one (1) seat per four (4) guest rooms.
6. Minimum 8 SF per guest room unless prohibited by existing conditions. Smaller size, dictated by existing conditions, may be acceptable in retrofit situations at Choice Hotels' discretion.
7. Casework includes a permanent buffet counter and base cabinets. Locate buffet in dedicated alcove out of direct view from seating area if possible.
8. Buffet counter to be a minimum of 30 linear feet (need not be contiguous).
9. Minimum 40" flat panel HDTV flat panel, wall -mounted television, placed in direct view from most of the seating area.
10. Smooth finish drywall ceiling; height to be a minimum of 9' 0" AFF.
11. *Atmosphere*
12. Lighting
13. Recessed down light or pre approved decorative light fixtures
14. STC rating
15. Minimum rating of 54

16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets at the buffet counter above splash block; per equipment requirements. See R&Rs Interior Design, 510.20 Breakfast Room for interior design specifications.

## 410.3 Meeting Space

### 410.30 Meeting Room

1. *Design Characteristics*
2. Locate in close proximity to the Lobby, with access from the Lobby Corridor, so that outside attendees may access the room without going through guestroom corridors.
3. Sized at one (1) guest room bay minimum. Increased room count may necessitate increased Meeting Room spatial requirements.
4. Provide coat closet. Furnish with shelf and rack system.
5. Provide storage room for furniture and equipment depending on room size and setup.
6. Provide permanent counter for food service. Breakfast counter may be used if directly adjacent to and accessible from meeting room. In cases of space constraint a temporary food service display may be allowed with prior approval from *Choice Hotels International*.
7. Acoustical ceiling: minimum ceiling height is 9' 0" AFF. Fixtures Include:
8. Projection screen
9. Television
10. *Atmosphere*
11. Lighting
12. General lighting; recessed ceiling fixtures.
13. Pre approved existing decorative lighting.
14. STC Rating
15. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
18. Design as part of central system, PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets per equipment requirements.

21. Provide power outlets along the food service counter above the splash block.
22. Telecommunication
23. Provide data and telecommunication lines as required per individual project two (2) data/phone outlets in one bay meeting room. Additional outlets may be required in larger facilities.
24. High Speed Internet Access is required. Service may be wireless or wired and must meet the standards set forth in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
25. Provide cable outlet at TV location See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Interior Design, 510.30 Meeting Room for interior design specifications.

## **410.4 Public Space Circulation**

### **410.40 Passenger Elevator**

1. *Design Characteristics*
2. One (1) elevator is required for properties up to three (3) stories and up to 100 guest rooms.
3. Two (2) elevators are required for properties four (4) stories or more with greater than 100 guest rooms.
4. Hydraulic elevator service for properties up to four (4) stories, traction elevators required for properties five (5) stories and greater.
5. Speed required of hydraulic elevator for floors 2-4 is 200 fpm (feet per minute).
6. Speed required for geared elevator for floors 4-7 is a minimum of 350 fpm.
7. Minimum load capacity of 3000 lbs.
8. Minimum cab size of 5' 0" x 7' 0"
9. Minimum ceiling height of 8' 0" AFF
10. *Atmosphere*
11. Lighting
12. Per the elevator manufacturer's specifications,
13. *Systems*
14. Electrical
15. Provide power outlet for housekeeping and maintenance needs. See R&Rs Interior Design, 510.40 Passenger Elevator for interior design specifications.

### **410.41 Guest Room Corridor**

1. *Design Characteristics*
2. Interior and double loaded corridor required.
3. Avoid locating access to public rooms, such as meeting rooms, from the guestroom corridor.
4. Minimum corridor width is 5' 0" or per code requirement.
5. Combination of smooth drywall and tegular style acoustical ceiling tile.

6. Minimum ceiling height of 8' 0" AFF. Height of 7' 6" AFF is allowed at alternating areas in case of physical constraints.
7. *Atmosphere*
8. Lighting
9. Recessed down light or approved surface mounted ceiling and/or wall sconce fixtures
10. STC Rating
11. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. Graphics
13. Properly sized placards should be placed to direct guests to, or identify: guest rooms, vending areas, elevators, Lobby, Meeting Room and recreational amenities.
14. Back of House areas restricted to employees shall be clearly identified.
15. The graphics must comply with pre approved sign package.
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets for housekeeping and maintenance needs. See R&Rs Interior Design, 510.41 Guest Suite/Room Corridor for interior design specifications.

## **410.5 Guest Facilities**

### **410.50 Guest Laundry**

1. *Design Characteristics*
2. Locate in a central, first floor location for easy access.
3. Minimum 100 SF. Allowed on upper floors in existing properties.
4. Avoid adjacency to guestrooms.
5. One facility required up to 100 rooms. . Additional laundry area is recommended as room count increases.
6. Allow space for one (1) washer and one (1) dryer. Additional equipment required over 100 rooms
7. Equipment to be commercial grade and coin operated.
8. Provide wall mounted, coin operated dispenser of laundry detergent and fabric softener.
9. Provide permanent wall hung counter that is able to fold against the wall if needed. Counter size is dependent upon room size and shape.
10. Door with vision glass or full glass door with optional card reader
11. Acoustical ceiling tile: height to be a minimum of 8' 0" AFF.
12. *Atmosphere*

13. Lighting
14. Recessed ceiling light fixtures. Decorative lighting requires prior approval from Choice Hotels International.
15. STC rating
16. Minimum rating of 54 at public space walls and 60 at shared guestroom walls.
17. *Systems*
18. HVAC
19. Provide continuous exhaust fan with noise control.
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Provide convenience power outlet over counter for guest use.
23. Provide power outlets per equipment requirements.
24. Plumbing
25. Locate a floor drain to prevent any ponding water. See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Interior Design, 510.50 Guest Laundry for interior design specifications.

#### **410.51 Vending Areas**

1. *Design Characteristics*
2. Minimum area is 90 SF.
3. Required on every floor, unless prohibited by existing conditions.
4. On the first floor, provide an ice machine, a soft drink machine and a food/snack vending machine. Soft drink and food vending machines are not required if a marketplace is provided.
5. On the upper floors, provide an ice machine and a soft drink machine at a minimum. Guests must be able to get ice without leaving their floor.
6. Position/screen machines, so they are not directly visible by guests from the corridor.
7. Access to the space must be through a cased opening, unless a door is required by code. If door is required, provide full glass door or with glass insert.
8. Ice machine to feature a closed bin and a dispenser chute.
9. Smooth finish drywall ceiling height is a minimum of 8' 0".
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted ceiling mounted light fixtures, unobstructed by equipment.
13. STC Rating
14. Minimum rating of 34 at adjacent interior spaces
15. Minimum rating of 54 at corridor See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*

17. HVAC
18. Design as part of the central system; PTAC unit is not permitted.
19. Provide continuous exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
20. Electrical
21. Provide power outlet per equipment requirements.
22. Plumbing
23. Locate a floor drain to prevent ponding water. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Interior Design, 510.51 Vending Areas for interior design specifications.

## **410.52 Business Center**

1. *Design Characteristics*
2. Minimum 100 SF.
3. Locate with direct access from the Lobby or Lobby corridor, in view of the Front Desk.
4. Semi enclosed area or fully enclosed with a glass door.
5. Minimum 4 linear feet of counter per work station for up to 100 rooms.
6. Minimum length of counter is 8' 0" with at least one hotel provided computer (see R&R 110.5 Business Center for Rules of Operations)
7. Countertop finish to be consistent with lobby finishes. Provide grommet holes in countertop for cord management.
8. Smooth finish drywall ceiling: height to be a minimum of 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed down lights or approved decorative pendant fixture.
12. STC Rating
13. Minimum rating of 54 if business center is enclosed.
14. *Systems*
15. HVAC
16. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
17. Electrical
18. Provide power outlets per equipment requirements.
19. Provide power outlets above the counter for guest provided devices
20. Telecommunications
21. Provide data and telecommunication outlets for hotel and guest provided equipment.
22. High speed internet access must be available at all computer stations. See R&Rs Rules of Operation, 110.5 Business Center for operational requirements. See R&Rs Interior Design, 510.52 Business Center for interior design specifications.

## **410.53 Marketplace Area**

All Comfort Suites must implement the Marketplace program. Dedicated alcove type space is required for all contracts executed on or after 9/1/2012 and will be required as determined by PIPs for existing hotels. If the property already has a dedicated alcove, including built in shelving and cabinetry, a separate *snack cabinet* will not be required. See R&R 110.8 for Rules of Operation and additional requirements for the Marketplace program.

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk, with access from the main corridor.
3. Minimum of 80 SF
4. Fully open to the registration area, semi opened or fully enclosed.
5. Provide millwork shelving in a finish consistent with lobby finishes or specified cabinet per Marketplace program details
6. When semi opened or enclosed, provide opening between Registration Desk and Marketplace for transactions
7. Smooth finished drywall ceiling: height to be a minimum of 8' 0" AFF.
8. *Atmosphere*
9. Lighting
10. Recessed down lighting or approved decorative lighting.
11. STC Rating
12. Minimum rating of 50.
13. *Systems*
14. HVAC
15. Design as part of the central system; PTAC unit is not permitted.
16. Provide exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.53 Your Suite Success Marketplace for interior design specifications. See R&Rs 110.8 Marketplace Operations for equipment and product requirements.

## **410.6 Recreation**

### **410.60 Fitness Center**

Every Comfort Suites property is to provide a Fitness Center for guest use as stated in R&Rs Rules of Operation, 110.3 Fitness Center. For additional, valuable information, please refer to the **Fitness Center Hot Topic& Key Brand Initiative**.

1. *Design Characteristics*
2. Locate on first floor in close proximity to the Elevator, Vending Area, Pool area and Public Restrooms.
3. Minimum of 500 SF Smaller size may be allowed in existing properties with prior approval from Choice Hotels International.

4. Accent painted wall with vinyl graphic.
5. As of 4/1/2021, optional for existing hotel with contract prior to 1/1/2021, but could be required upon any contractual event or renovation
6. Exterior windows for natural light, unless existing conditions do not allow
7. Provide a 40" wall or ceiling mounted flat panel HD television is required. Television must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues.
8. Approved Accent wall and field walls
9. Approved LVT flooring
10. Decorative full height mirrors along entire length of one wall.
11. If a flat mirror is provided, locate power outlets occurring along this mirror surface in the wall base.
12. Exercise Equipment as described in R&Rs Rules of Operation 110.3 Fitness Center.
13. Single entry door with vision panel or full glass door with optional card reader
14. Smooth finished drywall or acoustical ceiling tile: height to be a minimum of 8' 0".
15. *Atmosphere*
16. Lighting
17. Recessed down lights or surface mounted ceiling fixtures
18. Controlled by key switch
19. STC Rating
20. Mitigate sound transmission if Fitness Room is adjacent to guestrooms
21. Minimum rating of 56 See 440.00 Sound Transmission Coefficient (STC) for additional information.
22. Graphics
23. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
24. Required signage per R&Rs Rules of Operation, 110.3 B
25. *Systems*
26. HVAC
27. Provide separate exhaust fan; ensure ventilation and climate controls maintain a comfortable environment during workouts.
28. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical

30. Provide power outlets per equipment requirements. Floor mounted outlets are preferred however wall mounted ones are allowed based on existing conditions.
31. Provide floor mounted power outlets as required for exercise equipment. Wall mounted power outlets allowed based on existing conditions.
32. Plumbing
33. Provide a drinking fountain (a water cooler with cups may be provided in lieu of fountain). See R&Rs Rules of Operation, 110.3 Fitness Center for operational requirements. See R&Rs Interior Design, 510.60 Fitness Center for interior design specifications.

## **410.61 Swimming Pool**

### Indoor & Outdoor

1. *Design Characteristics*
2. Minimum size of 400 SF of water surface for up to 100 rooms.
3. Pool materials:
4. Body: gunite with approved finish
5. Coping: pre cast concrete with integral depth and "No Diving" indicators
6. Drain: continuous, perimeter deck drain
7. Depth from per code requirements
8. Provide adequate deck space for furniture placement and guest circulation.
9. Indoor Pool:
10. Locate along the main public corridor, leading from the Lobby. Access is required from the elevator and stairs, without passing through public spaces.
11. Electronic card reader is required.
12. Provide air lock vestibule at entry from corridor.
13. Indoor ceiling height to be a minimum of 10' 0" AFF unless existing structure prohibits it.
14. Maximize natural light with full height windows.
15. Smooth finish drywall ceiling
16. Provide mechanical and storage rooms for pool equipment, furnishings, and chemicals.
17. Owner should confer with pool design specialists to determine the dehumidification needs for the pool area.
18. Outdoor Pool:
19. Outdoor pool requires metal fencing and gate(s) with childproof latch meeting all local, state and applicable safety codes.
20. Provide mechanical and storage building for pool equipment, furnishings and chemicals.
21. Chain link fence is not permitted
22. Final finishes should be coordinated with overall project scheme.
23. *Atmosphere*

24. Lighting (Indoor)
25. Recessed, surface ceiling mounted or walls sconces. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
26. Underwater lighting required.
27. Lighting (Outdoor)
28. Provide decorative fixtures that light only pool area. Avoid illuminating guestroom areas with pool deck fixtures.
29. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
30. STC Rating (Indoor)
31. Minimum rating of 54 to be maintained at walls adjacent to public space rooms.
32. Minimum rating of 60 if pool area is adjacent to guest rooms See 440.00 Sound Transmission Coefficient (STC) for additional information.
33. Graphics
34. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.61 B.3. Graphics.
35. Verify compliance with all applicable state, federal, local, and municipal regulations, codes and laws.
36. *Systems*

See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.

1. Electrical
2. Provide water and moisture proof power outlets per applicable codes.
3. Plumbing
4. Provide a drinking fountain or water cooler in close proximity to the pool area.
5. Telecommunications
6. Provide house telephone for guest assistance.
7. Equipment
8. Make provisions to mitigate noise produced by equipment.

Pool equipment and storage is detailed in R&Rs Architecture & Engineering, 430.40 Pool Equipment Room and 430.41 Pool Storage Room/Building.

See R&Rs Rules of Operation, 110.2 Swimming Pool Indoor & Outdoor for operational requirements.

See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

## **410.62 Whirlpool**

Optional

1. *Design Characteristics*

2. Whirlpool materials:
3. Body: gunite with approved finish
4. Coping: pre cast concrete with integral depth and “No Diving” indicators
5. Drain: continuous, perimeter deck drain
6. *Atmosphere*
7. Graphics
8. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.62.B.1. Graphics.
9. Verify compliance with all governing codes.

See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements.

See R&Rs Interior Design, 510.62 Whirlpool Optional for interior design specifications.

## **420.0 Guest Suite/Room**

### **420.00 Suite Room Mix/Types**

All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein. For existing and opened Comfort Suites hotels, evaluations will be performed at significant life cycle events – which may include but are not limited to renovations, relicensing, contract window and design exceptions or waivers granted based on individual properties’ age, physical constraints and condition as well as product quality. All furniture, finishes, and fixtures shall comply with the brand approved Décor package in effect at the time of execution of contract, or other contractual event, or upon renovation, whichever is most recent.

1. *Room Mix*
2. Room mix depends on the specific market condition. Refer to the current prototype for guideline room mixes.
3. Accessible varieties of each room type must be designed in each project. Consult ADA standards and local governing codes for the correct number of accessible guest rooms to be included.
4. 100% of all guest rooms to be designated as “Non Smoking”. See R&Rs Rules of Operation, 100.4. A. Number of Designated Rooms.
5. For new construction, shower – only bathrooms in single – bedded room types and bathtub in double – bedded room types, unless prohibited by existing conditions.
6. *Guest Suite/Room Types*
7. King suite is minimum 325 SF clear.
8. Queen/Queen suite is minimum 370 SF clear.
9. Minimum of 11' 6" clear width is required for all room types
10. Alternate room types and sizes in existing properties are subject to Choice Hotel International approval.

## **420.01 Guest Suite**

1. *Design Characteristics*
2. Separate sleeping and seating area
3. Separation between sleeping and seating area may be achieved through a solid full height wall, semi open wall, or casegoods/desk assembly. Existing solid wall design is subject to Choice Hotels International's approval.
4. Living area to be at least 8' deep when a casegoods divider is provided; at least 9' deep when a solid wall is provided.
5. Minimum 6 square feet semi open or fully enclosed closet with a solid door, unless prohibited by structural constraints. If space does not allow a built in closet, an approved wardrobe may be provided with prior written permission from Choice Hotels International.
6. Closet to include shelf, rod and support bracket for iron and ironing board.
7. Refrigerator and microwave are required in either a furniture cabinet or a built in niche.
8. Media panel required for wall hung television.
9. Minimum 4' 0" x 5' 0" operable window. Non operable windows allowed in existing properties with prior approval from Choice Hotels international.
10. Self closing entry door with approved door hardware including but not limited to electronic door lock, door viewer and safety hardware. See Architectural Specifications for Door Hardware
11. Textured drywall ceiling: height to be a minimum of 8' 0" AFF
12. *Atmosphere*
13. Lighting
14. Combination of recessed down lights, wall sconce and decorative ceiling fixture.
15. STC Rating
16. Minimum rating of 54
17. Graphics
18. Room identification plaque. Signage is attached to corridor wall adjacent to room door. See 440.00 Sound Transmission Coefficient (STC) for additional information.
19. *Systems*
20. HVAC
21. Through wall PTAC unit internal drainage system highly recommended.
22. Electrical
23. Night Stand Re charge A minimum of two (2) approved, dedicated standard AC power source outlets must be open and available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Comfort Suites Brand page under the Deadlines & Brand Programs Tab.
24. Provide no fewer than one (1) duplex outlets as listed:

25. Lamp at each nightstand
26. Lamp at seating area
27. Desk lamp
28. Clock
29. Television
30. Housekeeping
31. Coffee niche
32. Luggage bench
33. Telecommunications
34. Phone outlet at desk is optional. Coordinate location with media panels if provided. No outlet should be located within the coverage area of the panels. See R&Rs Rules of Operation, 120.2 D. Guest Room Telephones.
35. One (1) phone outlet at nightstand is required.
36. High Speed Internet Access is a standard feature in all guest rooms. See R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA). See R&Rs Interior Design, 520.0 Guest Room and 520.2 Guest Room/Bath Finishes & Furnishings for interior design specifications.

## **420.1 Guest Bath**

### **420.10 Guest Bath**

1. *Design Characteristics*
2. Minimum size of 50 SF.
3. Single compartment bath including shower or bath, free standing vanity, and toilet.
4. Shower with frameless glass door per Architectural specifications may be provided in single bedded rooms and suites.
5. Bath tubs are required in double bedded rooms and suites.
6. Minimum 30" w x 60" " shower pans. Minimum 30" W x 60" L tubs.
7. Vanity to be a minimum of 4' 0" long. Alternate lengths may be permitted based upon existing conditions.
8. Vanity countertop to be granite or quartz at a minimum.
9. Tub surround to be decorative cultured marble at minimum. One piece fiberglass tub/ surround unit is prohibited.
10. Tub and shower surround to be a full height above tub and shower pan for ceiling heights up to 7' 6".
11. Facial tissue dispenser to be displayed in an approved tissue box. Dispenser located in vanity apron is subject to approval by Choice Hotels International based on existing conditions.
12. Smooth finish drywall ceiling: height is a minimum of 7' 6".
13. *Atmosphere*
14. *Lighting*

15. Decorative vanity light or lighted mirror
16. Ceiling mounted fixtures for general lighting
17. STC Rating
18. Minimum rating of 34 at Guest Room Bath to Guest Room partition wall
19. Minimum rating of 51 at Guest Room Bath to corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
20. *Systems*
21. HVAC
22. Through the roof exhaust fan, unless prohibited by existing conditions, switched independently from the light fixture.
23. Electrical
24. Provide a convenience outlet to accommodate appliances above the vanity splash block.
25. Plumbing
26. A minimum of two (2) to five (5) gallons of hot and cold water must be accessible to all guest rooms and back of house areas upon demand.
27. Pressure must be designed to maintain maximum capability during peak use at 100% capacity.
28. Hot water must maintain 115o F during peak use hours or per code requirements.
29. Telecommunications
30. Recommend wall mount telephone in accessible baths See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

#### **420.11 Accessories & Plumbing Fixtures**

1. *Bath Accessories*
2. Framed vanity mirror.
3. A stainless steel or chrome curved shower rod must be installed in all bathrooms with tubs. Shower door is required in all "shower only" bathrooms. See FF&E specifications for approved products. Must be permanently affixed.
4. Double robe hook
5. Wall mounted toilet paper holder with extra roll stored on vanity base shelf. When a vanity base is not present, a dual roll dispenser is required.
6. 24" towel bar. Towel bar may be integral to glass shower door.
7. 18" towel bar in the vanity area unless millwork shelving is provided.
8. Two (2) soap dishes, one corner mounted and one centered on length of tub. One soap dish at showers. No handles are allowed on any soap dish. See Interior Design specifications for style.
9. Detachable, commercial grade, wall mounted hair dryer.
10. *Plumbing Fixtures*
11. Commercial grade tank style toilet with closed front seat and cover.
12. Injection – molded seat to remain upright without assistance.

13. Enameled cast iron or steel bathtub. Acrylic tubs require prior written approval from Choice Hotels International. One piece tub surround is prohibited unless waived in advanced by Choice Hotels International.
14. Sink to be under mounted vitreous china. . Wall hung models are not permitted.
15. Sink drain to be pop up style and in place at all times. Rubber stoppers are not permitted.
16. Shower trim to be single handle, pressure balancing unit with anti scalding protection and hot and cold temperature indicators.
17. Tub/shower drain to be pop up or trip variety and in place at all times. Rubber stoppers are not permitted.
18. Faucet set to be commercial grade per Plumbing Fixtures Schedule in Architectural Specifications.
19. Showerhead to be commercial grade with minimum 3 spray massaging settings feature. See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

## 430.0 Administration

### 430.00 Employee Break Room

1. *Design Characteristics*
2. The Break Room must have a minimum of 115 SF unless existing conditions dictate otherwise.
3. Locate in back of house area.
4. Provide a minimum of 5' 0" long counter with sink.
5. Provide full size refrigerator and microwave.
6. Provide seating area with table and stacking chairs
7. Provide base and wall cabinets
8. Provide employee lockers
9. Minimum ceiling height of 8' 0" AFF.
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted lighting.
13. STC Rating
14. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
15. *Systems*
16. HVAC
17. Design as part of the central system depending on location.
18. Electrical
19. Coordinate power outlets with equipment locations. Provide additional outlets as needed. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional

information. See R&Rs Interior Design, 530.00 Employee Break Room for interior design specifications.

## **430.01 Employee Restroom**

Optional

1. *Design Characteristics* The following standards apply if an employee restroom is provided:
  2. Locate in back of house area near break room and offices.
  3. Single compartment restroom
  4. Minimum of 55 SF
  5. Plumbing fixtures include:
    6. Toilet
    7. Wall hung sink or vanity
    8. Bath accessories include:
    9. Mirror
    10. Wall mounted soap dispenser
    11. Paper towel dispenser / disposal unit
    12. Toilet paper dispenser
    13. Minimum ceiling height is 8' 0" AFF.
  14. *Atmosphere*
  15. Lighting
  16. Recessed or decorative wall mounted vanity strip light or sconces
  17. STC Rating
  18. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  19. *Systems*
  20. HVAC
  21. Design as part of the central system depending on location. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  22. Electrical
  23. Provide convenience outlet at vanity over the sink. See R&Rs Interior Design, 530.01 Employee Restroom for interior design specifications.

## **430.02 Workroom**

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk.
3. Minimum 100 SF
4. Provide millwork counter and cabinets.
5. Smooth drywall or acoustical ceiling tile; minimum ceiling height is 8' 0 " AFF.
6. *Atmosphere*
7. Lighting

8. Recessed or surface mounted ceiling lighting fixtures.
9. STC Rating
10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide outlets per equipment requirements
16. Telecommunications
17. Provide data/telephone jacks at the desk per equipment requirements. See R&Rs Interior Design, 530.02 Work Room for interior design specifications.

### **430.03 Office**

Comfort Suites is designed to accommodate a General Manager's office and a Sales office.

1. *Design Characteristics*
2. Locate adjacent to the Work Room.
3. Minimum of 110 square feet per office
4. Minimum ceiling height is 8' 0" AFF
5. *Atmosphere*
6. Lighting
7. 2' x 4' recessed ceiling fixtures, recessed down lights, or surface mounted ceiling light fixtures.
8. Desk lamp
9. STC Rating
10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide electrical outlets per equipment requirements.
16. Telecommunications
17. Provide data/telephone jacks per equipment requirements. See R&Rs Interior Design, 530.03 Offices for interior design specifications.

## **430.1 Back of House Food Service**

### **430.10 Kitchen**

#### Food Preparation

1. *Design Characteristics*
2. Design must comply with all governing health and safety codes.
3. Locate adjacent to and with direct access to the Breakfast Room.
4. Minimum 170 SF.
5. Provide adequate counter space base and overhead cabinets.
6. Kitchen equipment to include reach in refrigerator, reach in freezer, microwave oven, three compartment sink, wall shelving, dishwasher.
7. All equipment to be commercial grade
8. Changeable acoustical ceiling tile: minimum height is 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed or surface mounted ceiling light fixtures
12. STC Rating
13. Minimum rating of 56 at Public space See 440.00 Sound Transmission Coefficient (STC) for additional information.
14. *Systems*
15. HVAC
16. Design as part of the central system. PTAC units are prohibited.
17. System design must assure proper ventilation. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
18. Electrical
19. Provide power outlets per equipment requirements.
20. Plumbing
21. Provide floor drain. See R&Rs Interior Design, 530.10 Kitchen Food Preparation for interior design specifications.

## **430.2 Housekeeping**

### **430.20 Hotel Laundry**

1. *Design Characteristics*
2. Laundry
3. Minimum 550 SF for the main laundry, dryer enclosure, linen chute, cart storage, and supplemental water heating equipment if needed.
4. Locate the facilities adjacent to the Employee Workroom and Break Room Workroom/Office area with direct access from the main corridor. Avoid proximity to guest rooms due to noise and traffic.

5. Equipment includes a minimum of two (2) washers and two (2) dryers unless existing conditions prohibit it. Properties with room greater than 100 rooms should provide additional equipment proportionate to the Guest Room increase.
6. Additional items are table(s) for folding and general use, laundry sink and linen chute.
7. Sound and vibration from equipment, must be minimized by appropriate slab design.
8. Provide 8" raised slab for washer equipment mounting. Additional items are table(s) for folding and general use, laundry sink and linen collection cart.
9. Drywall ceiling: minimum ceiling height of 8' 0" AFF
10. Main Linen Storage
  11. Locate linen storage area or room within the Main Laundry room.
  12. Minimum 90 SF for up to 100 rooms
  13. Entire room to be lined by floor to ceiling shelving
  14. Ceiling finish consistent with Laundry Room ceiling: Minimum height is 8' 0" AFF.
15. *Atmosphere (All)*
16. Lighting
17. Minimum strip lighting
18. STC Rating
19. Minimum rating of 56 at corridor wall
20. Minimum rating of 34 at interior separation walls

See 440.00 Sound Transmission Coefficient (STC) for additional information.

1. *Systems (All)*
2. HVAC
3. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
4. Electrical
5. Provide power outlets as required by equipment needs.
6. Plumbing
7. Provide a floor drain within the main laundry space.
8. Provide trench drain at rear of washers within raised slab. See R&Rs Interior Design, 530.20 Laundry/Linen Storage for interior design specifications.

#### **430.21 Auxiliary Housekeeping/Linen Storage (Floors 2 and Above)**

1. *Design Characteristics*
2. Locate in back of house area off of upper floor guest room corridor.
3. Minimum 100 square feet including linen chute for up to 100 rooms.
4. Room to include the linen chute.
5. Floor to ceiling shelving.
6. Acoustical ceiling tile; minimum height is 7' 6"
7. *Atmosphere*

8. Lighting
9. Minimum strip lighting
10. STC Rating
11. Minimum rating of 54 at corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
15. Electrical
16. Provide power outlets and other electrical service as needed. See R&Rs Interior Design, 530.21 Auxiliary Linen Storage (Floors 2 and above) for interior design specifications.

## **430.22 General Storage Room**

1. *Design Characteristics*
2. Provide on each floor, preferably in back of house area. May be combined with hotel Housekeeping/Linen storage room.
3. Minimum 160 SF of general storage for up to 100 rooms
4. Provide floor to ceiling shelving
5. Acoustical ceiling tile: minimum height to be 8' 0".
6. *Atmosphere*
7. Lighting
8. Strip light fixtures
9. *Systems*
10. HVAC
11. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
12. Electrical
13. Provide outlets and other electrical service as needed.

## **430.3 Back of House Circulation**

### **430.30 Stairwells**

1. *Design Characteristics*
2. Compliance with all governing codes is mandatory
3. Stairs are located directly off of the Guest Suite/Room Corridors with exits on grade.
4. Building stairs are not to be tied into parking garage or multi use stairs. If situation exists, provide electronic card reader for security.
5. If entry door at corridor is omitted, provide electronic card reader at stair door.
6. Handrail finish to comply with approved Décor package requirements.

7. *Atmosphere*
8. Lighting
9. Ceiling or wall mounted light fixtures.
10. STC Rating
11. Minimum rating of 51 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.30 Stairwells for interior design specifications.

### **430.31 Service Elevator**

Optional

1. Design Characteristics
2. Locate elevator adjacent to back of house areas. Personnel must not cross public spaces from service areas, to access the service elevator.
3. Provide a minimum of one (1) service elevator for properties four (4) or more stories. Provide a minimum of two (2) service elevators for properties with 8 or more stories and/or 300 guest rooms. General rule is one (1) service elevator for every two (2) passenger elevators.
4. Minimum cab size is 5' x 7'.
5. Minimum load capacity of 3500 lbs.
6. Minimum ceiling height of 8' 0" AFF
7. Atmosphere
8. Lighting
9. Per the elevator manufacturer's specifications
10. Systems
11. Electrical
12. Provide power outlet for housekeeping and maintenance needs.
13. Telecommunications
14. Provide house telephone.

## **440.0 System Information**

### **440.00 Sound Transmission Coefficient (STC)**

1. Materials with sound absorption properties, separation of ductwork, vibration isolation devices, caulk and other strategies must be used to limit sound transmission and meet the specified ratings put forth in this document.
2. Acoustics must be considered to avoid background noise, reverberation, resonance, echo and conversation travel.

3. Sound transmission between adjacent public areas or public areas to service areas, must maintain a minimum STC rating of 54. Higher STC rating of 60 is required between guestrooms and noise inducing public space and mechanical rooms. Folding or similar folding partitions must maintain the same rating.
4. Provide sound – mitigating measure as noted by *Choice Hotels International* for properties near highways, airports, and other outside noise inducing sources. Consider windows in addition to floors and walls in these locations.

## 500 Interior Design

### Purpose and Scope

This Chapter reviews the interior design criteria required to build or renovate a Comfort Suites hotel. All Comfort Suites properties are held to the same general design criteria with the exception of the guest suite/room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and pre approved decor specifications at the time of deal approval when planning a new construction project. The Comfort pre approved décor package has been created to give hotels stylish and high quality products that meet the design requirements for each element specified. Using the approved décor package gives hotel operators a smooth path to renovation plan approval. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, and contractual windows, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements, or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules and Regulations may be addressed by contacting: **Choice Hotels International  
915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Procurement Services** [Interiordesign@choicehotels.com](mailto:Interiordesign@choicehotels.com) or [Procurement\\_help@choicehotels.com](mailto:Procurement_help@choicehotels.com)

### 510.1 Interior Design Submission

#### 510.0 Interior Design Submission

All not – yet – open new build hotels must follow the design guidelines detailed in the Guideline Prototype Drawings & Construction Specifications and Approved FF&E Specifications in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Choice Hotels branded hotel or

with a contract window. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the Guideline drawings and specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from Choice Hotels International.

1. Interior design approval from Choice Hotels International is required for guest room and public space Furniture, Fixtures and Equipment (FF&E) items based on the following contractual events and/or renovation schedule.
  2. Contractual Events:
  3. Execution of Franchise Agreement for a new construction or conversion property to enter the Comfort brand; or
  4. Addendum to the Franchise Agreement based on the following lifecycle events:
  5. Product refresh at the contractual window (Property Improvement Plan, or PIP)
  6. Relicensing agreement
  7. Repositioning agreement
  8. Addendum to the Franchise Agreement or Product Improvement Plan (PIP) to correct Quality Assurance Review (QAR) failures; or
  9. Non PIP related property renovations (not new construction).
  10. Schedule: Complete interior design submissions and all necessary approvals from Choice Hotels must be finalized:
    11. No less than six (6) months prior to:
    12. New construction hotel expected opening date;
    13. Conversion hotel expected opening date;
    14. Repositioning hotel expected opening date;
    15. Property Improvement Plan (PIP) item due date(s)
    16. Within thirty (30) days after:
    17. Execution of a Relicensing agreement;
    18. QAR failure
  19. Interior Design Submission Process
20. **Pre Approved Interior Design Package** The pre approved interior design package has been developed specifically for the Comfort brand in support of the brand vision and interior design guidelines for public space and guest rooms. The most up to date information and illustrations of the Comfort pre approved design package can be found on the Comfort brand page under the Architecture & Design tab. The pre approved design package has been developed to give owners and developers flexibility and guests the decor they expect at an upper midscale level. The pre approved package captures the essence of the brand, evoking Comfort's warm and welcoming personality. All products and materials specified in the package have been vetted for performance and quality. Adopting the pre approved Design Package will offer your guests a design that is modern, cohesive, and timeless from day one. For hotels completing a PIP or non PIP renovation (not new construction), additional tools and resources can be found on the Architecture & Interior Design resource page to assist you in melding the brand pre approved package with your

existing FF&E. To ensure products meet the quality and standards required by the brand, and to assist with the design submission process, the use of a Choice Qualified Procurement Company is highly recommended.

21. **Interior Design Submission Process** Whether your property is a new construction, conversion, PIP driven renovation or self driven renovation the submission process outlined herein must be observed. As of January 1, 2021, franchisees have the option to select from three different submittal paths, each involving specific submittal and fee requirements. Following these steps will allow the Franchisee to communicate more efficiently the design intent while allowing the Choice Design team to expeditiously process and return the reviewed documents. The three submittal paths are as follows:
  22. **Path 1: Submittal of Pre Approved Design Package** This path requires the adoption of the pre approved design package in its entirety. No changes are permitted on this path. No fee is assessed, and the submittal process consists of completing a simple Design Intent Form.
  23. **Path 2: Submittal of Modified Pre Approved Design Package** This path requires the use of the pre approved package, modified within acceptable guidelines published by Choice Hotels. The allowed modifications have been designated to provide more flexibility to franchisees while maintaining the integrity of the pre approved FF&E package as designed. A design review fee will be assessed as follows to cover the time needed to review the modifications.
  24. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
  25. A design review fee of \$4,000 is required to process submittals from a Choice qualified procurement company.
  26. A design review fee of \$6,000 is required to process submittals from a non – qualified procurement company.
  27. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
  28. Only items marked “Approved” are permitted to be ordered, purchased and/or installed. Items marked “Denied”, or not approved, must be re submitted within ten (10) business days to Choice’s Interior Design.
  29. **Path 3: Submittal of a Custom Design Package** This path allows the use of a custom design package. In Path 3, all FF&E categories are open to customization except casegoods, which are required to be from the pre approved design package. The custom design including FF&E specifications must comply with brand standards for look and feel, performance and quality. A design review fee will be assessed as follows to cover the time required to review the custom FF&E selections.
  30. Submittal requirements for Path 3 include the following documents: Business case, design intent form, 3D renderings and/ or décor boards and specifications
  31. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:

32. A design review fee of \$8,000 is required to process submittals from a Choice qualified procurement company.
33. A design review fee of \$10,000 is required to process submittals from a non – qualified procurement company.
34. Casegoods is not customizable and will not be waived.
35. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
36. Compliance Franchisees are required to maintain an Interior Improvement File that will be available for reviews by CHI agents. The file must include:
37. Supporting documents from the Design team documenting the approvals such as design submission forms and design intent forms.
38. Addendum to the Franchise Agreement with the interior improvement items identified
39. Any correspondence between Choice agents and the property related to the interior improvement including, but not limited to:
40. Approvals/Denials for changes or modifications to the originally approved Design Approval Letter
41. Revised Design Approval Letter
42. E mail correspondence of shipping/installation status.
43. Order and installation receipts acknowledging delivery and or installation of the agreed upon improvement items. Representatives of Choice Hotels International, including Quality Assurance representatives, will conduct reviews to ensure compliance with the interior improvement plan and items selected as outlined on the Design Approval Letter. Reviews may be conducted by any CHI representative and can include:
44. Physically checking the interior improvements implemented at the property.
45. Reviewing the paperwork outlined above in the Interior Improvements File. The reviews may occur during a Brand Standards Inspection as part of a review before allowing a property to come online, during a product evaluation at a lifecycle event or during any other appropriate contact with CHI representatives. The reviews may occur during an Opening Inspection or as part of a review before allowing the property to come online, during a Quality Assurance Review, or produce improvement plan (PIP) inspection at a life cycle event or during any other appropriate contact with CHI representatives. **Note: Failure to comply with the items listed on the design approval letter could result in a delay in the opening process or a default under the Franchise Agreement; should the purchase or installation of unapproved items occur, a Franchisee will also be required to replace those items with the approved items outlined in the design approval letter at the cost to the Franchisee.**

## **510.1 Move to Modern Public Space**

The Comfort Suites Public Space is designed to welcome our guests with a sense of warmth and character to create a positive first impression of the hotel. The products and design

elements in this space combine with signature brand programs, elements and service to create the Comfort Welcome Experience, which will help Comfort guests relax and begin to enjoy their stay. Our brand promise is to ensure that guests feel refreshed and ready to take on the day – and one vital way we deliver on this promise is by providing a physical product that is warm, welcoming, and up to date at every Comfort hotel. All Comfort Suites hotels must comply with the following Move to Modern Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to R&R 510.0 for details.

1. General Lobby Area Flooring: Aside from the soft seating area(s), all flooring in the lobby area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.11A
2. Flooring under Soft Seating Area(s): All carpet, bound area rugs, or carpet insets under soft seating in the lobby are the brand approved items. Refer to R&R 510.11B.
3. Public Area Sofa(s): All sofas in the lobby and all public areas are the brand approved public space sofas. Refer to R&R 510.11 C2.
4. Public Area Lounge Chairs: All chairs in the lobby and all public areas are the brand approved lounge chairs. Refer to R&R 510.11 C2.
5. Lobby Area Walls: All walls in the lobby area, including walls behind the front desk (excluding Welcome Wall stone, if present) and all areas not covered in another brand standard, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.11A4.
6. Lobby Area Window Treatments: All window treatments in the lobby and front desk area are the brand approved window treatments. Refer to R&R 510.11 B2.
7. Public Area Ottomans: All ottomans in the lobby and all public areas are the brand approved ottomans. Refer to R&R 510.11C2.
8. Public Area Furniture: All free standing case goods in the lobby and all public areas are the brand approved casegoods. Prohibited items include china cabinets and armoires. Refer to R&R 510.11C7.
9. Public Area portable lamps: All tabletop lamps and floor lamps in the lobby and elevator landings are brand approved lamps. Refer to R&R 510.11 B1.
10. Breakfast Area Flooring: All flooring in the breakfast area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.20 A1.
11. Breakfast Area Dining Chairs: All seating in the breakfast area (including chairs, bar stools, and banettes) are the brand approved seating. Refer to R&R 510.20 C3.
12. Breakfast Area Dining Tables: All breakfast area dining tables are the brand approved tables. Refer to R&R 510.20 C2.
13. Breakfast Area Walls: All walls in the breakfast area have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.20 A3.
14. Breakfast Area Window Treatments: All breakfast area windows treatments are the brand approved window treatments. Refer to R&R 510.20 B2.

15. Interior Corridors: All interior corridors have the brand approved carpet installed. (Elevator landing areas and first floor corridors may have the brand approved carpet and/or brand approved hard flooring installed. Refer to R&R 510.41 A1.
16. Interior Corridor Walls: All interior corridors walls, including elevator land ings, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.41 A3.
17. Interior Corridor Window Treatments: All window treatments in the interior corridors are the brand approved window treatments. Refer to R&R 510.41 B2. See R&Rs 510.7 Public Space Finishes & Furnishings for finish standards for all public space. All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein.

#### **510.10 Vestibule**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Base to match pre approved floor finish.
6. Walls
7. Pre approved vinyl wall covering.
8. Ceiling
9. Smooth painted drywall ceiling See R&Rs Architecture & Engineering, 410.10 Vestibule for architectural specifications.

#### **510.11 Lobby**

1. Materials
2. Flooring
3. Pre approved wood look porcelain tile or luxury vinyl tile/planks
4. Pre approved carpet inset or brand approved bound rug under all soft seating groupings.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Ceilings
10. Smooth painted drywall ceiling.
11. Atmosphere
12. Lighting
13. Pre approved decorative lighting including wall sconces, pendants, or ceiling mounted fixtures.

14. Window Covering
15. Pre approved roller sheers or shades. Drapery may be approved if existing conditions prohibit roller sheers/shades.
16. Fixtures, Furnishings & Equipment (FF&E)
17. All FF&E to comply with current pre approved package standards. Design exceptions may be considered based on existing conditions. See R&Rs Architecture & Engineering, 410.11 Lobby for architectural specifications.

## **510.12 Registration Area**

1. Materials
2. Floor
3. Pre approved porcelain tile or luxury vinyl tile.
4. Carpet or mat at employee side of registration desk.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. The Welcome Wall, is a signature component of the design initiative for the Comfort Family of brands. Links for guidelines, specifications, and ordering information can be found on the Comfort Suites Brand page under the Reimaging Hub Inside Your Hotel section. One of four options is required. All removable objects must be removed from the Welcome Wall wall.
9. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
10. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
11. Approved decorative wall covering or approved painted wall with approved branded signage.
12. Approved stone wall with branded logo signage. If a door is located on back wall, it is to blend with wall color.
13. Counter Tops
14. Granite or quartz counter at upper and accessible tops for guest use and at employee counter if exposed to guest view from the lobby.
15. Minimum of plastic laminate lower top at employees' side of desk if concealed from guest view.
16. Millwork
17. Front desk façade to be stained wood veneer to match lobby finishes.
18. Plastic laminate base cabinets, storage shelves, printer base cabinets, and a lockable cash drawer.
19. Ceiling

20. Smooth painted drywall ceiling.
21. Atmosphere
22. Lighting
23. Decorative lighting per pre approved FF&E package.
24. Graphics
25. Franchisee Statement as specified in R&Rs Rules of Operation, 100.1 A.1 is to be posted within guest view.
26. Comfort Suites the brand approved logo is required behind registration desk. See the Reimaging Hub Inside Your hotel on the Comfort Suites brand page. See R&Rs Architecture & Engineering, 410.12 Registration Desk Area for architectural specifications.

### **510.13 Elevator Lobby**

1. Materials
2. Floor
3. First floor elevator landing flooring to be consistent with lobby flooring.
4. Upper floor elevator landings to be either consistent with lobby flooring or guestroom corridor flooring.
5. Base
6. Base to match flooring.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Full height base to ceiling corner guards.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting
14. Pre approved surface mounted ceiling lights and/or wall sconces. See R&Rs Architecture & Engineering, 410.13 Elevator Lobby for architectural specifications.

### **510.14 Public Restrooms**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
8. Door
9. Door and frame finishes per pre approved design package.

10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting
14. Decorative lighting above vanity mirror per pre approved design package.
15. Fixtures, Furnishings & Equipment
16. Artwork and vanity mirror(s) to be per the pre approved design packages. See R&Rs Rules of Operation, 110.1 Public Restrooms for operational compliance. See R&Rs Architecture & Engineering, 410.14 Public Restrooms for architectural specifications.

## **510.2 Public Space Food Service**

### **510.20 Breakfast Room**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Ceiling
9. Smooth painted drywall ceiling.
10. Buffet Millwork
11. Granite or quartz stone top and backsplash at serving buffet and beverage areas
12. Stained wood veneer wall and base cabinets
13. Atmosphere
14. Lighting
15. Decorative lighting per pre approved design package.
16. Window Covering
17. Roller sheer or shade window treatments per pre approved design package.
18. Fixtures, Furnishings & Equipment
19. Furniture to be per pre approved design package.
20. A minimum 40" flat panel HDTV television. All televisions must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and

TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room. All TV functionality must be controlled using a single remote control.

21. Pre approved artwork set must be displayed on breakfast serving wall(s) or on a wall within direct sight of the breakfast buffet. Refer to the Comfort Re imaging Hub Inside Your Hotel for details.
22. Additional pre approved artwork. See R&Rs Architecture & Engineering, 410.20 Breakfast Room for architectural specifications.

## 510.3 Meeting Space

### 510.30 Meeting Room

1. Materials
2. Floor
3. Pre approved carpet over specified pad or wood look luxury vinyl tile.
4. Base
5. Carpet base to coordinate or match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Millwork
9. Stained wood veneer wall and base cabinets with adjustable shelves in each cabinet
10. Granite or quartz counter top and backsplash
11. Door
12. Door and frame finishes to be per pre approved design package.
13. Ceiling
14. Smooth painted drywall or acoustical ceiling tile.
15. Atmosphere
16. Lighting
17. Pre approved decorative lighting is acceptable.
18. Window Covering
19. Pre approved blackout lined shade or drapery.
20. Fixtures, Furnishings & Equipment
21. Furniture to be commercial/hospitality grade
22. Board room or conference room tables and ergonomic or stackable chairs.
23. Built in plastic laminate base and wall cabinets.
24. Granite or quartz top and splash blocks at built in cabinet
25. Artwork per pre approved design package. See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Architecture & Engineering, 410.30 Meeting Room for architectural specifications.

## **510.4 Public Space Circulation**

### **510.40 Passenger Elevator**

1. Materials
2. Floor
3. Pre approved carpet over specified pad to match or coordinate with corridor carpet
4. Pre approved porcelain or luxury vinyl tile
5. Approved carpet tile is acceptable
6. Base
7. Pre approved porcelain or rubber base.
8. Walls
9. Plastic laminate panels with brushed stainless steel backing
10. Handrails to be brushed stainless steel
11. Door
12. Brushed stainless steel with matching frame
13. Ceiling
14. Vinyl or metal egg crate prefabricated panels
15. Atmosphere
16. Lighting
17. Per the elevator manufacturer's standard. See R&Rs Architecture & Engineering, 410.40 Passenger Elevator for architectural specifications.

### **510.41 Guest Room Corridor**

1. Materials
2. Floor
3. Pre approved carpet over specified pad per pre approved design package.
4. Base
5. Pre approved carpet or rubber base.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Door
10. Service doors located off of corridor to receive the guest room door finish; painted or stained.
11. Painted door frame.
12. Ceiling
13. Combination smooth painted drywall and acoustical ceiling tile.
14. Atmosphere
15. Lighting
16. Pre approved decorative lighting per pre approved design package.

17. Window Covering (when applicable)
18. Pre approved coverings per design package.
19. Graphics
20. Graphics package is to include all public, back of house and guest room wall markers in one consistent style and color. Consult interior design specifications for the approved signage package.
21. Graphics are not to be placed on any door surface, rather on wall adjacent to door. See R&Rs Architecture & Engineering, 410.41 Guest Suite/Room Corridor for architectural specifications.

## **510.5 Guest Facilities**

### **510.50 Guest Laundry**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile to match or coordinate with flooring.
6. Walls
7. Pre approved wall vinyl wall. Smooth textured paint may be approved in high – moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Counter
10. Plastic laminate built in counter or free standing casegoods table.
11. Fixtures, Furnishings and Equipment
12. A minimum of one side chair for guest usage See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Architecture & Engineering, 410.50 Guest Laundry for architectural specifications.

### **510.51 Vending Areas**

1. Materials
2. Floor
3. Pre approved porcelain tile flooring.
4. Base
5. Pre approved porcelain tile to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high – moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guard.
9. Ceiling

10. Smooth painted drywall ceiling or acoustical tile if existing. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Architecture & Engineering, 410.51 Vending Areas for architectural specifications.

### **510.52 Business Center**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile to match or coordinate with lobby flooring.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Counter top
9. Granite or quartz counter with backsplash.
10. Ceiling
11. Smooth painted drywall or acoustical ceiling tile if existing.
12. Atmosphere
13. Lighting
14. Pre approved decorative lighting.
15. Window Covering (if window exists)
16. Pre approved roller sheer or shades.
17. Fixtures, Furnishings & Equipment
18. Furniture to be commercial hospitality grade and pre approved. See R&Rs Rules of Operation, 110.5 Business Center for operational details. See R&Rs Architecture & Engineering, 410.52 Business Center for architectural specifications.

### **510.53 The Comfort Suites Marketplace**

1. Materials
2. Floor
3. Pre approved wood look plank tile.
4. Base
5. Base to match flooring.
6. Walls
7. Pre approved vinyl wall covering.
8. Atmosphere
9. Lighting
10. Recessed down lighting or decorative lighting.

If there is not currently a dedicated alcove in operation, a minimum of one approved snack cabinet must be installed for implementation of the Marketplace. Please refer to the R&Rs section 110.8 for Rules of Operation of the Marketplace.

See R&Rs Architecture & Engineering, 410.53 Marketplace Area for architectural specifications.

## 510.6 Recreation

### 510.60 Fitness Center

A Fitness Center is required at all Comfort Suites hotels. In addition to the Rules and Regulations noted below, please refer to section 110.3 Comfort Suites Fitness Center and section 410.60 Fitness Center for Architectural requirements. For complete Fitness Center program information including the standards below, you can also refer to the Hot Topic & Key Brand Initiative on the Comfort Suites Brand page for details.

1. Materials
2. Floor
3. Wood look luxury vinyl tile or rubber flooring per current design package.
4. Base
5. Vinyl or rubber base
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Option 1: One wall to be approved accent painted wall with approved vinyl graphic. Mirrored wall to have approved wood look vinyl and all other walls to be brand approved neutral vinyl. Option 2: Previously approved for existing hotels: one wall to have an approved accent color and all other walls neutral OR all other walls can be neutral. Hotels must adopt option1 upon renovation.
9. Pre approved decorative framed mirrors or full height, full width wall mirror. Install from top of base to ceiling on the wall.
10. Door
11. Door and frame finishes per pre approved design package.
12. Ceiling
13. Smooth painted drywall or acoustical ceiling tile.
14. Atmosphere
15. Window Covering
16. Pre approved roller shades. Wood blinds are acceptable if existing.
17. Graphics
18. A posted notice pertaining to liability in compliance with all local, state, and/or federal codes must be located in clear view of guests.
19. Fixtures, Furnishings & Equipment Equipment to be commercial grade. Pre approved artwork per pre approved design package. Refer to the Reimaging Hub Inside Your Hotel for details on artwork requirements. Only approved artwork is permitted. See R&Rs Rules of Operation, 110.3 The Comfort Suites Fitness Center for

FF&E items as well as operational requirements. See R&Rs Architecture & Engineering, 410.60 Fitness Center for architectural specifications.

## 510.61 Swimming Pool

**Indoor & Outdoor** It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's pool.

1. Materials
2. Floor (Outdoor)
3. Concrete with troweled finish
4. Floor (Indoor)
5. Pre approved porcelain tile.
6. Alternate flooring finishes will be considered.
7. Coping
8. Coping should be of coordinating style.
9. Pool walls
10. Glazed tile with accent tile pattern above water line.
11. Walls (Indoor)
12. Field tile wainscot, accent tile banding above wainscoat.
13. Ceiling (Indoor)
14. Smooth painted drywall ceiling.
15. Atmosphere
16. Lighting (Indoor and Outdoor)
17. Pre approved decorative lighting.
18. Graphics
19. Graphics package should state the Pool Use Guidelines including but not limited to, "No Lifeguard on Duty", "No Glass Containers" and "No Diving" are to be part of the project's graphics package. The design should be consistent with the overall project graphics.
20. Additionally, should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics.
21. Window Covering (Indoor)
22. Pre approved roller sheers or shades.
23. Fixtures, Furnishings & Equipment
24. Furniture to be commercial hospitality grade – refer to interior design specifications. Provide a combination of seating types including lounge chairs, chaises (where space allows), as well as dining and side tables. See R&Rs Rules of Operation, 110.2 Swimming Pool for operational requirements. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for architectural specifications.

## **510.62 Whirlpool**

Optional It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

1. Materials
2. Floor
3. Concrete with troweled finish
4. Coping
5. Pre cast concrete of coordinating color with depth indicators, and "no diving" demarcations per code requirements
6. Atmosphere
7. Graphics
8. The design of all pool/whirlpool graphics should be consistent with the overall project graphics.
9. Provide medical warnings and guest use responsibilities signage at whirlpool area.
10. Graphics package should state the Pool Use Guidelines including but not limited to "No Lifeguard on Duty" and "No Glass Containers". The design should be consistent with the overall project graphics.
11. Additionally, hotel should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics. See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements. See R&Rs Architecture & Engineering, 410.62 Whirlpool Optional for architectural specifications.

## **520.0 Guest Suite**

### **520.0 Guest Suite**

The Comfort Suites pre approved design packages have been developed specifically for the Comfort brand. They include solutions for all of the design elements for guestroom along with satisfying the brand's vision and guidelines related to interior design. Please also refer to the interior design submittal requirements in section 510.0 as all FF&E selected for these areas, require prior written approval from Choice Hotels International. All properties are required to strictly adhere to all guidelines set forth by the ADA in the programmed areas described herein. All FF&E items must be approved pieces of the pre approved package in effect at the time of contract execution, or at the time of a contractual event, or renovation whichever is most recent. All Comfort Suites hotels must comply with the Move to Modern Guest Room Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to section 510.0 Interior Design Submission for details on the submission process.

1. Guestroom flooring: All flooring (carpet and/or hard flooring) is the brand approved flooring. Carpet is required, but approved hard flooring is acceptable at the entrance area and/or the soft seating/living area in suites.
2. Guestroom walls: All walls must have either brand approved wall vinyl OR paint color(s) exclusively installed. Painted wall vinyl is prohibited. If an accent wall(s) is present, it must have the brand approved wall vinyl or a brand approved paint color. Wall borders are prohibited, but crown molding is acceptable.
3. Guestroom lighting/lamps: All lighting and lamps in the guest room including table top lamps, floor lamps, wall and headboard sconces, and ceiling mounted fixtures are the brand approved lamps and lighting.
4. Guestroom lounge chairs & lounge chair ottomans: All lounge chairs in the guestroom are the brand approved lounge chairs. An ottoman is optional at the lounge chair, but if an ottoman is present with the lounge chair, it must be the brand approved ottoman specifically for the lounge chair. Accent pillows are optional, but if present, must be the brand approved accent pillows.
5. Guestroom desk chairs and activity chairs: The chair at the desk is the brand approved ergonomic chair. All chairs at the activity table are the brand approved activity chairs.
6. Guestroom sofas/sectionals: All sofas/sectionals in the guestroom are the brand approved sofas/sectionals. Accent pillows are optional, but if present, are the brand approved accent pillows.
7. Guestroom Sofa Ottomans: If a sofa/sectional is present in the room, two (2) brand approved sofa ottomans are required, or a brand approved round top table with brand approved nested ottoman is required, or a brand approved cocktail table is acceptable.
8. Guestroom Case Goods: All case goods in the guestroom are the brand approved case goods. This includes but is not limited to headboards, console table, C table, nightstands, desks, media boards, dressers/chests, end/side tables, luggage benches, activity tables, and wardrobes. Microwaves and/or refrigerator are in brand approved pieces or presented in a built in nook.
9. Guestroom Artwork & Full length mirror: Brand approved artwork is present in all rooms and matted and in the approved framed. It must be regional (or other brand approved) color photography artwork or brand approved abstract artwork. Additional, previously installed brand approved "Flourish" and "Breeze" patterned artwork is also acceptable at the desk, activity table, or luggage bench along with regional color photography artwork only. "Poster art", additional non approved artwork, and/or any artwork above the headboards is prohibited. If present, the full length mirror is an approved framed or approved closet door mirror.
10. Guestroom Window Treatments: All window treatments are the brand approved window treatments.

## 520.00 Guest Suite Types & Furnishing

1. King Room (or one bedded room) Accessible King Room (or one bedded Accessible suite/room)

2. Mattress, boxspring and bed base per *Choice Hotels International* specifications.
3. Mattress, boxspring and bed base
4. Casegoods
5. One (1) Wall mounted headboard with side panels; may be with or without integrated lighting depending on pre approval.
6. Two (2) nightstands
7. Desk
8. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
9. Approved stand alone microfridge cabinet if built in or millwork niche is not provided.
10. One (1) cocktail table with nested ottoman; or one (1) cocktail table is acceptable based on previous package installation .See below for sofa ottoman option.
11. End table at sofa and space availability.
12. Media panel for wall hung television
13. Softgoods
14. A full size sleeper sofa or sectional sofa with full size sleeper is required.
15. Two (2) Cocktail ottomans at sectional if casegood above are not provided
16. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
17. Ergonomic chair at desk
18. Fixtures
19. Two (2) headboard sconces
20. One (1) desk lamp
21. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixture in entry area.
22. Floor lamp and wall sconce at sectional sofa or table lamp on side table if sofa sleeper and lounge chair exist.
23. Ceiling light over living area if floor lamp and wall sconce are omitted.
24. Other wall mounted fixture in lieu of lamps with pre approval.
25. Approved alarm clock with battery backup. See R&Rs 150.2 Guest Room Amenities & Supplies for specified information on the alarm/clock radio.
26. Television with remote control
27. Television cloning unit to program television
28. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Room Amenities & Supplies for details.
29. Approved full length framed mirror at entry
30. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two smaller approved pieces stacked above luggage bench per pre approved package requirements.

31. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
32. Double Queen Room (rooms with 2 beds) Accessible Double Queen Room (accessible rooms with 2 beds)
33. Mattress/Boxspring/Bed Base
34. Mattress, boxspring and bed base per Choice Hotels International specifications.
35. Casegoods
36. Two (2) Wall mounted headboards with (1) center panel; may be with or without integrated lighting depending on PIP evaluation.
37. One (1) nightstand
38. Television chest with two (2) drawers and microfridge combination or media panel used in combination with under desk cubby.
39. Writing desk
40. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
41. One (1) cocktail table with nested ottoman; or one (1) cocktail table based on installation of previously approved package.
42. Microwave and refrigerator must be housed in an approved stand alone microfridge cabinet, built in niche, or millwork cabinet.
43. End table at sofa if space is available.
44. Softgoods/Seating
  - 45. A full sized sleeper sofa or sectional is required.
  - 46. Two (2) sofa ottomans at sofa or sectional or c
  - 47. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
48. Ergonomic chair at desk.
49. Fixtures
  - 50. Two (2) headboard sconces with reading lights.
  - 51. One (1) lamp at desk.
  - 52. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixtures in entry area.
  - 53. Other wall mounted fixtures in lieu of lamps with pre approval.
  - 54. Floor lamp and wall sconce at sectional or table lamp on side table if sofa and lounge chair exists. Ceiling light over living area if floor lamp and wall sconce are omitted.
  - 55. Alarm clock with battery backup. See R&Rs 150.2 Guest Amenities & Supplies for specified information on the alarm/clock radio.
  - 56. Television with remote control with batteries
  - 57. Television cloning unit to program television
  - 58. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Amenities & Supplies for details.
  - 59. Approved full length framed mirror at entry

60. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two (2) pieces stacked above luggage bench per pre approved design package.
61. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). Also see 520.02 Guest Suite/Room Fixtures, Furnishings & Equipment for detailed specifications. See R&Rs Architecture & Engineering, 420.00 Room Mix/Types for architectural specifications.

## **520.01 Bedding Standards**

The Comfort bedding program is required for all Comfort Suites hotels. In addition to the Rules and Regulations stated below, please review the *Comfort Bedding Program Information on the Comfort Suites brand page for additional details on the standards and how to properly arrange the bed.*

1. *Bedding*
2. *Bed Sizing Standards*
3. Double 54" x 80"
4. Queen 60" x 80"
5. King 76" x 80"
6. *Bed Base Construction*
7. Finished base is 8 " high
8. Industrial fiberboard panels with three (3) cross braces and extra center rail
9. Steel finish with dark "wood grain" look
10. *Mattress*
11. All Comfort Hotels are required to install and use a Choice Hotels International approved mattress by Serta or Simmons.
12. Mattress protectors are acceptable in addition to the required mattress pad. If a mattress protector is present, it must be placed directly on the mattress under the approved mattress pad.
13. *Boxspring Criteria*
14. All Comfort Hotels are required to install and use a Choice Hotels International approved box spring by Serta or Simmons.
15. Box spring protectors are acceptable. They must be placed directly on the box springs below all other bedding elements.
16. *Mattress Pad*
17. Required for all beds, not including rollaway beds and sleep sofas.
18. One of the following tagged products must be exclusively used on all beds.
19. 24 oz. per square yard mattress topper by Keeco
20. 24 oz. per square yard Microfiber mattress topper by Hospitality products, fitted
21. 24 oz. per square yard Pillow Topper Mattress Pad, fitted and anchor band, by Pacific Coast Feather/Restful Nights no longer available for purchase
22. 24 oz. per square yard Super Topper, fitted and anchor band, by Guest Supply

23. 24 oz. per square yard Fitted Mattress Topper, fitted and anchor band, by Startex, fitted and anchor band no longer available for purchase
24. 24 oz. per square yard Registry Pillow Topper, fitted and anchor band, by American Hotel Register
25. *Pillows*
26. The following approved soft and firm, tagged pillows are exclusively required on all beds:
  27. Luminesse Soft by Keeco (Green CHI tag)
  28. Luminesse Firm by Keeco (Blue CHI tag)
  29. Microfil® Soft by Pacific Coast Feather (Green CHI tag)
  30. Microfil® Firm by Pacific Coast Feather (Blue CHI tag)
  31. Pillow protectors are acceptable when placed directly on pillows.
  32. Number of pillows: (See #12 below for arrangement details).
33. King Bed
34. Option 1: When king pillows are used (Firm only blue tag), two king sized firm pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
35. Option 2: When standard size pillows are used, three firm (blue tag) pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
36. Double/Queen bed: Two standards size firm (blue tag) pillows PLUS two standard size soft (green tag) pillows on each bed.
37. Twin bed (when approved): One standard size firm (blue tag) pillow PLUS one standard size soft (green tag) pillow on each bed.
38. *Blanket*
39. One of the following filled blankets is required on all beds.
40. Keeco brand *TrueClean* Down (as of 2/12/2024, this option is no longer available for purchase but remains acceptable for prior purchases until further notice.)
41. Keeco brand *Assure*
42. Keeco brand *TrueLoft*
43. Ultra Essence™ by Pacific Coast Feather
44. Duralux™ by Pacific Coast Feather
45. Hospitality Down with Hyperclean ® Down fill by Pacific Coast Feather
46. Additional blankets are to be provided in the guest room or in storage and must be available to the guest upon request.
47. Bed Sheet and Pillow Cases \_ All sheets installed at the hotel must be from the Choice approved Eclipse Collection. Refer to the Eclipse Collection hot topic for details on this program.
48. *Decorative Top sheet Cover:*
49. One approved decorative top sheet is required on all beds.
50. *Bed Skirt/Wrap*
51. An approved, appropriate bed skirt is required on all beds, not including rollaway beds and sleep sofas. (Long bed skirts on beds with bed frames. Short bed skirts on beds with bed bases.) Bed skirts/wraps in the same room must match.

52. *Bed Scarf (prohibited as of 1/1/2024)*
53. As of 1/1/2024, all bed scarves are prohibited on all beds.
54. Bedding Arrangement Only Comfort approved bedding is acceptable and must be arranged as follows:
  55. Bed skirts/wraps are present on all beds with bed bases and bed frames (not required on beds with approved wooden purpose built platform beds that match the casegoods).
  56. Flat sheet, blanket, and decorative top sheet are folded down together from the top of the bed with the bottom fold of the sheet covering (encasing) all layers. Top edge of the fold is no further than 4" below pillows.
  57. Decorative top sheet, blanket and flat sheet are tucked in on all sides.
  58. Pillow case ends are tucked envelope style; pillows standing touching in two centered rows flat against head board with correct number as outlined below. Placement: firm pillows in the back row; soft pillows in the front row.
  59. As of 1/1/2024, bed scarves are prohibited.
  60. Pillow arrangement and number requirements: In addition to the details noted above, there are certain details regarding pillow number and placement that are required.
    61. King beds Standard size approved, tagged pillows placed in two rows: three approved firm pillows placed in the back row centered on the bed and standing touching flat against the headboard PLUS two or three approved soft pillows placed centered, flat against the back row of pillows, standing touching in the front row. Approved king sized firm pillows are acceptable as follows: If used, two must be used to substitute for the three firm pillows in the back row. King size pillows are only acceptable on King beds.
    62. Queen/Double beds Four standard size approved pillows placed in two rows: Two approved firm pillows placed in the back row, centered on the bed standing touching flat against the headboard. Two approved soft pillows placed standing touching directly in front. King sized pillows are not acceptable on Queen or Double beds.
    63. Twin beds Two standard size pillows placed in two rows. One approved firm pillow placed centered on the bed, standing flat against the headboard; one approved soft pillow placed directly in front. King size pillows are not acceptable on Twin beds.
    64. Non approved decorative items are not permitted and include, but are not limited to, lumbar pillows, shams or unapproved throws.
    65. Mattress and/or box spring protectors are permitted when placed directly on the mattress or box spring. Pillow protectors are also permitted when placed directly on pillows.
    66. Purchasing For all bedding items except linens and mattress pads, the products and vendors are listed in the bedding guide located on the Comfort Bedding Program section on the brand programs page located on the Comfort Suites brand page. Franchisees may not purchase mattress pads, pillows, blankets, or fabricated items from vendors outside the list. See R&Rs Rules of Operation, 150.2 Guest Suite/Room Amenities & Supplies for required quantities of bedding items.

## **520.02 Guest Room Fixtures & Equipment**

1. Drapery
2. Three part drapery system to include the following:
  3. a. Stationary side panels blackout lined.
  4. Sheers; may be drapes or roller sheer.
  5. Blackout, mounted on separate track from stationary side panels
  6. Drapery tracks to be ceiling mounted unless ceiling height is over 9" 0".
  7. Electronics
  8. Alarm Clock: An alarm clock is required. The unit shall be located on the nightstand, but not attached.
  9. Television with remote control
10. All guestroom televisions must be hospitality grade, minimum 40" flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, including HD content as specified in the Rules & Regulations. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted for commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room.
11. Separate or attached in room set back boxes are acceptable only if they cannot be seen (back of TV, back of furniture, wall mounted behind TV, etc.). Visible separate in room set top boxes will not be allowed after the program implementation deadline. All TV functionality must be controlled using a single remote control.
12. Mounting/Placement and display. Televisions may be mounted on top of furniture or on a wall. The television set should be positioned in the room to promote convenient viewing from a variety of room positions and angles.
  1. Top Mount/Placement (Recommended) It is recommended that Flat panel TVs are displayed on top of guest room credenza, cabinet, or chest with a secure, swivel base mount.

\* **Visible holes, indentations, or markings from previous top**

of furniture TV mounts are prohibited. Seamless/professional repairs or full furniture replacement will be required in order to display flat panel TVs.

\* **Flat**

panel TVs cannot be displayed inside a traditional TV armoire/enclosure.

\* **Flat**

Panel TVs are to be situated towards the rear depth of the furniture top, closest to the wall. Swivel mounts should be restricted so that when TV is swiveled in either direction, the outer frame of the TV unit should remain at a distance of at least 2" from wall.

2. Wall Mount Flat panel TVs may be wall mounted. New Construction and renovation projects with wall mounted TVs must mount them on a media board. Consideration must be made of potential noise reverberation issues due to adjoining guestroom walls, construction materials, architectural design, and insulation. Only hotels that can maintain a Sound Transfer Class (STC) rating of 54 or better between guest room walls will be allowed to wall mount TVs.

The following items are required for wall mounted flat panel TVs:

- \* Professional installation is required, using commercial grade mounting bracket systems according to manufacturer's recommended instructions.
- \* Wires and cables must be completely concealed within the wall or within a seamless media board mounting device designed specifically to match furniture.
- \* Mounting location will vary by room size, shape, and furniture arrangement. TV should be wall mounted to allow for unobstructed viewing from varied positions and angles within guestroom.
- \* Ideal mounting height will vary by room. Generally accepted standard is 4' 6" (measured from the floor to the middle of the TV
- 4. Television cloning unit to program television.
- 5. Lighting must be Truly Your specified
- 6. Guest rooms with two beds: lamps/sconces at bedside are to provide a minimum 75 watt incandescent equivalent CFL or LED bulb. Dual Socket lamp/sconce or a double arm with shade lamp required.
- 7. Guest rooms with one bed: lamps or sconces at bedside are to provide a minimum 100 watt incandescent equivalent CFL or LED bulb.
- 8. Desk lamp to provide a minimum 100 watt incandescent in equivalent CFL or LED bulb.
- 9. Table/Floor lamps to have weighted bases. Single bulb lamps are to have a minimum of 100 watt incandescent equivalent in CFL or LED bulb. When two (2) bulbs are present in one fixture, bulbs must be a minimum of 75 watt incandescent equivalent in CFL or LED bulbs.
- 10. Lampshades to be white with hard backed linen

## **520.2 Guest Suite Finishes & Standards**

### **520.20 Guest Suite Finishes**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Materials
2. Floor
3. Carpet over specified pad or combination of carpet and luxury vinyl tile over underlayment
4. Base
5. Base material to match flooring.
6. Walls
7. Textured knockdown wall finish or optional wall vinyl covering.
8. Signature accent wall vinyl as required by PIP.
9. Door
10. Stain finish on door
11. Paint finish on frame
12. Ceiling
13. Textured drywall ceiling finish.

### **520.21 Guest Suite Finish Standards**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Carpet
2. Minimum carpet standard of 32 oz. cut/loop pile.
3. Content to be 100% solution dyed nylon.
4. Carpet Pad
5. 100% synthetic fiber, minimum density is 8.4lbs./cubic foot.
6. Prototypical weight of 24oz./square yard.
7. Porcelain Tile
8. Minimum hardness rating of 7 per Mohs Scale.
9. Coefficient of slip rating to be greater than or equal to 0.6 when wet.
10. Base
11. Base materials to match flooring.
12. Carpet base to have a bound edge.
13. Vinyl Wall Covering
14. Knockdown texture to be 100% acrylic.

15. Vinyl wall covering to be minimum Type II, 54" wide and 20 21 oz / linear yard.
16. Graphics
17. Clearly mark the emergency exit and procedures for evacuation.
18. Graphics package is to include all guest room wall markers in one consistent style and color. Verify the mounting heights with the *Choice Hotels International* Interior Design Department.
19. Graphics are not to be placed on any door surface, rather on wall adjacent to door.

## **521.0 Guest Bath Finishes & Standards**

### **521.01 Guest Bath Fixtures & Furnishings**

1. *Softgoods*
2. Shower Curtains Only brand approved shower curtains are permitted. Approved shower curtains are required on all guest bathroom shower curtain rods. See R&R 150.3 for details.
3. *Accessories*
4. Bath fixtures are to be polished chrome or brushed nickel in appearance.
5. Framed vanity mirror.
6. Curved shower rod mounted per manufacturer's directive. Tension spring loaded and alloy rods are not permitted.
7. *Artwork*
8. Framed and matted to coordinate with overall package.
9.
  4. *Lighting*
10. *Vanity Sconces:*
11. Decorative wall sconces or lighted mirror. Decorative vanity strip light mounted above mirror is acceptable if existing.
12. Vanity fixture to provide a minimum of 1700 lumens.
13. Decorative surface mounted ceiling fixture if existing.
14. Night light required. At minimum, provide wall mounted hairdryer with integral nightlight. Also see R&Rs Architecture & Engineering, 420.10 Guest Bath and 420.20 Guest Room/Bath Finishes & Furnishings

### **521.02 Guest Bath Finishes**

1. Materials
2. Floor
3. Porcelain tile
4. Base
5. Porcelain tile to match flooring
6. Walls
7. Smooth textured wall finish OR vinyl wall covering.

8. Door
9. Stain or paint finish
10. Ceiling
11. Smooth drywall finish
12. Vanity
13. Granite or quartz
14. Base to be stained wood with shelving for towel storage per prototype; finish to match casegoods.
15. Shower and Tub Surround
16. Approved cultured marble Also see R&Rs Architecture & Engineering, 420.1 Guest Bath.

## 530.0 Administration

### 530.00 Employee Break Room

1. Materials
2. Floor
3. Vinyl or porcelain tile flooring.
4. Base
5. Rubber or tile base.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on door and frame.
10. Ceiling
11. Smooth drywall or acoustical ceiling tile.
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shade
15. Fixtures, Furnishings & Equipment
16. Minimum of four stacking chairs.
17. 36" diameter dining table.
18. Wall mounted time clock
19. Lockers See R&Rs Architecture & Engineering, 430.00 Employee Break Room for architectural specifications.

### 530.01 Employee Restroom

Optional

1. Materials
2. Floor

3. Porcelain tile flooring.
4. Base
5. Base to match flooring.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint on door and frame
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Lighting
14. Recessed or decorative surface mounted ceiling light, wall sconces, or vanity strip light fixture
15. Fixtures, Furnishings & Equipment
16. Framed vanity mirror See R&Rs Architecture & Engineering, 430.01 Employee Restroom for architectural specifications.

### **530.02 Workroom**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base with bound edge
6. Walls
7. Textured wall coating or vinyl wall covering
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets
10. Plastic laminate counter and backsplash
11. Door
12. Paint finish on doors and frames.
13. Ceiling
14. Smooth finish drywall or acoustical ceiling tile.
15. Fixtures, Furnishings & Equipment
16. Upholstered task chairs See R&Rs Architecture & Engineering, 430.02 Work Room for architectural specifications.

### **530.03 Offices**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base

5. Carpet base
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on doors and frames
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shades.
15. Fixtures, Furnishings & Equipment
16. One (1) ergonomic office task chair with casters.
17. Two (2) stationary upholstered guest chairs. See R&Rs Architecture & Engineering, 430.03 Offices for architectural specifications.

## **530.1 Back of House Food Service**

### **530.10 Kitchen**

#### Food Preparation

1. Materials
2. Floor
3. Porcelain tile flooring
4. Base
5. Rubber base or porcelain tile base
6. Walls
7. Semi gloss enamel paint
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets
10. Plastic laminate counter and back and side splashes
11. Door
12. Semi gloss enamel paint finish on doors and frames See R&Rs Architecture & Engineering, 430.10 Kitchen Food Preparation for architectural specifications.

## **530.2 Housekeeping**

### **530.20 Laundry/Linen Storage**

1. Materials
2. Floor
3. Vinyl tile or ceramic/ porcelain tile flooring.

4. Concrete flooring acceptable.
5. Base
6. Rubber or porcelain/ceramic tile base.
7. Walls
8. At minimum painted walls.
9. b. Full height corner guards.
10. Door
11. Painted or stained door face to match guestroom door finish.
12. Ceiling
13. Smooth finish drywall or acoustical ceiling tile.
14. Fixtures, Furnishings & Equipment
15. Owner supplied carts See R&Rs Architecture & Engineering, 430.20 Laundry/Linen Storage for architectural specifications.

### **530.21 Auxiliary Linen Storage (Floors 2 and Above)**

1. Materials
2. Floor
3. Vinyl tile or ceramic/porcelain tile.
4. Concrete flooring acceptable.
5. Base
6. Rubber base or porcelain/ceramic tile cove base.
7. Walls
8. At minimum painted walls.
9. Full height corner guards.
10. Door
11. Painted or stained door face to match Guest Room door finish
12. Ceiling
13. Flat latex textured paint finish over non textured gypsum board
14. Atmosphere
15. Lighting
16. Ceiling or wall mounted decorative fixture
17. Graphics
18. Clearly mark the emergency exits and procedures for evacuation
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.21 Auxiliary Linen Storage (Floors 2 and above) for architectural specifications.

## **530.3 Back of House Circulation**

### **530.30 Stairwells**

1. Materials
2. Floor
3. Vinyl flooring with rubber nosing or carpet over specified pad.
4. Base
5. Rubber or carpet base.
6. Walls
7. At minimum painted walls.
8. Railings
9. Semi gloss paint on handrails, vertical pickets, and stringers.
10. Door
11. Paint finish on doors and frames.
12. Ceiling
13. Painted drywall finish.
14. Atmosphere
15. Lighting
16. Ceiling or wall mounted decorative fixtures.
17. Graphics
18. Clearly mark the emergency exit and procedures for evacuation.
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.30 Stairwells for architectural specifications.

## **600 Service Marks/Signage**

### **Purpose and Scope**

This section of the Standards Manual specifies the requirements for the use of certain service marks and signage of the Comfort Suites hotel system. All visual communications using service marks of the Comfort Suites hotel system must comply strictly with the requirements of this section. Waivers or variances will be considered on an individual basis upon receipt of a written request, which must include the rationale for such waiver/variance request. Refer questions concerning these standards to: \*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000 \*\*

## **600.0 Service Marks/Signage**

### **600.0 Service Marks & Usage**

A service mark works as a tool that guests use to visually differentiate a specific brand from others. In the service industry, the appropriate use of service marks is even more important. In a guest's mental picture of a brand, the logo or mark tends to take on more importance than goes beyond just the physical product. To ensure appropriate use of its service marks, *Choice Hotels International* has set forth standards to which all Choice hotels must adhere.

1. *Authorized Proprietary and Service Mark Standards*
2. Comfort Suites Proprietary Marks
3. The following is a list of proprietary marks owned by Choice, which are used in conjunction with the Comfort Suites brand name in text as well as logo form.
4. Comfort Suites®
5. All Choice brands and their line extensions are registered proprietary marks of *Choice Hotels International* that the Franchisee is authorized to use pursuant to, and in strict accordance with, the registered mark of the brand, the Franchise Agreement and current Advertising Standards which are found on SmartMarketing.
6. *Choice Hotels International* strictly limits the use of its marks to those items outlined in the Brand Style Guide found on SmartMarketing.
7. Stationery (business & guest), envelopes and business cards
8. Marketing materials such as rack cards, sales flyers, post cards, advertising and billboards and specific items provided by our Qualified Vendors. All graphics in public spaces and guest rooms must comply with the most current identity standards found on Choicedcentral and in SmartMarketing. Permitted items include:
9. Authorized property signage, flags and telephone faceplates
10. Stationery (business & guest), envelopes and business cards
11. Invoices, folios and registration cards
12. Guest Room directories
13. No franchisee may register or apply to register any mark owned by *Choice Hotels International*, including web site URLs.
14. Hotels and their vendors must use the marks (logos) supplied on the SmartMarketing without any alterations whatsoever and may not create their own versions of any Choice owned marks without the express written authorization of *Choice Hotels International*.
15. The Choice Hotels brand endorsement is included in the brand logo artwork and may not be altered in any manner.
16. Marks must accurately conform to the authorized colors or in black and white as per the Brand Style Guide found on SmartMarketing.
17. Trademark symbols (e.g., ®, SM, TM) are embedded in the logo artwork and may not be altered or removed for any reason without the express written permission of *Choice Hotels International*.

18. Secondary Names: secondary names may not be used without the written permission of *Choice Hotels International* and must be in accordance with the hotel's franchise agreement and identity standards including typeface, scale and placement as set forth by *Choice Hotels International*.
19. There are three types of secondary names:
20. Directional (e.g., North, West, Southeast)
21. Locational (e.g., Bayside, Mountain View, Downtown)
22. Descriptive of facilities (e.g., Conference Center, Amusement Center)
23. Below are restrictions on the use of secondary names:
  24. Except under very rare circumstances, hotels are not granted exclusivity to a city name. Some other descriptor must be added along with the city name.
  25. Names of businesses, national parks, military bases/posts or other federal entities cannot be used without the expressed written permission from the owner of that registered business or federal name. To avoid this issue, you may use descriptors such as "near", "next to", or "area" in a secondary name (e.g., Comfort Suites & Suites Ft. Bliss Area.)
  26. Trademarks cannot be used without the express written permission from the trademark owner even when used with descriptors such as "near," "next to" or "area" (e.g. Comfort Suites Baylor University Area and Comfort Inn & Suites Near Disneyworld would NOT be allowed without the written permission of Baylor University and Disneyworld).
  27. Depending on where used especially in the central reservation system Choice retains the right to abbreviate the names granted due to space considerations.
  28. Previous hotel names are not allowed as secondary names.
  29. Choice retains the right and ability to change or rescind secondary names should conditions change.
30. *Permanent Marks*
  31. No brand mark/logo may be etched in glass or any other construction material where it becomes permanent and cannot be easily removed.
32. *Authorized Substitute for Trademark*
  33. The words 'Comfort Suites,' specified in the Franchise Agreement using the brand typeface specified in the Brand Style Guide found on SmartMarketing, can be used as a substitute for the trademark or service mark when the mark cannot be used because of limited space requirements, or to represent 'Comfort Suites' in a headline.
34. *Changes to Standards by Choice Hotels International*
  35. *Choice Hotels International* may, without prior notification, create, modify or update graphic or layout standards for its brand marks, marketing communications and advertising standards, and marketing programs and promotions. *Choice Hotels International* will provide adequate notice of changes and information regarding phase in and compliance requirements.
  36. When *Choice Hotels International* adopts a new mark, some or all of its franchisees may be permitted to use the new mark in the operation of the franchised hotel.

37. A new mark must not be used unless the franchisee has received express written authorization from *Choice Hotels International*.
38. *Property Website Requirements* Any property that would like to employ an independent (third party) property website must use a Qualified Vendor. The list of approved vendors can be found here: Choicebuys Property Website Vendors. Properties that currently utilize a Non Qualified Vendor for their independent websites will be allowed to continue with that service until their existing agreement expires, at which time they will be required to switch to a Qualified Vendor to manage the website. The following requirements apply to all property independent websites. They do not apply to management company websites. Additional information on property website requirements for Choice properties is available on ChoiceCentral.com, under Departments, e Commerce: Property Website Guidelines.
39. Domain Name Policy
40. A property website using a domain name that contains a Choice's trade or service mark (e.g., "www.comfortinngaslamp.com") must comply with Choice's Domain Name Policy. The full policy is available on Choice Central: US Domain Name Policy and International Domain Name Policy.
41. E mail Addresses
42. E mail should be directed to the hotel, not to a third party (such as the firm that developed the property website).
43. Wherever possible, all hotel e mail addresses used for customer correspondence through the property website should use only the official domain name approved by Choice (e.g., "msmith@comfortinngaslamp.com").
44. Logos and Logo Usage
45. The brand logo, including the Choice Hotels parent brand endorsement, must be featured in a prominent location on the homepage and on every page of the property website
46. Logos can be downloaded from SmartMarketing.
47. Online/Web Usage Logo Standards are available on ChoiceBuys.com on SmartMarketing.
48. Creative and Design Standards
49. The property website must incorporate the core creative elements of the current Choice marketing campaign (e.g., the yellow ribbon and tagline "We'll see you there.").
50. Instructions for the yellow ribbon and tagline, including the required font, can be found on the SmartMarketing.
51. Please note that the Choice campaign artwork (ribbon and tagline) cannot be resized or changed in any way.
52. *Choice Privileges* ® Program
53. The main navigation of the property web site must feature a link to the *Choice Privileges* ® on www.choicehotels.com. The link can be designed to open in a new browser window.
54. You may not provide your own description or details on these programs.

55. Best Internet Rate Guarantee
56. If you are using the Choice booking engine, the property website must feature Choice's Best Internet Rate Guarantee. You may link directly to the Best Internet Rate Guarantee at [www.choicehotels.com](http://www.choicehotels.com).
57. This link can be designed to open in a new browser window. If you are using a third party booking engine, you may not use the Best Internet Rate Guarantee.
58. Privacy & Security Information
59. Property websites should provide customers with privacy and security information.
60. Property websites may NOT be linked to the Choice Hotels Privacy & Security Policy featured on [www.choicehotels.com](http://www.choicehotels.com). Instead, the property website should contain its own, localized privacy and security policy.
61. Website Navigation
62. All property websites must feature a consistent, tiered navigation based on the guidelines in Section V of the Property Website Guidelines document available on Choice Central.
63. Website Content
64. All content (including hotel descriptions, destination information) featured on the property website must be significantly different from the content (including hotel descriptions and destination information) featured in the hotel's property page on choicehotels.com and the individual Choice brand website.
65. Property websites that duplicate content found on choicehotels.com or the Choice brand websites can cause the property website, as well as choicehotels.com, to be banned by search engines. For information on Google's content policy, see [www.google.com](http://www.google.com).
66. Copying or "scraping" destination content (e.g., current events, destination overviews, maps, point of interest listings and descriptions) featured on the hotel brochure and on choicehotels.com is a violation of Choice's licensing agreements with the destination content providers.
67. Owner/Operator Information
68. All property websites using a domain name under the Choice Domain Name Policy must include the following disclaimer on the homepage: *"This website is owned and maintained by [Franchisee's Legal Name], a franchised user of certain proprietary trademarks and service marks of Choice Hotels International, Inc."*

## 600.1 Signage

All properties must meet all Exterior Signage specifications. All property signage must have the necessary permits if required by local or state governments. Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so signage can be installed prior to property opening. Refer to the Comfort Reimaging hub for full details and requirements

1. Exterior Property Signage
2. \*\*All\*\* exterior signage must be approved by Choice Hotels International.

3. All exterior signage identifying the building and/or property must be manufactured and installed by a Choice Hotels' Qualified Vendor.
4. All hotels must have at least two (2) signs:
5. All hotels must have a brand approved primary identity sign – monument, mid rise or pylon – placed in a location that optimizes visibility and wayfinding.
6. All hotels must have a brand approved building mounted channel letter sign placed on the front of the hotel.
7. Additional brand approved signage, including monument, mid rise, channel letters, directional, pylon and blade, entrance and awning is optional and must be approved by *Choice Hotels International*.
8. All exterior signs must comply with the approved brand mark and signage designs, including faces, returns, bases, cases, poles, pole covers, lighting/illumination, size, proportionality, heights, colors, fonts and spacing.
9. Placement and number of signs must be aligned with recommendations from the site survey conducted by a Choice Hotels Qualified Vendor and must be approved by *Choice Hotels International* prior to installation.
10. Signs may not include non Choice brands unless specifically approved by *Choice Hotels International*.
11. At removal or replacement of any existing exterior signs and/or signage structures, there must be no evidence of signage change. Any sign changes, including face replacements, must go through the approval process.
12. All exceptions to exterior signage rules and regulations must be approved by *Choice Hotels International*.
13. *Choice Hotels International* reserves the right to inspect and require replacement of non compliant signage at any time.
14. Signage must be illuminated from sunset to sunrise.
15. The following are prohibited:
  16. Manual reader boards
  17. Electronic moving message boards (attached to the building, associated with any other signs, or stand alone.)
  18. Amenity signs
  19. Non approved signs or banners of any kind
  20. LED digital signs
  21. "Vacancy" or "no Vacancy" signs
  22. Room rate notification signs
  23. Embellishments of any kind
24. All signs must conform to established specifications. Drawings depicting the design of all new signs, on premises signs, off premises signs and directional signs, must be submitted to *Choice Hotels International* by the Qualified Vendor for written approval prior to fabrication. Photos of all existing on premises signs must be submitted for review and approval.
25. *Choice Hotels International* reserves the right to regulate the manufacture and installation of exterior signage, including but not limited to, use of *Choice Hotels*

*International* qualified vendors, installers and manufacturing techniques, at its sole discretion.

26. Department of Transportation (DOT)/Highway Signs
27. DOT/Highway signage is available through SmartMarketing. A DOT information file must be kept permanently at the property for review by any representative of Choice Hotels International upon request. The file must contain the following information for each current billboard/public highway off premises sign:
  28. Exact location of the DOT signage with a provided map or written directions of location
  29. Date when the DOT signage was last updated or refreshed
  30. Dated photos of the DOT sign(s)
31. Billboards
32. Strict graphic and templates standards governing the design, copy and content of billboards are provided on SmartMarketing. Billboards must comply with such standards; any exceptions must be authorized in writing from *Choice Hotels International*.
33. A billboard information file must be kept permanently at the property for review by an authorized representative of Choice Hotels. The file must contain the following information for each current billboard:
  34. Exact location of the billboard(s) with a provided map or written directions of location
  35. Date when the billboard(s) was last updated or refreshed
  36. Dated photos of the billboard(s)
  37. Shared Billboards
  38. Any Choice property desiring to share a billboard with a business from another industry must have prior written approval from *Choice Hotels International*.
  39. When permission is given for a shared board, the visuals/copy must be distinctive and separate for the Choice hotel brand and other business. No exceptions to this rule will be granted. All visuals/copy must adhere to the graphic templates and standards governing the design, copy and content of billboards provided in SmartMarketing.
  40. Shared billboards with non Choice hotel brands are expressly prohibited.
41. Interior Signage
42. All directional and guest information signage must be provided throughout the property, including 'employees only' signs at the back of house entry.
43. All signage must be professionally prepared and be consistent in size, lettering and style.
44. Properly lighted directional and informational signage must be strategically placed throughout the corridors. This signage shall be professionally prepared. These signs must include:
45. Ice and vending locations
46. Elevator locations

47. Directional arrows to room numbers, recreational facilities and location of lobby and meeting rooms.

## **600.2 Vehicle Graphic Standards**

Hotels vehicles are not required. However, if a hotel vehicle is provided, it must meet the following standards:

1. The approved property logo must be placed on all vehicles used in the course of business and viewed by guests.
2. All printed or display materials advertising any Choice brand within an airport must comply with the published graphic standards that govern the design of vans including logo size, van color and secondary names. Strict graphic templates and standards are provided on SmartMarketing.
3. The property logo, including the Choice Hotels parent brand endorsement, may be silk screened, wrapped or painted on the vehicle in compliance with all identity standards, including accuracy of color reproduction. Damaged, cracked or faded logos must be replaced immediately.
4. Vehicles awaiting permanent signage construction/delivery may use temporary or magnetic vehicle markings for ninety (90) days.
5. State issued vanity license plates using any variation of a Choice mark is strictly prohibited.

## **600.3 Compliance**

1. Compliance with Law
2. Each Franchisee is required to comply with applicable federal, state or local laws and/or ordinances relating to signs or other marketing, advertising and promotional material.
3. It is the responsibility of the Franchisee to obtain all necessary permits for the sign installation.
4. False/Misleading/Offensive Signs
5. False or misleading signs, or any other marketing/advertising materials with respect to any matter including but not limited to marketing programs, promotions, room rates, accommodations or services is prohibited.
6. Use of offensive, misleading and discriminatory phrases such as, but not limited to, 'American Owned and Operated" is strictly prohibited and may not be used on signs, billboards or any other marketing or communications materials.
7. Hand written signs are prohibited at all times.
8. Qualified Vendors
9. Use of Qualified Vendors for logo embossed materials is required unless the Qualified Vendors do not carry those materials.
10. Additional Signage
11. The attachment of any additional signage to on premise signs is strictly prohibited.

12. American Automobile Association (AAA) signs may be installed on the primary sign pole but not attached to the signature sign.
  13. Unapproved Signage
  14. Unapproved signage could result in immediate default and if unresolved in the time period specified in the notice of default, could lead to termination of your franchisee agreement. It could also lead to Fail results for Brand Standards on a Quality Assurance Review (QAR.) See R&R Section 180.1 Reviews/Compliance for details on an Fail result for a QAR.
  15. Secondary Name Signage
  16. When permission is granted to use a secondary name to the Comfort property, this additional designation may not receive more than 70% of the prominence of the name Comfort. This applies to all secondary name designations, whether they are on highway signs, brochures, or in any other advertising media.
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### Photograph Release Authorization Form

#### URL:

<https://apps.choicecentral.com/ccweb/content/resources/ecommm/chcom/PhotoRelAuthForm.html>

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### Photograph Release Authorization Form

- - 
  - = Required Field **\*Property Code:** Property Name: City and State: \*Qualified Photography Vendor: CS3 Design RTV Other Name of photographer or name of photography company: \*Photograph(s) name or description: \*Name: ("Photograph Owner") hereby grants to Choice Hotels International, its affiliates, hotel brands and franchisees ("Choice Hotels") a non exclusive, sublicensable right to use and/or publish anywhere in the world the photographic image or images mentioned above (the "Photograph(s)") for reproduction in the following media: All advertising and collateral material, including, but not limited to, brochure, rack card, poster, editorial, point of purchase, on site backlit display, directory, multimedia, Internet, direct mail, and print advertising and promotion designed specifically to promote Choice Hotels International, and any of its brands, its franchisees, or hotel properties. Photograph Owner warrants and represents that Photograph Owner has all rights in the Photographs necessary to grant the license granted herein, and has secured all necessary waivers of rights of privacy and publicity from persons depicted in the Photograph(s). Photograph Owner, at its own expense, shall defend, indemnify and hold harmless Choice Hotels, its licensees, employees and agents, from any claim, demand, cause of action, debt or liability (including attorneys' fees) to the extent it is based on a claim that the Photograph(s) infringed or violated the

copyright, license or other proprietary right of a third party, or that the Photograph(s) violated a third party's right of publicity and/or privacy, provided Photograph Owner is notified promptly of such claim. Choice Hotels may, at its expense, assist in such defense if it chooses. \*The information I have provided is correct to the best of my knowledge. \*Today's date:

- Please type your name:
  - Phone Number: Click "Submit" below to send this form to the property page team at Choice Hotels International. You will receive a copy of your submitted information via e mail for your records. Click "Print" below to print out this form and forward it to the property page team at Choice Hotels International.
- 

## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=9300>

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## Architecture & Engineering

### 410.6 Recreation

#### 410.62 Whirlpool

Optional

1. *Design Characteristics*
2. Whirlpool materials:
3. Body: gunite with approved finish
4. Coping: pre cast concrete with integral depth and "No Diving" indicators
5. Drain: continuous, perimeter deck drain
6. *Atmosphere*
7. Graphics
8. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.62.B.1. Graphics.
9. Verify compliance with all governing codes.

See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements.

See R&Rs Interior Design, 510.62 Whirlpool Optional for interior design specifications. Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

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## Comfort Suites Rules & Regulations by Categories

### 1. Preface & Introduction

## Operating Standards

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- 100 Introduction
- 100.0 General Rules of Operation
- 110.0 Guest Facilities
- 120.0 Hotel Services
- 130.0 Guest Service Programs & Standards
- 140.0 Marketing Programs
- 150.0 Guest Amenities & Supplies
- 160.0 Staffing & Training
- 170.0 Hotel Technology & Reservation Standards
- 180.0 Quality Assurance
- 190.0 Safety, Security & Risk Control

### 2. Food & Beverage Operations

- 200 Introduction
- 200.0 General

## Product Standards

### 1. Construction/Project Management

- 300 Introduction
- 300.0 Licensee Responsibilities
- 310.0 Submittal Process
- 320.0 Construction

### 2. Architectural Design

- 400 Introduction
- 410.0 Approach
- 410.1 Welcome
- 410.2 Public Space Food Service

- 410.3 Meeting Space
- 410.4 Public Space Circulation
- 410.5 Guest Facilities
- 410.6 Recreation
- 420.0 Guest Suite
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- 430.0 Administration
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- 430.3 Back of House Circulation
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#### **1. Interior Design**

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- 510.1 Interior Design Submission
- 510.2 Public Space Food Service
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- 510.5 Guest Facilities
- 510.6 Recreation
- 510.7 Public Space Finishes & Furnishings
- 520.0 Guest Suite
- 520.2 Guest Suite Finishes & Standards
- 521.0 Guest Bath Finishes & Standards
- 530.0 Administration
- 530.1 Back of House Food Service
- 530.2 Housekeeping
- 530.3 Back of House Circulation

#### **Identity Standards**

##### **1. Service Marks/Signage**

- 600 Introduction
  - 600.0 Service Marks & Usage Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=100>

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## **Rules of Operation**

### **100.0 General Rules of Operation**

#### **100.1 General Policies and Front Desk Policies**

1. *General Policies and Operating Procedures*
2. A uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
3. The Franchisee shall post in the lobby, in a conspicuous location visible from the front desk, the Franchisee Statement plaque which says, "This inn (or hotel) is owned and operated by (or owned by and operated by) [insert name of Franchisee] under Franchise (or license) from *Choice Hotels International, Inc.* " As of 1/1/2026 this specific language is required.
4. Other than items sold in the Marketplace, the sales of souvenirs, crafts, memorabilia, unapproved sundries or any other unapproved items are prohibited at the front desk and any portion of the lobby and public areas, including the Marketplace. The sale of stamps, tickets to local attractions, and laundry supplies for an on premises guest laundry is permitted. If tickets to local attractions are sold, the property is limited to one (1), professional 8.5"x11" display located in the lobby area; handwritten signage is not permitted. A dedicated gift shop is permitted if it has its own clerk and cash register or is located adjacent to the Front Desk. Sale of offensive materials is prohibited. (Unapproved and/or offensive items include but are not limited to: prophylactics, cigarettes, cigars, and smoking paraphernalia, and pornographic material.)
5. An approved hand sanitizing station must be provided in the front desk area. The station must be visible to guests when standing at the front desk. For additional details, refer to section 120.12 Hand Sanitizing Stations.
6. All Comfort Suites must display on the front desk the approved Choice Privileges Elite Welcome gift program brand approved acrylic holder with approved collateral with all components.
7. *Operating Procedures*
8. Reservations
9. Guaranteed reservations must be honored at all times. If, for any reason, the hotel is unable to honor a guaranteed reservation, the hotel agent must apologize, reserve a room at another hotel of equal quality for the guest, pay for the room, and provide transportation to the hotel if necessary. See R&Rs Rules of Operation, 170.2 Reservations for specific information on reservation policies.
10. No Show It is the hotel's responsibility to explain the no show billing policy to potential guests who guarantee a room with their credit cards.
11. All Comfort Suites brand properties are required to maintain a professional, uncluttered front desk area by ensuring that a minimal number of items are within guest view.

12. Front Desk Counter(s): Front desk counters are defined as all counters which are accessible to guests and/or used for purposes of conducting direct transactions between hotel staff and guest
13. The following items are allowed and/or required to be on the front desk counters:
  - Choice approved/required promotional items, including, but not limited to, **Choice Privileges®** materials, Commitment to Satisfaction Program Plaque, Franchisee plaque, EMV approved devices, check in tablets.
  - Notices required by local, state, or federal law\* (including health certificates operating permits, emergency procedures, etc.)
  - Pens
  - Business cards for hotel staff (if present, must be presented in holder)
  - Your property rack cards or brochures (if present, must be presented in holder)
  - Plus a maximum of three (3) additional, optional items\*\* are permitted which include, but are not limited to:
    - Plants
    - Lamps
    - Other décor items (including holiday decorations)
    - Credit card/debit card signage
    - Weather information
    - Newspapers
    - Event calendars
    - Complimentary guest snacks
    - Hotel Policy information
    - Pet Policy information
    - Temporary promotional items (ex: "Drop your business card for a prize" box)
    - Property Events (ex: "Manager Reception sign, etc.)
    - Information on local attractions
    - Restaurant menus and/or coupons \*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. While these certificates can be on the front desk counter, if they are required to be posted in a "conspicuous area" per local code, it is recommended that they be hung on a wall and not placed on the counter itself. \*\* Any "like" items (ex: newspapers) must be presented in/on a single container or stack in order to be classified as a single item.
3. The following items are prohibited at all times on the front desk counters:
  - Awards (including plaques, trophies, or certificates) dated more than three (3) calendar years prior to the current year.
  - Cleaning supplies and equipment (except while actively being used for cleaning).
  - Terry
  - Linen
  - Tools

- All Employee personal items, including, but not limited to, food, beverages and cell phones.
  - Hand written or temporary signs.
4. Front Desk Walls: Front desk walls are defined as all walls that are directly above or behind the front desk that are within guest view.
5. The following items are allowed on the front desk walls:
- Choice approved/required items, including, but not limited to, Comfort Welcome Wall\*, Franchisee plaque
  - Local/state/federal code\*\* requirements (including health certificates, ADA information, operating permits, emergency procedures, etc.)
  - Permanent fixtures and Loss Prevention related equipment (ex: security cameras)
  - Plus, a maximum of four (4) additional, individual items/adornments are permitted on all walls directly above and behind the front desk which are visible to guests which include, but are not limited to:
  - Artwork
  - Other décor items (including holiday decorations)
  - Manager on Duty information
  - Hotel policies (ex. Pet and Check in/out information)
  - AAA information/ratings
  - Current awards/plaques\*\*\*
  - Clocks All items must be professionally mounted to ensure that no mounting tape, pins, nails, hardware or staples are visible to guests at any time. No hand written or temporary signs are permitted at any time. \*See R&Rs Rules of Interior Design, 510.12 Registration Area for reference regarding the specification on distances for mounting removable objects on the Welcome Wall. \*\*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. \*\*\* Awards (such as plaques, trophies, certificates) dated more than three (3) calendar years prior to the current year, are prohibited at all times.
6. Remaining Front Desk Area: The remaining front desk area is defined as all areas above and behind the front desk counter(s) which are within guest view, including, but not limited to, other counters, cabinets, shelves, doors, tables, ceiling and floor space.
7. The following items are prohibited from guest view at all times within the remaining front desk area:
- Cleaning supplies and equipment (except while actively being used for cleaning)
  - Terry
  - Linen
  - Tools
  - Employee food and beverages
  - Cardboard storage boxes
  - Waste and recycling receptacles

- Hand written or temporary signs
1. *Upon Guest Arrival*
  2. To ensure optimal guest coverage at all times, a uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
  3. *Check In* The Comfort Suites brand check in process must at least include the following procedures. See R&Rs Rules of Operation, 140.2 C. Choice Privileges Express Check In for member check in procedures:
  4. Confirm length of stay, assigned room type, and rate and have the guest sign the registration folio.
  5. Confirm method of payment. See R&Rs Rules of Operation, 100.7 A. Credit Card Payments for information on credit cards.
  6. The brand approved guestroom key card and key envelope must be provided to all guests at check.
  7. Inform guests about the hotel's facilities, amenities, and services
  8. *Check Out*
  9. Check out time must not be earlier than 11:00 a.m.
  10. Late checkout be available to Elite Choice Privileges members who request it in accordance with program rules. Top
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## Choice Hotels | Comfort Inn - Hotel Photography Program

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CI/PhotoProgram/index.asp?PageID=Vendors&v=cb>

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- Brand Programs
- Deadlines Overview Getting Started Qualified Vendor Intake Form Vendors FAQ

## Vendor Contact Information

By partnering with a Qualified Vendor, you can expect:

- Consistent quality photographs that meet the Choice standards.
- Consistent pricing within the Choice brands.
- Quality service and support. Service agreements provided by the Qualified Vendor.

## Vendors Providing Photography Service

<http://cs3design.com/choice/> **Customer Service:** (407) 636 7053 info@cs3design.com A nationwide photography agency specializing in professional photography services for the hospitality industry

- Provided over 6000 photo shoots for Choice properties in the USA & Canada

- Photographed over 10,000 different hotels in 20 countries since 2014
  - Services include photography, videography, 360 virtual tours, and drone shoots
  - Ability to provide photography to most brands in your portfolio
  - Market leader in providing high quality images nationwide at affordable prices CS3 Rates <http://www.realtourvision.com/choicehotels> **Customer Service:** (231) 486 6549 [kirk@realtourvision.com](mailto:kirk@realtourvision.com)
  - RTV has been a dependable Choice Hotels photography vendor since 2009, having photographed several thousand Choice Hotels properties.
  - Our company offers nationwide coverage with no mileage fees within the United States, and we stand behind our services with a 100% guarantee.
  - We take pride in providing excellent photo quality, ensuring quick turnaround times, and being the most affordable Choice Hotels photography vendor.
  - Our success is backed by a strong, proven nationwide network of vetted and insured professional photographers.
  - Once the photography is completed, you will receive the photos via a downloadable link. Additionally, we deliver the photos to the Choice Hotels eBrochure Department, which handles all website distribution. RTV Rates For compliance and program related questions, please email [brandprograms@choicehotels.com](mailto:brandprograms@choicehotels.com). Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=4500#2>

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## Rules of Operation

### 170.0 Hotel Technology & Reservation Standards

#### 170.2 Reservations

All Franchisees must operate in conformity with established reservations policies and procedures at all times. Each Comfort Suites property is required to participate fully according to reservation policies and procedures.

1. *Referrals*
2. Each Comfort Suites property is required to refer guests to other system properties nearby if unable to accommodate the potential guest.
3. *Honoring Reservations*
4. All reservations made through the *Choice Hotels International* reservations system must be honored in accordance with the terms specified in the

reservation/confirmation. Hotels must participate in all mandatory special rate plans (SPRs). These are noted in Choicecentral.com and are subject to change.

5. Non guaranteed reservations must be held until 6:00 p.m. (4:00 p.m. at some designated properties) destination time, as indicated in the confirmation/reservation.
6. Guaranteed reservations must be held until 7AM the following morning unless canceled by the terms specified in the reservation/confirmation.
7. If the hotel or resort cannot accommodate a guaranteed reservation or a valid 4:00 p.m. or 6:00 p.m. reservation, it must:
8. Always attempt to honor a Choice Privileges (CP) member reservation.
9. In advance of the guest's arrival, secure a room of comparable quality for the guest at another nearby facility. Arrange to pay for the first night's lodging expenses including room and taxes.
10. If necessary, pay for or provide transportation for the guest to/from the other hotel.
11. If the reservation is for multiple nights and you cannot accommodate subsequent nights at your hotel, in addition to the requirements above, the property must also pay the difference in the rate, if any, from the original reservation and the hotel to which the guest is walked.
12. If the reservation is for multiple nights and the hotel can accommodate the guest on subsequent nights, the guest must be invited back to the original property. If the guest declines to return when space is available, the hotel is not required to pay the difference for any remaining nights.
13. The General Manager, Operations Certified Manager, or the MOD must contact the guest within 24 hours of the walk and apologize for the situation.
14. Credit Card Guarantee A reservation may be guaranteed by one of the following credit cards: American Express, Amoco Multicard, Carte Blanche, Citicorp/Diners Club, MasterCard, Discover, VISA and JCB. All hotels and resorts are required to accept these credit card guarantees, both directly and through the use of Google Wallet Instant Buy, for which Terms & Conditions apply and must be accepted. If the guest arrives with a guaranteed reservation and is not accommodated, the property must follow the procedures outlined in R&Rs Rules of Operation, 130.2 E.3. Daily Operations.
15. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his first night's stay to the receiving Comfort Suites property. If the customer cancels the reservation prior to the specified cancellation period on the day of arrival, the Comfort Suites property that received the reservation is required to refund the deposit or the prepayment in full. This type of reservation is considered guaranteed only after the hotel has received the deposit.
16. *Travel Agents Guarantee (TAG)* A reservation may also be guaranteed by an authorized member of the Travel Agents Guarantee (TAG) program. Only TAG members may guarantee a reservation to their travel agency. Agencies participating in this program are designated by "GTD OK" next to the ATC number printed on the reservation.

17. *Automatic Optional Safe Charges* Automatic optional safe charges are allowed, but only if franchisees comply with the following requirements: A sign must be conspicuously posted or displayed on or at the front desk advising guests of the charge for usage of the in room safe. The sign must state that:an in room safe is available for use; there is a charge for use of the safe; and the charge is optional in nature and that the charge can be removed upon request at or after checkout. The registration card must contain the following acknowledgment: "I understand an optional safe fee of (hotel determined) \$ \_\_ per night will appear on my bill and may be removed upon request at or after checkout." The statement must be conspicuous on the registration card and the charge shall not be recorded at check in unless the guest initials the registration card next to the disclosure statement. Each room must have a conspicuous notice advising the guest about the safe usage charge, and their right to request removal of the charge. This notice may be affixed to the safe. Hotels may not represent or advertise any Automatic Optional Safe Charge as a "tax," "surcharge," or utilize any other term that may reasonably be construed as a required tax or other governmentally imposed fee, unless the charge is for a governmentally imposed tax or fee that is required by law to be collected. Any Automatic Optional Safe Charge may not be made to guests staying under a group contract unless explicitly contracted for in advance.
  18. *Hotel Fee(s) (Resort Fee, Urban Fee, Service(s) Fee, Hotel Amenity Fee, etc.)* Effective November 30, 2023, all Hotel Fees (also referred to as Resort Fees, Urban Fees, Service(s) Fees, and Hotel Amenity Fees) are prohibited unless the property obtains a waiver to charge the fee. Waivers may be requested via the proper form in the ChoiceNow service portal. Waiver requests must include detailed information on what above and beyond amenities guests receive for the fee. If approved, all Hotel Fees will be disclosed as part of the displayed rate at the time of booking. Waivers may be rescinded at any time with advance notice by Choice. A Hotel Fee may not be charged for services or amenities included in the rate (such as complimentary breakfast and complimentary high speed internet access) as a brand promise. At no time may a "hotel fee" be identified as a tax or other term that may be reasonably construed as a required tax or other governmentally imposed fee. Fees will be allowed on a per room basis if they are disclosed in all reservation channels and if the property offers specific amenities of equivalent value to the fee. Any approved fee must be disclosed to the guest as part of the disclosed rate at the time of booking through all channels including but not limited to [www.choicehotels.com](http://www.choicehotels.com), 1 800 4 CHOICE, and all reservations made directly with the hotel. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=510.1&SectionID=12400>

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## **Interior Design**

### **510.1 Interior Design Submission**

#### **510.10 Vestibule**

1. Materials
  2. Floor
  3. Pre approved porcelain tile.
  4. Base
  5. Base to match pre approved floor finish.
  6. Walls
  7. Pre approved vinyl wall covering.
  8. Ceiling
  9. Smooth painted drywall ceiling See R&Rs Architecture & Engineering, 410.10 Vestibule for architectural specifications. Top
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## **Hotel Photography**

#### **URL:**

<https://apps.choicecentral.com/ccweb/content/resources/ecommerce/chcom/EbrochPhoto.html>

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Printable Version Hotel Photography

#### [Photograph Release Authorization Form](#)

If a property page photo was taken by anyone other than a Choice Hotels employee, this form must be completed.

#### [Choice Qualified Photography Vendors](#)

View Choice Qualified Photography Vendor contact and pricing information.

#### [Choice Hotels Online Brand Photography Frequently Asked Questions](#)

Please review these frequently asked questions to better understand the process for obtaining professional photography.

#### [Destination Photo Authorization Form](#)

Use this form for destination photos. The photographer must sign the first area and the business owner must sign the second area titled "Accepted and Agreed."

## [Choice Hotels Photography Guidelines](#)

Professional Photography Guidelines followed by all qualified vendors to help ensure that online and print photography standards are met.

### [Preparing For Your Professional Hotel Photo Shoot](#)

Helpful information to help hotels prepare for the professional photo shoot.

### [Google Hotel View Information](#)

More information about the Google Hotel View Program.

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## [Choice Hotels | Comfort Suites - Rules & Regulations](#)

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=3500>

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## **Rules of Operation**

### **140.0 Marketing Programs**

#### **140.5 Choice Hotels Gift Cards**

1. Operations Requirements
2. All properties in the United States are required to accept the Choice Hotels Gift Card as a form of payment. This card can be used for any charges listed on the guest portfolio associated with a stay. Charges for restaurants, movies, sundries, etc. can be paid using the gift card as long as listed on the guest folio and processed through choiceADVANTAGE.
3. Advance Reservations
4. The Choice Hotels Gift Card cannot be used as an advanced guarantee for room reservations.
5. The Choice Hotels Gift Card does not entitle the guest to a room if the property is fully booked and the guest does not have a reservation.
6. System Requirements
7. ChoiceADVANTAGE is required for gift card processing.
8. Voice redemptions are allowed if ChoiceADVANTAGE system is not operational.
9. Documentation on Gift Card processing details can be found on [www.choicecentral.com](http://www.choicecentral.com).
10. Financial Requirements

11. For properties that choose electronic funds transfer for gift card transactions, it is their responsibility to inform SVM of any changes in their bank account information. If an ACH transaction is returned, SVM will automatically change the reimbursement method for the property to check reimbursement and charge a \$3 monthly check fee to the property for the gift card redemption until they provide correct account information or submit a new enrollment form opting to be reimbursed by ACH transaction. Hotels that choose to sell gift cards must choose electronic funds transfer.
  12. Compliance
  13. The Gift Card enrollment application can be found on [www.choicecentral.com](http://www.choicecentral.com).
  14. Failure to Accept Gift Card If a guest presents a gift card for payment at a U.S. property and the property is unable or unwilling to accept the card, the property will be responsible for payment of the guest's first night's lodging. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=12900>

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## Interior Design

### 510.2 Public Space Food Service

#### 510.20 Breakfast Room

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Ceiling
9. Smooth painted drywall ceiling.
10. Buffet Millwork
11. Granite or quartz stone top and backsplash at serving buffet and beverage areas
12. Stained wood veneer wall and base cabinets
13. Atmosphere
14. Lighting

15. Decorative lighting per pre approved design package.
  16. Window Covering
  17. Roller sheer or shade window treatments per pre approved design package.
  18. Fixtures, Furnishings & Equipment
  19. Furniture to be per pre approved design package.
  20. A minimum 40" flat panel HDTV television. All televisions must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room. All TV functionality must be controlled using a single remote control.
  21. Pre approved artwork set must be displayed on breakfast serving wall(s) or on a wall within direct sight of the breakfast buffet. Refer to the Comfort Re imaging Hub Inside Your Hotel for details.
  22. Additional pre approved artwork. See R&Rs Architecture & Engineering, 410.20 Breakfast Room for architectural specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16200>

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## Interior Design

### 530.0 Administration

#### 530.02 Workroom

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base with bound edge
6. Walls
7. Textured wall coating or vinyl wall covering
8. Counter/Cabinet

9. Plastic laminate wall and base cabinets
  10. Plastic laminate counter and backsplash
  11. Door
  12. Paint finish on doors and frames.
  13. Ceiling
  14. Smooth finish drywall or acoustical ceiling tile.
  15. Fixtures, Furnishings & Equipment
  16. Upholstered task chairs See R&Rs Architecture & Engineering, 430.02 Work Room for architectural specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=150.0&SectionID=3950>

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## Rules of Operation

### 150.0 Guest Amenities & Supplies

#### 150.3 Comfort Suites Guest Suite Desk Re

##### Charge Device/On the Go Charging Station Options

1. Charging Options
  2. All guest suites must have a minimum of two (2) AC power outlets AND two (2) USB power outlets at the desk area. Outlets must be open and available for guests' use.
  3. Outlets can be in the wall but must be at or above the surface of the desk OR
  4. As a re charge device attached to the top of the desk, OR
  5. Charging option combinations between lamps and items noted above in items a. and b.
  6. If the minimum charging options are not available at the desk, an On the Go Charging station with a minimum of two (2) each AC outlets and USB ports can be provided at the entry/full length mirror area of the guestroom. Outlets must be open and available for guests' use. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=200.0&SectionID=2100>

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## Food & Beverage Operations

### 120.0 Hotel Services

#### 120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)

1. Compliance **All properties are required to be HSIA certified.** Certifications will be maintained by the hotel's choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:
  2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
  3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
  4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
  5. Areas of Installation:
  6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
  7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
  8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.
  9. Equipment
  10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
  11. Bandwidth
  12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.

13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps  
75 - 149 rooms 100 Mbps  
150 - 350 rooms 250 Mbps  
350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
14. Wireless Signal
15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.
17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. Connection/Configuration – The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. User Authentication – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.
21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel’s WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
4. Increased Bandwidth

5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
  6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
  7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
  8. HSIA Non Compliance Procedure
  9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non compliance penalties as well as possible default and termination of the franchise agreement. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=13300>

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## Interior Design

### 510.4 Public Space Circulation

#### 510.41 Guest Room Corridor

1. Materials
2. Floor
3. Pre approved carpet over specified pad per pre approved design package.
4. Base
5. Pre approved carpet or rubber base.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Door
10. Service doors located off of corridor to receive the guest room door finish; painted or stained.
11. Painted door frame.
12. Ceiling

13. Combination smooth painted drywall and acoustical ceiling tile.
  14. Atmosphere
  15. Lighting
  16. Pre approved decorative lighting per pre approved design package.
  17. Window Covering (when applicable)
  18. Pre approved coverings per design package.
  19. Graphics
  20. Graphics package is to include all public, back of house and guest room wall markers in one consistent style and color. Consult interior design specifications for the approved signage package.
  21. Graphics are not to be placed on any door surface, rather on wall adjacent to door. See R&Rs Architecture & Engineering, 410.41 Guest Suite/Room Corridor for architectural specifications. Top
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#### **Choice Hotels | Comfort Suites - Comfort Nightstand Recharge Program**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/nightstandrecharge/index.asp>

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[Home](#) [ChoiceCentral](#) [About](#) [Contact Us](#) [Become A Qualified Vendor](#) [Sitemap](#)

##### **Search Comfort Suites:**

- Brand Pages
- Ascend Hotel Collection
- Cambria Hotels
- Comfort
- Sleep Inn
- Quality
- Clarion
- Clarion Pointe
- MainStay Suites
- Everhome Suites
- WoodSpring Suites
- Suburban
- Econo Lodge
- Rodeway Inn
- Country Inn & Suites by Radisson
- Radisson
- Radisson Blu
- Park Inn by Radisson

- Radisson RED
- Radisson Individuals
- Product Information Reports
- Vendor Directory
- Business Categories
- A Z Vendor Listing
- New Vendors
- - Proveedores México
- Profitability Resources
- CHOPS

### **Product Reports**

- Product Information Reports

### **Vendor Directory**

- Business Categories
- A Z Vendor Listing
- New Vendors

### **Profitability Resources**

- CHOPS
- » Home
- » Brand Pages
- » Comfort Suites
- » Comfort Nightstand Recharge Program Owners Council Website Program Overview Vendor Information FAQ

### **Comfort Nightstand Recharge Program**

The Comfort Nightstand Recharge Program is a mandatory standard for all Comfort Inn and Comfort Suites properties. The program meets the “recharge” needs of today’s travelers who utilize multiple electronic devices, such as smartphones, tablets, games, cameras, and personal computers, and like to use/charge them at the bed. In accordance with the brand approved requirements described in the Comfort Nightstand Recharge Program Standard (1 Page PDF), the Nightstand Recharge Program requires a minimum of two power source outlets in each guestroom, to be open and accessible from the bed(s), adjacent to the bed(s), free of obstruction, clearly visible, and dedicated to guests on a complimentary basis. Outlets already being utilized by the hotel for FF&E (ex: radios, lamps, etc.), which are not available for guest use, will not meet this standard. While additional USB outlets are not required, they are permitted. (In one bedded rooms, a minimum of two power outlets must be accessible to the bed; in two bedded rooms, at least one power outlet must be accessible to each bed). (Comfort Suites properties only: The power source requirements within this standard are in addition to, and not inclusive of, the

current desk Recharge Station Program power source requirements). The Nightstand Recharge program provides three easy options for you to choose from, based on your guestroom layout and design. Please refer to Comfort Nightstand Recharge Program Standard (1 Page PDF), to ensure that you install these power sources per brand standard, based on brand approved product specifications and placement standards. Standard extension cords, surge protectors, and power strips are not allowed. You may use any of the following methods or a combination thereof, in order to comply with this mandatory brand standard:

- Option 1: Standard AC Wall Outlets
  - Option 2: Lamps / Wall Sconce Lights with “pass through” plugs
  - Option 3: Recharge Devices Desktop or Wall Mounted (Again, be sure to review brand requirements regarding approved product specifications and product placement, prior to selecting/installing your recharge device!) \_Comfort Nightstand Recharge Program Standard (1 Page PDF) For further details regarding this program, please refer to Comfort Nightstand Recharge Program Standard (1 Page PDF), as well as the Program Compliance Timeline, Vendor Information and Frequently Asked Questions. Additionally, please refer to the Comfort Nightstand Recharge Vendors (1 Page PDF) for examples and product names/sku #'s of recharge devices available from the Qualified Vendors listed on the Vendor Information Tab. For program questions, please contact BrandPrograms@choicehotels.com. Go to top Home ChoiceCentral About Contact Us Sitemap Privacy Policy Terms Of Use 1996 2024 Choice Hotels International
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## Outage

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=14100>

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We are currently unable to process this request as the application is unavailable or performing slowly at this time. If you have attempted to run a report, please try again. We apologize for any inconvenience this may cause and appreciate your patience as we work towards addressing the matter. Details: outage, en US

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=13500>

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## Interior Design

### 510.5 Guest Facilities

#### 510.51 Vending Areas

1. Materials
  2. Floor
  3. Pre approved porcelain tile flooring.
  4. Base
  5. Pre approved porcelain tile to match flooring.
  6. Walls
  7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
  8. Full height base to ceiling corner guard.
  9. Ceiling
  10. Smooth painted drywall ceiling or acoustical tile if existing. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Architecture & Engineering, 410.51 Vending Areas for architectural specifications. Top
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#### Choice Hotels | Comfort Suites - Rules & Regulations

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=130.0&SectionID=3000>

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## Rules of Operation

### 130.0 Guest Service Programs & Standards

#### 130.2 Guest Complaints

1. *Complaints* Guest complaints received by the Customer Relations Department (CRD) are processed and resolved upon receipt from the guest without referring back to the hotel. Anytime a guest reaches out to the CRD their complaints are resolved and billed to the property (currently \$100/instance). Refer to information on Choicecentral regarding specifics of the Case Management Process. The property must abide by the Guest Satisfaction Program and first attempt to resolve any guest issues or complaints at the hotel level. Complaints must be corrected to the guest's satisfaction in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view. Only the management of the hotel and their staff are completely aware of all aspects pertaining to a complaint, including any related

Choice's Central Reservation System's (CRS) records, billing and accounting records, and/or what took place during the guest's stay.

2. Hotel Complaint Resolution
3. When a complaint is reported to the hotel directly, all complaints must first be resolved directly with the guest and then must be responded to in writing in a professional manner. Issues that cannot be solved by CRD (Ex. Legal, billing issues) will be sent to the hotel for resolution. If received via email, response may also be via email. If a complaint is received via snail mail, the response must be via snail mail and must be typed or computer generated on the letterhead of the owner, the property or the management company. Responses may not contain any foul or abusive language. Responses must be courteous, understanding, and directed to the specific problem.
4. A copy of all responses must be maintained on property for at least six (6) months from the date of the original complaint and must be available for review upon request by an authorized agent of *Choice Hotels International*.
5. Actions Required of Hotel Management
6. Upon receipt of a complaint forwarded by CRD, hotel management must acknowledge and close the comment. Legal complaints will be sent to the hotel requesting a response and resolution and will be handled solely between the hotel and guest.
7. Reputation Management Reponses
8. Without exception, franchisees will be required to respond to GIS surveys and Real Guest Experiences on ChoiceHotels.com that have scores below their brand's Likelihood to Recommend (LTR) red zone threshold. Franchisees are also required to respond to GIS surveys when the guest has requested that they be contacted by the hotel.
9. All responses must be in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view.
10. CRD Action CRD reserves the right to automatically resolve the complaint to the satisfaction of the guest, and will bill the hotel franchise accordingly if any of the following has occurred:
  11. Guest received no response from hotel management.
  12. Resolution received was unsatisfactory to the guest or no resolution was offered at the time of stay.
  13. Hotel management accepted no or partial responsibility for a problem when it was clearly in the wrong.
  14. Hotel management failed to follow the procedures detailed in R&Rs Rules of Operation, 130.1 Guest Satisfaction Program, 130.2 Guest Service Standards, and/or 130.3 "Guest Complaints".
  15. CRD will access a complaint handling fee for all valid complaints sent to the property. This fee is \$100 for the Comfort Brand and subject to change. The property may also receive billing for the cost of resolution to the guest.
16. Appeal Process

17. Should hotel management wish to appeal a CRD decision regarding their guest's complaint, they must fill out the Guest Feedback Appeal Form (GFAF) within 30 days of guest complaint and the hotel's comments/concerns will be reviewed by a member of the appeals team and the hotel will be notified within 35 days of the results of the appeal.
  18. Choice Privileges Points and Cash Refunds: In certain circumstances, and in the interest of maintaining the excellent reputation of all *Choice Hotels International*'s hotels, CRD reserves the right to issue a refund or Choice Privileges Points as a gesture of goodwill to the guest, at no charge to the franchisee.
  19. Statistics and Service Standard: All complaints are maintained in a database for record keeping purposes. CRD maintains these statistics and produces monthly reports for use by CHI operational support field staff, marketing and reservations. All complaint data is also accessible by hotel management via [www.choicecentral.com](http://www.choicecentral.com).
  20. Unresponsive Hotel
  21. In the case of late, invalid or no response from the hotel management to a GIS Survey or Real Guest Experience, the comment will be "escalated" and a fee will be added to the monthly franchise statement.
  22. The Reputation Management team reserves the right to automatically resolve all survey/reviews to the satisfaction of the guest and will bill the hotel franchise accordingly if any response was unsatisfactory to the guest or was received late (any time after the 72 hour period has elapsed). Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=15500>

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## Interior Design

### 520.2 Guest Suite Finishes & Standards

#### 520.20 Guest Suite Finishes

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Materials
2. Floor

3. Carpet over specified pad or combination of carpet and luxury vinyl tile over underlayment
  4. Base
  5. Base material to match flooring.
  6. Walls
  7. Textured knockdown wall finish or optional wall vinyl covering.
  8. Signature accent wall vinyl as required by PIP.
  9. Door
  10. Stain finish on door
  11. Paint finish on frame
  12. Ceiling
  13. Textured drywall ceiling finish. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=400>

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## Rules of Operation

### 100.0 General Rules of Operation

#### 100.4 100% Smoke

Free Program All Comfort Suites hotels are required to be 100% smoke free. This includes all guestrooms and interior public spaces. Smoking accessories are prohibited within the hotel, including ash trays or receptacles. **With regard to smoking considerations, "Non Smoking" requirements apply to the use of anything that produce smoke or vapor including, but not limited to, cigars, cigarettes, e cigarettes, pipes or incense burners.**

1. *Non smoking Guest Communication*
2. A cleaning fee of up to \$250 may be assessed at the hotel's discretion to any registered guest who smokes in the guestroom if (a) at check in, the guest is informed of the non smoking policy and \$250 cleaning fee and asked to initial the registration card acknowledging awareness of the policy; and (b) the guest is informed, where possible, prior to check out that the cleaning fee will be assessed; (c) the fee is added to the guest's receipt/bill.
3. One brand approved in room experience card with non smoking message is required in all guestrooms.

4. *Designated outdoor smoking area* A designated smoking area must be provided at the hotel 24 hours per day, 365 days per year. Subject to any requirements of applicable law, the area must meet the following specifications.
    5. Located at least 25' away from main entrance
    6. Located on a hard surface/decking material such as wood or synthetic decking, concrete slab on grade scored or concrete pavers on setting bed large enough to accommodate seating provided. Grass, sand or mulch is not acceptable.
    7. Include seating for a minimum of two (2) people
    8. Contain one (1) ash receptacle
    9. Ash receptacles are not required at property entrances/exits. If present, they must be "smoker's post style"; free standing or wall mounted are acceptable. If permitted by applicable law, the outdoor pool area can be offered as a smoking area in addition to the designated smoking area. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=12800>

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## Interior Design

### 510.1 Interior Design Submission

#### 510.14 Public Restrooms

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
8. Door
9. Door and frame finishes per pre approved design package.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting
14. Decorative lighting above vanity mirror per pre approved design package.

15. Fixtures, Furnishings & Equipment
  16. Artwork and vanity mirror(s) to be per the pre approved design packages. See R&Rs Rules of Operation, 110.1 Public Restrooms for operational compliance. See R&Rs Architecture & Engineering, 410.14 Public Restrooms for architectural specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=110.0&SectionID=1300>

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## Rules of Operation

### 110.0 Guest Facilities

#### 110.3 Fitness Center

A branded Fitness Center is required in each Comfort Suites hotel. The standards listed in this section are the **operational** requirements for the Fitness Center. Refer to the Fitness Center program website for product specifications and how to order as needed. In addition to the operational requirements, the fitness room must meet the minimum requirements outlined in R&Rs Architecture & Engineering, 410.60 Fitness Center and R&Rs Interior Design, 510.60 Fitness Center.

1. Guests must be provided access to the fitness center from at least 6AM 10PM daily.
2. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
3. Integrated wood or wood look laminate towel cabinet with enclosed bin must be provided. Each towel cabinet:
  4. Must contain a minimum of three (3) shelves.
  5. Must contain an opening on the top surface of the base of the cabinet to allow soiled towels to be dropped into a concealed bin or basket below.
  6. The base cabinet must be enclosed with an access door to conceal a bin or basket for soiled towels.
  7. Provide an adequate supply of fitness center hand towels at all times during operational hours. Towels must be provided on shelves in the towel cabinet.
  8. A Notice pertaining to liability in compliance with all local, state, or federal codes must be located in clear view of guests.
  9. A hand sanitizing station must be provided in or at the entrance to the fitness center. Refer to section 120.12 Hand Sanitizing Stations for additional details.

10. Approved Wall Art – A complete set of brand approved artwork is required in the fitness center. Additional artwork is prohibited.
11. Approved stainless steel/brushed metal finish, disinfecting Gym Wipe Dispenser with combination trash receptacle.
12. Pre Moistened Disinfecting Wipes provided in dispenser at all times during operational hours.
13. Approved, Wall mounted Clock with brushed metal finish.
14. A minimum 40" television with remote control is required.
15. Drinking fountain, a water cooler with cups or bottled water inside a glass front refrigerator must be provided.
16. Equipment – The following equipment must be commercial grade construction
17. Hotels with contracts executed on or **after** 1/1/2005:
  18. A minimum of one (1) Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (5  
50) pound weights.
  2. A minimum of two (2) pieces of the following equipment is required:
    3. Motorized Treadmill
    4. Elliptical Machine
    5. Stationary Bike
    6. Stair Climber
  7. Hotels with contracts executed **before** 1/1/2005, at least three (3) pieces of the following equipment is required:
    8. Motorized Treadmill
    9. Elliptical Machine
    10. Stationary Bike
    11. Stair Climber
  12. Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (5  
50) pound weights.
14. The following items are not permitted in the Fitness Center:
  15. Non approved artwork, posters and/or signage
  16. Plants (artificial or living)
  17. Non approved FF&E seating not related to the exercise equipment (i.e. chairs, stools, sofas, etc.), shelving, tables, book cases, cabinets (other than the approved towel cabinet)
  18. Decorations, figurines and/or other embellishments
  19. Non approved advertisements or other promotional materials
  20. Food and beverage, with the exception of the required water source
  21. Cleaning supplies with the exception of the gym wipes in dispenser
  22. Storage of other items Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/?Cat=160.0&SectionID=4200>

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## Comfort Suites Rules & Regulations by Categories

### 1. Preface & Introduction

## Operating Standards

### 1. Rules of Operation

- 100 Introduction
- 100.0 General Rules of Operation
- 110.0 Guest Facilities
- 120.0 Hotel Services
- 130.0 Guest Service Programs & Standards
- 140.0 Marketing Programs
- 150.0 Guest Amenities & Supplies
- 160.0 Staffing & Training
- 170.0 Hotel Technology & Reservation Standards
- 180.0 Quality Assurance
- 190.0 Safety, Security & Risk Control

### 2. Food & Beverage Operations

- 200 Introduction
- 200.0 General

## Product Standards

### 1. Construction/Project Management

- 300 Introduction
- 300.0 Licensee Responsibilities
- 310.0 Submittal Process
- 320.0 Construction

### 2. Architectural Design

- 400 Introduction
- 410.0 Approach

- 410.1 Welcome
- 410.2 Public Space Food Service
- 410.3 Meeting Space
- 410.4 Public Space Circulation
- 410.5 Guest Facilities
- 410.6 Recreation
- 420.0 Guest Suite
- 420.1 Guest Bath
- 430.0 Administration
- 430.1 Back of House Food Service
- 430.2 Housekeeping
- 430.3 Back of House Circulation
- 440.0 System Information

#### **1. Interior Design**

- 500 Introduction
- 510.1 Interior Design Submission
- 510.2 Public Space Food Service
- 510.3 Meeting Space
- 510.4 Public Space Circulation
- 510.5 Guest Facilities
- 510.6 Recreation
- 510.7 Public Space Finishes & Furnishings
- 520.0 Guest Suite
- 520.2 Guest Suite Finishes & Standards
- 521.0 Guest Bath Finishes & Standards
- 530.0 Administration
- 530.1 Back of House Food Service
- 530.2 Housekeeping
- 530.3 Back of House Circulation

### **Identity Standards**

#### **1. Service Marks/Signage**

- 600 Introduction
  - 600.0 Service Marks & Usage Top
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### **Domain Name Policy**

#### **URL:**

<https://apps.choicecentral.com/ccweb/content/resources/ecomm/hostname/DomNamePol.html>

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Printable Version

## Domain Name Policy

### I. Purpose and Scope

Choice Hotels International, Inc. ("Choice") establishes this domain name policy ("Policy") to guide its U.S. franchisees in planning the selection and use of an Internet domain name on February 1, 2005 ("Effective Date"), as amended from time to time. Choice's trademarks and service marks (collectively "Marks") are some of its most important assets, conveying to the public a level of service that they have come to associate with and expect from Choice brands. Building strong brands, one of Choice's central goals, through uniform and consistent Mark use and defense, ensures that the Marks will grow in value, making them attractive to and recognizable by consumers and potential franchisees. The purpose of this Policy is to protect the Marks on the Internet when the Marks are used in Internet addresses or domain names, to ensure that consumers reach Choice when using the general Marks as domain names and individual hotels when using more specific domain names, and to provide Choice franchisees with a source for establishing a distinctive, non infringing domain name. Choice reserves the right to alter or change this Policy periodically.

### II. Permitted Mark Use

You may only register and keep domain names that comply with the following format: [Exact Licensed Mark][Geographic Descriptor or Secondary Name].[TLD] (the Mark and Geographic Descriptor or Secondary Name can be reversed) **Exact Licensed Mark** is the hotel mark that you are permitted to use in accordance with your franchise agreement. These marks include Comfort, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban, Econo Lodge, Rodeway Inn, Ascend Collection or any other mark licensed by Choice, along with the applicable brand extensions, e.g. Hotel, Inn, Suites, Inn & Suites or Resort. **Geographic Descriptor** is a brief but precise description of the hotel location or secondary name. Choice has sole discretion to grant or reject a proposed domain name, and must reject overbroad descriptors as they may mislead consumers. *Examples:* Permitted Not Permitted comfortinngaslamp.com comfortinn**california**.com comfortsuitesbuddlake.com comfortsuites**northjersey**.com qualityinnseattle.com qualityinn**downtown**.com **TLD** is a top level domain (e.g., .com, .net, .org.) or a country code top level domain (e.g. .us). Choice reserves the right to allow identical domains that differ only with respect to their TLDs.

### III. Prohibited Mark Use

You may not use or register to use any Mark or any other symbol or derivative that is confusingly similar to or dilutes any Mark as a domain name or portion of a domain name. You may not split your licensed Mark within the domain name, as your franchise

agreement requires that you operate your hotel solely under the Mark you were licensed. For example, if you are licensed as a "Comfort Suites" hotel, you may not use "Comfort" alone in your domain name. If you are licensed as a "Cambria Suites", you may not use "Cambria" alone in your domain name. Not Permitted Examples: Corporate Marks **choicehotels** boston.com Brand Marks **sleepinn**.com Plurals clarionhotels orlando.com Third Party Marks comfortinndisneyworld.com

#### **IV. Choice Approval Procedures**

**New Domain Names:** All domain names that use a Mark must be approved by Choice. You may apply to Choice for permission to use a domain name by filling out and delivering to Choice the domain name application, available online through ChoiceCentral. Choice will process your application and either authorize registration of the domain name or reject the proposed domain name with an explanation. **Existing Domain Names:** If you registered a domain name prior to the Effective Date, complete the domain name registration, available online through ChoiceCentral. You will be permitted to keep your existing domain name unless the existing domain name is overly broad or misleading. If the existing domain name is not in compliance with this policy, you must transfer the domain name to Choice or its designee and select a new domain name. Choice will pay the cost of the transfer.

#### **V. Website Content**

All websites that are accessed from a domain name that uses a Mark must conform to the Choice Hotels Property Website Guidelines as well as the Internet Distribution Policy. Such websites cannot contain, or link to other web pages that contain logos or information on non Choice brand hotels.

#### **VI. Termination**

Upon termination of your franchise agreement, your rights to use Marks, including in a domain name, cease. You will be required to transfer your domain name to Choice or its designee. You will not use any Mark or a portion of a Mark (e.g., Choice, Comfort, Quality, Sleep) in any domain name in which hotel, travel, hospitality, accommodation or reservation services are offered.

#### **VII. Legal Disclaimer**

All websites addressed with a domain name under this Policy must include the following disclaimer on the home page: This website is owned and maintained by [Franchisee's Legal Name], a licensed user of certain proprietary trademarks and service marks of Choice Hotels International, Inc.

#### **VIII. Contact**

Domain name applications and questions regarding this Policy should be directed to: Jennifer Khoury, Internet Domain Specialist Choice Hotels International, Inc. 6811 E. Mayo Blvd., Ste. 100 Phoenix, AZ 85054 E mail: DomainHelp@choicehotels.com Telephone: (602) 953 4533 Domain Name Application Form Domain Policy Questions and Answers

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## Choice Hotels | Comfort Suites - Rules & Regulations

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=4500#1>

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## Rules of Operation

### 170.0 Hotel Technology & Reservation Standards

#### 170.2 Reservations

All Franchisees must operate in conformity with established reservations policies and procedures at all times. Each Comfort Suites property is required to participate fully according to reservation policies and procedures.

1. *Referrals*
2. Each Comfort Suites property is required to refer guests to other system properties nearby if unable to accommodate the potential guest.
3. *Honoring Reservations*
4. All reservations made through the *Choice Hotels International* reservations system must be honored in accordance with the terms specified in the reservation/confirmation. Hotels must participate in all mandatory special rate plans (SPRs). These are noted in Choicecentral.com and are subject to change.
5. Non guaranteed reservations must be held until 6:00 p.m. (4:00 p.m. at some designated properties) destination time, as indicated in the confirmation/reservation.
6. Guaranteed reservations must be held until 7AM the following morning unless canceled by the terms specified in the reservation/confirmation.
7. If the hotel or resort cannot accommodate a guaranteed reservation or a valid 4:00 p.m. or 6:00 p.m. reservation, it must:
8. Always attempt to honor a Choice Privileges (CP) member reservation.
9. In advance of the guest's arrival, secure a room of comparable quality for the guest at another nearby facility. Arrange to pay for the first night's lodging expenses including room and taxes.
10. If necessary, pay for or provide transportation for the guest to/from the other hotel.
11. If the reservation is for multiple nights and you cannot accommodate subsequent nights at your hotel, in addition to the requirements above, the property must also pay the difference in the rate, if any, from the original reservation and the hotel to which the guest is walked.

12. If the reservation is for multiple nights and the hotel can accommodate the guest on subsequent nights, the guest must be invited back to the original property. If the guest declines to return when space is available, the hotel is not required to pay the difference for any remaining nights.
13. The General Manager, Operations Certified Manager, or the MOD must contact the guest within 24 hours of the walk and apologize for the situation.
14. Credit Card Guarantee A reservation may be guaranteed by one of the following credit cards: American Express, Amoco Multicard, Carte Blanche, Citicorp/Diners Club, MasterCard, Discover, VISA and JCB. All hotels and resorts are required to accept these credit card guarantees, both directly and through the use of Google Wallet Instant Buy, for which Terms & Conditions apply and must be accepted. If the guest arrives with a guaranteed reservation and is not accommodated, the property must follow the procedures outlined in R&Rs Rules of Operation, 130.2 E.3. Daily Operations.
15. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his first night's stay to the receiving Comfort Suites property. If the customer cancels the reservation prior to the specified cancellation period on the day of arrival, the Comfort Suites property that received the reservation is required to refund the deposit or the prepayment in full. This type of reservation is considered guaranteed only after the hotel has received the deposit.
16. *Travel Agents Guarantee (TAG)* A reservation may also be guaranteed by an authorized member of the Travel Agents Guarantee (TAG) program. Only TAG members may guarantee a reservation to their travel agency. Agencies participating in this program are designated by "GTD OK" next to the ATC number printed on the reservation.
17. *Automatic Optional Safe Charges* Automatic optional safe charges are allowed, but only if franchisees comply with the following requirements: A sign must be conspicuously posted or displayed on or at the front desk advising guests of the charge for usage of the in room safe. The sign must state that:an in room safe is available for use; there is a charge for use of the safe; and the charge is optional in nature and that the charge can be removed upon request at or after checkout. The registration card must contain the following acknowledgment: "I understand an optional safe fee of (hotel determined) \$ \_\_ per night will appear on my bill and may be removed upon request at or after checkout." The statement must be conspicuous on the registration card and the charge shall not be recorded at check in unless the guest initials the registration card next to the disclosure statement. Each room must have a conspicuous notice advising the guest about the safe usage charge, and their right to request removal of the charge. This notice may be affixed to the safe. Hotels may not represent or advertise any Automatic Optional Safe Charge as a "tax," "surcharge," or utilize any other term that may reasonably be construed as a required tax or other governmentally imposed fee, unless the charge is for a governmentally imposed tax or fee that is required by law to be collected. Any Automatic Optional Safe Charge may not be made to guests staying under a group contract unless explicitly contracted for in advance.

18. *Hotel Fee(s) (Resort Fee, Urban Fee, Service(s) Fee, Hotel Amenity Fee, etc.)* Effective November 30, 2023, all Hotel Fees (also referred to as Resort Fees, Urban Fees, Service(s) Fees, and Hotel Amenity Fees) are prohibited unless the property obtains a waiver to charge the fee. Waivers may be requested via the proper form in the ChoiceNow service portal. Waiver requests must include detailed information on what above and beyond amenities guests receive for the fee. If approved, all Hotel Fees will be disclosed as part of the displayed rate at the time of booking. Waivers may be rescinded at any time with advance notice by Choice. A Hotel Fee may not be charged for services or amenities included in the rate (such as complimentary breakfast and complimentary high speed internet access) as a brand promise. At no time may a "hotel fee" be identified as a tax or other term that may be reasonably construed as a required tax or other governmentally imposed fee. Fees will be allowed on a per room basis if they are disclosed in all reservation channels and if the property offers specific amenities of equivalent value to the fee. Any approved fee must be disclosed to the guest as part of the disclosed rate at the time of booking through all channels including but not limited to [www.choicehotels.com](http://www.choicehotels.com), 1 800 4 CHOICE, and all reservations made directly with the hotel. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=8500>

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## Architecture & Engineering

### 410.4 Public Space Circulation

#### 410.40 Passenger Elevator

1. *Design Characteristics*
2. One (1) elevator is required for properties up to three (3) stories and up to 100 guest rooms.
3. Two (2) elevators are required for properties four (4) stories or more with greater than 100 guest rooms.
4. Hydraulic elevator service for properties up to four (4) stories, traction elevators required for properties five (5) stories and greater.
5. Speed required of hydraulic elevator for floors 2-4 is 200 fpm (feet per minute).
6. Speed required for geared elevator for floors 4-7 is a minimum of 350 fpm.
7. Minimum load capacity of 3000 lbs.
8. Minimum cab size of 5' 0" x 7' 0"
9. Minimum ceiling height of 8' 0" AFF

10. *Atmosphere*
  11. Lighting
  12. Per the elevator manufacturer's specifications,
  13. *Systems*
  14. Electrical
  15. Provide power outlet for housekeeping and maintenance needs. See R&Rs Interior Design, 510.40 Passenger Elevator for interior design specifications. Top
- 

## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16300>

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## Interior Design

### 530.0 Administration

#### 530.03 Offices

1. Materials
  2. Floor
  3. Carpet over specified pad
  4. Base
  5. Carpet base
  6. Walls
  7. Textured wall coating or vinyl wall covering
  8. Door
  9. Paint finish on doors and frames
  10. Ceiling
  11. Smooth finish drywall or acoustical ceiling tile
  12. Atmosphere
  13. Window Covering
  14. Wood blinds, sheers, or roller shades.
  15. Fixtures, Furnishings & Equipment
  16. One (1) ergonomic office task chair with casters.
  17. Two (2) stationary upholstered guest chairs. See R&Rs Architecture & Engineering, 430.03 Offices for architectural specifications. Top
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## No Title Found

**URL:** [https://apps.choicecentral.com/choicebuys/brandstandards/comfort-reimaging-hub/files/The\\_Comfort\\_Brand\\_-Wall-Mat-Break\\_Art-Fit\\_Art\\_-12-08-20.pdf](https://apps.choicecentral.com/choicebuys/brandstandards/comfort-reimaging-hub/files/The_Comfort_Brand_-Wall-Mat-Break_Art-Fit_Art_-12-08-20.pdf)

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## Outage

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=11100>

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We are currently unable to process this request as the application is unavailable or performing slowly at this time. If you have attempted to run a report, please try again. We apologize for any inconvenience this may cause and appreciate your patience as we work towards addressing the matter. Details: outage, en US

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## Choice Hotels | Comfort Suites - Rules & Regulations

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=8000>

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## Architecture & Engineering

### 410.1 Welcome

#### 410.13 Elevator Lobby

1. *Design Characteristics*
2. Locate in close proximity to the Registration Desk and Lobby off of the main corridor. Alternate locations require pre approval from *Choice Hotels International*.
3. Minimum of 60 square feet to allow clearance for guests to maneuver their luggage. Size may be smaller for existing properties with prior approval from *Choice Hotels International*.

4. Cart Storage alcove in close proximity to the first floor elevator lobby or in the vestibule.
  5. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
  6. *Atmosphere*
  7. Lighting
  8. Combination of recessed down light and decorative fixtures.
  9. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval
  10. Minimum rating of 30 foot candle
  11. *Systems*
  12. HVAC
  13. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.13 Elevator Lobby for interior design specifications. Top
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## Local Marketing Support Suite

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/SmartMarketing/index.asp?v=cb>

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## Collateral & Photography

Home // Collateral & Photography // Collateral SmartMarketing is a quick and convenient way for you and your team to ensure you're following your brand's visual and identity standards in your local sales and marketing efforts, and on property.

*SmartMarketing is available on your Okta homepage ([choicehotels.okta.com](http://choicehotels.okta.com))*

In SmartMarketing, you can:

- Customize templates including business cards, sales flyers, digital ads, billboards and more to use in your local sales and marketing efforts.
- Access Choice Privileges materials to showcase our loyalty program on property and in your local sales and marketing activities.
- Order logoed merchandise for in hotel use, handing out at tradeshows or gifting to employees.
- Kick off a custom request project to ensure you have what you need for an upcoming event.
- Click here (6 Page PDF) to view a SmartMarketing overview including FAQs.
- Click here if you need to request (or remove) SmartMarketing access for a hotel team member. (link to ChoiceNow form) If you are experiencing technical issues with SmartMarketing, please contact the SmartMarketing support team provided by

SupplyLogic (SLWM) by dialing 1.800.891.8501 or emailing ChoiceHotels@slwmco.com. The SmartMarketing site has relaunched and is available for use. As we continue the refresh, you will see new templates and items added regularly, thanks for your patience as we move all 22 of our brands on to one system. A few notes:

- For legacy Radisson hotels, you will recognize the site, as DataSource (DAT) is now called SmartMarketing!
  - For legacy Choice hotels, this is a new platform under the same known name of SmartMarketing.
  - For US hotels, Choice Privileges materials formerly provided by Valo are now in SmartMarketing.
  - Access to the refreshed SmartMarketing site is available via Okta.
  - If you do not have access, it can be requested via ChoiceNow.
  - Legacy Radisson if you have not updated your QR Code Piece / Guest Service Directory since January 2024, please do so today to remove dated information (ie Radisson Rewards Americas information). Click here (2 Page PDF) for instructions on how to do this.
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=10600>

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## Architecture & Engineering

### 430.2 Housekeeping

#### 430.21 Auxiliary Housekeeping/Linen Storage (Floors 2 and Above)

1. *Design Characteristics*
2. Locate in back of house area off of upper floor guest room corridor.
3. Minimum 100 square feet including linen chute for up to 100 rooms.
4. Room to include the linen chute.
5. Floor to ceiling shelving.
6. Acoustical ceiling tile; minimum height is 7' 6"
7. *Atmosphere*
8. Lighting
9. Minimum strip lighting
10. STC Rating

11. Minimum rating of 54 at corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
  12. *Systems*
  13. HVAC
  14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  15. Electrical
  16. Provide power outlets and other electrical service as needed. See R&Rs Interior Design, 530.21 Auxiliary Linen Storage (Floors 2 and above) for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Marketplace

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/Marketplace/index.asp?v=cb>

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- Brand Programs
- Deadlines Program Overview Dedicated Alcove Option Lobby Implementation Option Rules of Operation Running a Successful Marketplace Choice Advantage Ordering Information

## Overview

The Marketplace is a simple, win win scenario for Comfort guests and franchisees alike: Guests love the convenience of an assortment of snacks, drink and sundries on site and franchisees have an easy to maintain amenity where they keep 100% of the profits! The Marketplace lets you offer your guests stay enhancing value and convenience by providing them with all the things they might need while they're away from home so they can feel refreshed and ready to take on the day. Now that you have your Marketplace installed, this Hot Topic will provide tips and tools for Running a Successful Marketplace as well as Ordering Information. *Implementation of a Marketplace is Optional for Comfort Inn properties\* and Required for all Comfort Suites properties. If you choose to implement the Marketplace at your hotel, you must abide by all the noted brand standards for a marketplace as they will be evaluated during a Quality Assurance Review (QAR). \*New to Choice as of 01/01/2024 Comfort Inn hotels are required to implement a Marketplace.*

## What's in a Marketplace?

The Marketplace consists of minimum required product offerings, divided into **five (5)**, different zones to provide guests with popular snacks, beverages and necessities.

- Minimum product offerings for each of the five (5) required zones details provided on the Rules of Operation Tab

- Print on demand pricing templates from SmartMarketing – You set and control the prices of your Marketplace items
  - One (1) refrigeration unit for the beverages
  - One (1) freezer unit for the frozen items Have a purchasing question? Contact your Partner Services Representative. For program inquiries, send us an email to: BrandPrograms@choicehotels.com Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=3300#1>

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## Rules of Operation

### 140.0 Marketing Programs

#### 140.2 Choice Privileges Rewards® Program

Created to acknowledge and reward loyal guests, the Choice Privileges (CP) Rewards Program is *Choice Hotels International's* loyalty program.

1. Compliance All properties are required to fully comply with all aspects of the Choice Privileges Rewards Program (details can be found on [www.choicecentral.com](http://www.choicecentral.com)).
2. Expediting guests by assigning their rooms in advance based on a review of the Arrivals List in choiceADVANTAGE.
3. Promptly reporting all program activity utilizing the Weekly Stay Review system. The data reported must match the stay data in choiceADVANTAGE. Paying all invoices, fees and any applicable taxes related to the Choice Privileges program in a timely manner. Note: The Choice Privileges program has the right to withhold payment if the property owes the program funds for a cancelled reward night already paid to the property.
4. Members can earn points for up to four rooms per night at the same hotel. Both rooms must be in the member's name and include their member number. The member must stay in one of the rooms and the rooms must be paid in full. Members can only receive any applicable bonus points on one room. Elite members only earn Elite status on one room per stay.
5. If the member's individual hotel bill is billed directly to a company and the actual member is responsible for authorization of settlement at check out, the stay is eligible for Choice Privileges points when an eligible rate is paid. However, group master billing arrangements where charges for multiple rooms are placed on one hotel bill and billed to a company or common address or settled at check out by one individual are not eligible.

6. Always retaining a Choice Privileges member's reservation to ensure never "walking" a Choice Privileges member.
7. Honoring Elite member requests up to 2:00pm (or up to 2 hours past the posted check out time) late check out benefit to members who request it before the posted check out time.
8. Comfort Suites domestic (US) properties must feature the brand approved Elite Recognition Program display piece (acrylic holder with gift box attachment) with current brand approved insert on the front desk counter, as well as support the processes involved with this program, which include:
  9. At check in, acknowledging all Choice Privileges Elite members, which are noted on the choiceADVANTAGE check in process by colored icons reflective of status. Acknowledgment should include a verbal appreciation of their status and loyalty to Choice, as well as the offering of the Comfort Suites Elite Recognition Program rewards which includes:
  10. Elite members' choice of a minimum of 250 CP bonus points or a minimum of one beverage and one snack.
  11. 250 courtesy Choice Privileges points are credited to member account after check out; points are billed to issuing property at 50 basis points per Choice Privileges point in cost, or \$1.25 per 250 points awarded. All point costs related to this program are reflected in the monthly invoice received the following month after current month's closing.
  12. Stock a minimum of daily beverages and snacks (minimum 16.9 oz bottled water required/per arriving Elite Member).
  13. Stock a minimum of 1 oz pre packaged snack required/per arriving Elite Member
  14. Refer to Section 100.6 for information on billing for Elite Welcome Gift Program points
  15. All hotels are required to provide a minimum of four (4) parking spaces with brand approved signage reserved for Choice Privileges Elite members. Signs must be mounted on a wall or an approved post (steel, wood, or fiberglass) and placed directly in the ground.
  16. Program Enrollment If a guest is not a Choice Privileges member, you must ask the guest's permission to enroll him/her into the program via choiceADVANTAGE:
  17. Confirm the guest's name, phone, mailing and email address.
  18. Enroll them into the program using the Choice Privileges functionality in choiceADVANTAGE.
  19. Present the member with the Choice Privileges welcome letter.
  20. Choice Privileges Express Check In All Choice Privileges check ins must include the following:
    21. For Elite Diamond members, offer complimentary room upgrades, if available. Upgrades may include rooms on a higher/lower floor or their desire, or rooms with favored views. Upgrades do not have to be suites.
    22. Pre register Choice Privileges members. The front desk associate will present the already prepared key and jacket (if applicable).

23. Request positive ID from all Choice Privileges members and verify their email address.
24. While most Choice hotel stays earn Choice Privileges points, Choice hotels are independently owned & operated and certain brands or locations as well as third party non franchised hotels may not participate. Unless specified otherwise (in a specific promotion, for example), reservations must be made through Choice channels in order to qualify for Choice Privileges points. Certain hotel rate plans also do not earn Choice Privileges points. Some of the rates that do not qualify for points include rooms booked at rates below \$40 USD per night, certain hotel initiated promotions, reward night stays, complimentary rooms, rooms paid for as part of a convention or meeting, rooms booked through a travel agent or third party online retailer including online travel agencies (unless otherwise expressly noted), wholesale packages, group tours, and stays booked using the employee discount and the friends and family discount.
25. Members earn Choice Privileges points or airline miles for individual travel on the following qualifying rate plans (SRPs) in the U.S. and Canada: Best Available Rate, Advance Purchase, Corporate, VIP and Net Preferred, Choice Cares, Government/Military, Travelers' Discount, AAA/CAA, PSCIEN, Package Rates, Small Organization Savings/Significant Savings, Senior Rate, Sports Rate, CPSA, Preferred Customer Savings Rate, Savings at Work, SGRP1, SGRP2, negotiated rates (N) and select LSRPs. [The list of qualifying rate plans is subject to change.]
26. Note: Members who are staying on an SRD (free night) have access to the same hotel amenities/benefits as rate paying guests.
27. Members staying at the SRD rate must be treated in the same manner as those staying at the BAR rate, and offer them the same courtesies.
28. Accept transferred SRD Reservations for friends and family members of Choice Privileges guests without written permission from the member.
29. At no time, either during check in or check out, may the member be presented with a folio that shows the amount the hotel is being paid for a room being redeemed by Choice Privileges points.
30. Choice Privileges SRD Inventory
31. Offer the same room types for the SRD Rate that are currently being offered at BAR Rate.
32. A maximum of 5% of total inventory which should only be "specialty rooms" may be removed from the SRD Inventory.
33. This means room types that are unique to the hotel. Upgraded room types or handicapped accessible room types are not presumed to be specialty rooms.
34. SRD Nights must be offered through all seasons, holidays, and weekends.
35. Choice Privileges Program Materials
36. Ensure that all Choice Privileges materials are prominently displayed and up to date at the front desk and in the guest room. Materials must be in plain unobstructed view of all arriving and departing guests either on the front desk, or, if front desk space is limited, materials may be displayed just to the right or left of the front desk on a side table.

37. Choice may take appropriate administrative and legal action if hotels abuse, violate or defraud the Program.
  38. Properties may not create or maintain consumer rewards or loyalty programs that include any Choice brand property. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=11600>

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## Architecture & Engineering

### 440.0 System Information

#### 440.00 Sound Transmission Coefficient (STC)

1. Materials with sound absorption properties, separation of ductwork, vibration isolation devices, caulk and other strategies must be used to limit sound transmission and meet the specified ratings put forth in this document.
  2. Acoustics must be considered to avoid background noise, reverberation, resonance, echo and conversation travel.
  3. Sound transmission between adjacent public areas or public areas to service areas, must maintain a minimum STC rating of 54. Higher STC rating of 60 is required between guestrooms and noise inducing public space and mechanical rooms. Folding or similar folding partitions must maintain the same rating.
  4. Provide sound – mitigating measure as noted by *Choice Hotels International* for properties near highways, airports, and other outside noise inducing sources. Consider windows in addition to floors and walls in these locations. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=14000#1>

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## Interior Design

### 510.6 Recreation

#### 510.62 Whirlpool

Optional It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

1. Materials
  2. Floor
  3. Concrete with troweled finish
  4. Coping
  5. Pre cast concrete of coordinating color with depth indicators, and "no diving" demarcations per code requirements
  6. Atmosphere
  7. Graphics
  8. The design of all pool/whirlpool graphics should be consistent with the overall project graphics.
  9. Provide medical warnings and guest use responsibilities signage at whirlpool area.
  10. Graphics package should state the Pool Use Guidelines including but not limited to "No Lifeguard on Duty" and "No Glass Containers". The design should be consistent with the overall project graphics.
  11. Additionally, hotel should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics. See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements. See R&Rs Architecture & Engineering, 410.62 Whirlpool Optional for architectural specifications. Top
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#### Choice Hotels | Comfort Suites - Rules & Regulations

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=15800>

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## Interior Design

### 521.0 Guest Bath Finishes & Standards

#### 521.01 Guest Bath Fixtures & Furnishings

1. *Softgoods*

2. Shower Curtains Only brand approved shower curtains are permitted. Approved shower curtains are required on all guest bathroom shower curtain rods. See R&R 150.3 for details.
  3. *Accessories*
  4. Bath fixtures are to be polished chrome or brushed nickel in appearance.
  5. Framed vanity mirror.
  6. Curved shower rod mounted per manufacturer's directive. Tension spring loaded and alloy rods are not permitted.
  7. *Artwork*
  8. Framed and matted to coordinate with overall package.
  9.
    4. *Lighting*
  10. **Vanity Sconces:**
    11. Decorative wall sconces or lighted mirror. Decorative vanity strip light mounted above mirror is acceptable if existing.
    12. Vanity fixture to provide a minimum of 1700 lumens.
    13. Decorative surface mounted ceiling fixture if existing.
    14. Night light required. At minimum, provide wall mounted hairdryer with integral nightlight. Also see R&Rs Architecture & Engineering, 420.10 Guest Bath and 420.20 Guest Room/Bath Finishes & Furnishings Top
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## Choice Hotels | Comfort Suites - The Eclipse Collection

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/EclipseCollection/index.asp?v=cb#EclipseCollection>

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- Brand Programs
- Deadlines Overview Vendor Information Care Instructions

## Program Overview

***\*\*The Eclipse Collection by Choice Hotels \*\**** — 100% microfiber bedsheets and pillowcases with Phasology thermoregulation technology. By developing an innovative product and leveraging the size and scale of Choice Hotels, The Eclipse Collection by Choice Hotels product line is engineered to help increase guest satisfaction and provide superior performance, while still meeting the operational needs of your hotel and potentially saving you money. The Eclipse Collection bedsheets and pillowcases feature:

- **Potentially Lower Costs:**
- lower product costs than previous sheeting options
- lower costs to maintain – faster drying times could lead to lower laundry costs

- lower costs could help your hotel's bottom line
- **Better Product:**
- advancements in Technology – the Phasology thermoregulation technology cools you when you feel hot and warms you when you feel cold
- provides a great guest experience with increased comfort and a luxuriously soft, silky touch
- complements the current comfortable and stylish bedding programs
- **Phasology thermoregulation technology helps:**
- Create a sleep environment that dynamically responds to the changing temperature conditions of the sleeper's skin and the environment
- Cool you when you feel hot, warms you up when you feel cold
- Transfers body heat faster than standard cotton/poly blended sheets

*\*\*All hotels are required to implement*

the Eclipse Collection bedsheets and pillowcases.\*\* The color coding benefits housekeeping and laundry staff significantly, making turn around time quicker and easier.

- Full XL/Double XL sheet – pink hem
- Queen sheet – gold hem
- King sheet – blue hem

[Expand All](#) [Collapse All](#)

### Bedsheet Tags

The Eclipse Collection bedsheets tags will look like these below. Both versions are acceptable.

### Bedsheet Product Descriptions

- Microfiber Full/Double Flat Sheet, 81x115 FS, Pink Hem Thread
  - Microfiber Queen Flat Sheet, 90x115 FS, Gold Hem Thread
  - Microfiber King Flat Sheet, 108x115 FS, Lt Blu Hem Thread
  - Microfiber Full/Double Deep Pocket Fitted Sheet, 54x80x12, Pink Hem Thread
  - Microfiber Queen Deep Pocket Fitted Sheet, 60x80x12, Gold Hem Thread
  - Microfiber King Deep Pocket Fitted Sheet, 78x80x12, Lt Blu Hem Thread
  - Microfiber Full/Double Extra Deep Pocket Fitted Sheet, 54x80x15, Pink Hem Thread\*
  - Microfiber Queen Extra Deep Pocket Fitted Sheet, 60x80x15, Gold Hem Thread\*
  - Microfiber King Extra Deep Pocket Fitted Sheet, 78x80x15, Lt Blu Hem Thread\*
- \*denotes fitted sheets with Extra Deep Pockets (15") – confirm if mattresses in your hotel require Extra Deep Pockets before ordering the proper bedsheets.

## Pillowcase Tags

Pillowcases are also tagged to help distinguish the Standard and King pillowcase sizes. The Eclipse Collection pillowcase tags will look like these below. Both tags are acceptable.

## Pillowcase Product Descriptions

- Standard Pillowcase, White Hem Thread
- King Pillowcase, White Hem Thread
- Queen pillowcases are also available; are not applicable for all Brands.

## Compliance

Hotels which fail to meet the compliance deadline of December 31, 2019, will be at risk for point deductions on a Quality Assurance Review (QAR). Depending on your brand's bedding program requirements, you could also face failure in the bedding category of your QAR. Top

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## Comfort Reimaging Hub | Choice Hotels International

**URL:** <https://apps.choicecentral.com/choicebuys/brandstandards/comfort-reimaging-hub/inside-your-hotel/reimaging-elements.asp?v=rules>

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[Home](#) » [Inside your Hotel](#) » [Reimaging Elements](#)

## NEW Reimaging Elements

You've invested in the refresh of your hotel throughout Move to Modern and Reimaging initiatives. The final component of Reimaging is the implementation of the **Welcome Wall, Breakfast Artwork, Fitness Artwork, and Interior Mats**. The Welcome Wall, Breakfast Artwork, Fitness Artwork, and Interior Mats are signature components of the Comfort brand. As such, they bring the new logo and visual identity to the forefront, serving as a common thread and highly visible point of consistency across all Comfort properties.

### Welcome Wall Guide

[View Welcome Wall Guide](#) [Download The Welcome Wall Guide \(5 Pages PDF\)](#)

### Order Guide

[View the Order Guide](#) [Download The Order Guide \(19 Pages PDF\)](#)

### Installation Guide

[View the Welcome Wall Installation Guide](#) [Download The Installation Guide \(4 Pages PDF\)](#)

### **Approved Qualified Vendors**

- Welcome Wall:
- Artline Group
- Interior Mat:
- American Hotel Register
- HD Supply
- Guest Supply
- Breakfast Art:
- Artline Group
- Fitness Art:
- Artline Group

### **Implementation Deadline**

- **Order by Date** for all above items will be **January 1, 2021**.
- **Implementation Deadline** for all above items will be **July 1, 2021**. \*The originally established deadlines were extended on March 13, 2020

### **Requirement Notes**

- If a fitness center is present, the Fitness Art must be displayed
  - Interior Mats are not required to be displayed within the public space areas
  - If any Interior Mats are present in the public space areas, they must be the approved Interior Mats.
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### **Choice Hotels | Comfort Suites - Rules & Regulations**

#### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=10500>

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## **Architecture & Engineering**

### **430.2 Housekeeping**

#### **430.20 Hotel Laundry**

1. *Design Characteristics*
2. Laundry
3. Minimum 550 SF for the main laundry, dryer enclosure, linen chute, cart storage, and supplemental water heating equipment if needed.
4. Locate the facilities adjacent to the Employee Workroom and Break Room Workroom/Office area with direct access from the main corridor. Avoid proximity to guest rooms due to noise and traffic.

5. Equipment includes a minimum of two (2) washers and two (2) dryers unless existing conditions prohibit it. Properties with room greater than 100 rooms should provide additional equipment proportionate to the Guest Room increase.
6. Additional items are table(s) for folding and general use, laundry sink and linen chute.
7. Sound and vibration from equipment, must be minimized by appropriate slab design.
8. Provide 8" raised slab for washer equipment mounting. Additional items are table(s) for folding and general use, laundry sink and linen collection cart.
9. Drywall ceiling: minimum ceiling height of 8' 0" AFF
10. Main Linen Storage
  - 11. Locate linen storage area or room within the Main Laundry room.
  - 12. Minimum 90 SF for up to 100 rooms
  - 13. Entire room to be lined by floor to ceiling shelving
  - 14. Ceiling finish consistent with Laundry Room ceiling: Minimum height is 8' 0" AFF.
15. *Atmosphere (All)*
16. Lighting
17. Minimum strip lighting
18. STC Rating
19. Minimum rating of 56 at corridor wall
20. Minimum rating of 34 at interior separation walls

See 440.00 Sound Transmission Coefficient (STC) for additional information.

1. *Systems (All)*
  2. HVAC
  3. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  4. Electrical
  5. Provide power outlets as required by equipment needs.
  6. Plumbing
  7. Provide a floor drain within the main laundry space.
  8. Provide trench drain at rear of washers within raised slab. See R&Rs Interior Design, 530.20 Laundry/Linen Storage for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=13800>

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## **Interior Design**

### **510.6 Recreation**

#### **510.60 Fitness Center**

A Fitness Center is required at all Comfort Suites hotels. In addition to the Rules and Regulations noted below, please refer to section 110.3 Comfort Suites Fitness Center and section 410.60 Fitness Center for Architectural requirements. For complete Fitness Center program information including the standards below, you can also refer to the Hot Topic & Key Brand Initiative on the Comfort Suites Brand page for details.

1. Materials
2. Floor
3. Wood look luxury vinyl tile or rubber flooring per current design package.
4. Base
5. Vinyl or rubber base
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Option 1: One wall to be approved accent painted wall with approved vinyl graphic. Mirrored wall to have approved wood look vinyl and all other walls to be brand approved neutral vinyl. Option 2: Previously approved for existing hotels: one wall to have an approved accent color and all other walls neutral OR all other walls can be neutral. Hotels must adopt option1 upon renovation.
9. Pre approved decorative framed mirrors or full height, full width wall mirror. Install from top of base to ceiling on the wall.
10. Door
11. Door and frame finishes per pre approved design package.
12. Ceiling
13. Smooth painted drywall or acoustical ceiling tile.
14. Atmosphere
15. Window Covering
16. Pre approved roller shades. Wood blinds are acceptable if existing.
17. Graphics
18. A posted notice pertaining to liability in compliance with all local, state, and/or federal codes must be located in clear view of guests.
19. Fixtures, Furnishings & Equipment Equipment to be commercial grade. Pre approved artwork per pre approved design package. Refer to the Reimaging Hub Inside Your Hotel for details on artwork requirements. Only approved artwork is permitted. See R&Rs Rules of Operation, 110.3 The Comfort Suites Fitness Center for FF&E items as well as operational requirements. See R&Rs Architecture & Engineering, 410.60 Fitness Center for architectural specifications. Top

## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=10000>

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## Architecture & Engineering

### 430.0 Administration

#### 430.00 Employee Break Room

1. *Design Characteristics*
  2. The Break Room must have a minimum of 115 SF unless existing conditions dictate otherwise.
  3. Locate in back of house area.
  4. Provide a minimum of 5' 0" long counter with sink.
  5. Provide full size refrigerator and microwave.
  6. Provide seating area with table and stacking chairs
  7. Provide base and wall cabinets
  8. Provide employee lockers
  9. Minimum ceiling height of 8' 0" AFF.
  10. *Atmosphere*
  11. Lighting
  12. Recessed or surface mounted lighting.
  13. STC Rating
  14. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  15. *Systems*
  16. HVAC
  17. Design as part of the central system depending on location.
  18. Electrical
  19. Coordinate power outlets with equipment locations. Provide additional outlets as needed. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.00 Employee Break Room for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=8700>

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## Architecture & Engineering

### 410.5 Guest Facilities

#### 410.50 Guest Laundry

1. *Design Characteristics*
  2. Locate in a central, first floor location for easy access.
  3. Minimum 100 SF. Allowed on upper floors in existing properties.
  4. Avoid adjacency to guestrooms.
  5. One facility required up to 100 rooms. . Additional laundry area is recommended as room count increases.
  6. Allow space for one (1) washer and one (1) dryer. Additional equipment required over 100 rooms
  7. Equipment to be commercial grade and coin operated.
  8. Provide wall mounted, coin operated dispenser of laundry detergent and fabric softener.
  9. Provide permanent wall hung counter that is able to fold against the wall if needed. Counter size is dependent upon room size and shape.
  10. Door with vision glass or full glass door with optional card reader
  11. Acoustical ceiling tile: height to be a minimum of 8' 0" AFF.
  12. *Atmosphere*
  13. Lighting
  14. Recessed ceiling light fixtures. Decorative lighting requires prior approval from Choice Hotels International.
  15. STC rating
  16. Minimum rating of 54 at public space walls and 60 at shared guestroom walls.
  17. *Systems*
  18. HVAC
  19. Provide continuous exhaust fan with noise control.
  20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  21. Electrical
  22. Provide convenience power outlet over counter for guest use.
  23. Provide power outlets per equipment requirements.
  24. Plumbing
  25. Locate a floor drain to prevent any ponding water. See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Interior Design, 510.50 Guest Laundry for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100&SectionID=3900>

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## Rules of Operation

### 150.0 Guest Amenities & Supplies

#### 150.2 Guest Room Amenities & Supplies

Quantity Item Logo Required Minimum One (1) **Wastebasket** Minimum 13 qt. No At least two (2) per bed **Drinking Cups** \*\* **Disposable, individually wrapped plastic or paper cups; minimum 7 oz. are required.** The cups are to be placed next to the ice bucket on the room tray. Glasses are prohibited. No Minimum Eight (8) Removable Hangers are required in all guest room closets. At least two (2) of the hangers must have standard bars and at least two (2) of the hangers must have skirt/trouser hanger clips.

Hangers must be manufactured from wood or heavy duty contoured plastic; wire or metal hangers are not permitted. A mixture of color and/or material is not allowed. No One (1) Ice Container: A minimum 3 qt. size insulated ice container with a lid and disposable, plastic liner must be placed on the room tray with the tumblers. Paper or cardboard containers are not permitted. No One (1) Each guestroom must have one brand approved In room Experience card. Yes One (1) One brand approved in room technology card.\*\* Yes One (1) **Room Tray:** The tray must be matched to the ice bucket package. Coffee accessories are not permitted on the room tray. No One set per phone

**Notebook or Notecard and Pen:** Until 12/31/2024, each guest room is required to have a Comfort Suites approved note pad or note card and pen. As of 1/1/2025, each guestroom must have a brand approved **note card and pen.** The note card must be placed face up along with the pen by a telephone in each room. Yes One (1) **Do Not Disturb Sign:** Each guestroom is required to have the currently approved Comfort Suites brand "Do Not Disturb" door insert or door hanger. The use of a "Maid Request" is not permitted. Yes **In Room Organizer:** In room organizers are prohibited (Optional but if provided) additional visible, collateral provided in the guest rooms will be limited to:

1. One "visitor" type, magazine or book, located on a table or desk top
2. One (1) hotel specific promotional piece [Ex. Brochure, tip card, Welcome letter.] Additional items may be present, but if present must either be placed in pockets of the GSD, bound into the GSD or placed in a drawer. Items in the GSD must not exceed the size of the binder No One (1) The approved **desk RE CHARGE DEVICE** is required in all guest suites. See R&Rs Rules of Operation, 150.3 Guest Suite Re Charge Device. Yes One (1) **Alarm Clock:** One brand approved alarm clock is required. The unit shall be located on the nightstand, but not attached. No Minimum Two (2) outlets \*\*Night Stand Re charge: \*\* A minimum of two (2) approved,

dedicated standard AC power source outlets must be available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Hot Topic on the Comfort Suites Brand page.

**One (1) Laundry Bag:** A laundry bag with the approved Choice Privileges graphic must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.

**Yes One (1) Refrigerator:** A counter height refrigerator is required. The refrigerator is to be UL (Underwriters Laboratory) approved or equivalent.

**No One (1) Microwave Oven:** It is required that a microwave oven approved by UL (Underwriters Laboratory) or equivalent.

**No One (1) Iron & Ironing Board:** Full sized ironing board and iron, located in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).

**No One (1) Coffee Maker/Brewer:** A single cup coffee makers/brewers that brew into a single cup is required.

**No Four (4) of each condiments;** 2 servings of regular tea, and 2 servings of decaf tea

**Coffee Condiments:** Non dairy creamer, sugar, sugar substitute, stir sticks and napkins for a minimum of 4 servings are required. Must also have a minimum of 2 tea bags, one regular and one decaf. Condiments must be presented on a coffee tray or in a basket.

**No Four Cup:** One (1) Decaf and One (1) Regular

**Single and dual cup:** Two(2) individual servings each of regular and decaf

**Coffee:** All in room coffee must be "Room with a Brew" coffee.

**Single cup makers :** At least two (2) servings of regular and two (2) servings of decaf must be provided. Must be presented on a coffee tray or in a basket.

**No Four (4) Hot Beverage Cups:** Brand approved, individually wrapped, paper Choice Privileges hot beverage cups are required exclusively for use as hot beverage cups. Two (2) per bed. They must be presented on a tray or in a basket. Glass mugs are prohibited.

**No Top**

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=1100>

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## Rules of Operation

### 110.0 Guest Facilities

#### 110.1 Public Restrooms

1. *Supplies* The following items are required for each stall:
2. A double roll toilet tissue dispenser or equivalent. An adequate supply of toilet tissue must be maintained.

3. Covered containers for sanitary napkin disposal at each stall in a unisex or women's restroom. In a single stall unisex or women's restroom, a covered waste receptacle can serve as the sanitary napkin disposal unit.
  4. Feminine hygiene products must be available in all women's/unisex restrooms. Items can be dispensed from a properly stocked vending machine or provided at no charge and presented in a basket or container, either in each stall or in the vanity area.
  5. *Hand Soap* Liquid soap in dispensers, convenient to all basins is required.
  6. *Hand Drying* Paper towel dispenser or electric hand drying devices and waste unit are required.
  7. *Waste Receptacles* At least one waste receptacle is required in each restroom. See R&Rs Architecture & Engineering, 410.14 Public Restrooms. Also See R&Rs Interior Design, 510.14 Public Restrooms and 510.7 Public Space Finish Standards. Top
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# **Comfort Suites Rules & Regulations by Categories**

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## **Outage**

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## **Rules of Operation**

### **110.0 Guest Facilities**

#### **110.5 Business Center**

All Comfort Suites properties must offer a Business Center with the latest computer software provided by Uniguest, which includes the brand approved home screen. Uniguest software must be provided on all computers in the business center. The business center must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.52 Business Center and furnished according to R&Rs Interior Design, 510.52. For properties whose contracts were executed prior to 1/1/2005, the business center requirement can be met by providing a dedicated room/enclosure or by offering a lobby or common area based desk or kiosk. All Business Centers are required to be equipped with the following:

1. Comfort Suites Business Center Personal Computer (PC) from Uniguest – Minimum one (1)
2. All PCs in the Business Center must be the current Comfort Suites Business Center configuration purchased from Uniguest which includes a standardized All in One CPU &Monitor, Keyboard, Mouse, Network Router and Cables. Multiple PCs are recommended as dictated by local market demand.
3. Printer – Minimum one (1)
4. All printers must be purchase from Uniguest and be network ready and available for use from all PCs. Printers must be laser format with output of at least 10 PPM. Printers can be either black & white or color. Multi function machines that copy/fax/print are strongly recommended.
5. Required Operating System, Browsing, and Business Software
6. Operating System
7. The required operating systems will be: Windows 7, Windows 8 or Windows 8.1 – all 64 bit, with minimum of 20GB of free hard drive space and 4GB (or more) of RAM. Processors must be 1.7GHz or higher.
8. Internet Explorer (version 10 or more current)
9. Microsoft Office
10. Microsoft Office (version 2013 or more current), including Word, Excel, and PowerPoint

11. Remote Printing All Comfort Suites are required to provide and maintain approved remote printing capabilities. Additional information can be found on the Remote Printing Tab.
  12. Required remote printing program is required to be purchased through Uniguest.
  13. Required components of the program are:
  14. Approved electronic key pad attached to, integrated with, or adjacent to the business center printer.
  15. An approved sign including information about printing instruction and business supplies must be presented in a black or acrylic frame and located in close proximity to the business center printer; at minimum, a black frame or clear acrylic frame must be used. The approved graphic is found on SmartMarketing and must be customized with hotel property code.
  16. The Brand approved "Here for your Business Needs" sign must be presented in a black frame or clear acrylic holder.
  17. Required Managed Business Center Software and Support All PCs must be equipped with the latest available Comfort Suites Business Center software from Uniguest. All properties must maintain active support contracts for each PC from Uniguest. Minimum initial contract term with Uniguest is 2 years, renewable in 1 year increments.
  18. High Speed Internet Access
  19. For business center PCs, an always on connection to the Internet is required, consistent with the CHI Midscale HSIA Brand Standard. For laptop users, wireless Internet access signal covering entire room or common area, consistent with CHI Midscale HSIA Brand Standard is required. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16500>

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## Interior Design

### 530.2 Housekeeping

#### 530.20 Laundry/Linen Storage

1. Materials
2. Floor
3. Vinyl tile or ceramic/ porcelain tile flooring.
4. Concrete flooring acceptable.
5. Base

6. Rubber or porcelain/ceramic tile base.
  7. Walls
  8. At minimum painted walls.
  9. b.Full height corner guards.
  10. Door
  11. Painted or stained door face to match guestroom door finish.
  12. Ceiling
  13. Smooth finish drywall or acoustical ceiling tile.
  14. Fixtures, Furnishings & Equipment
  15. Owner supplied carts See R&Rs Architecture & Engineering, 430.20 Laundry/Linen Storage for architectural specifications. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

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<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=9500>

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## **Architecture & Engineering**

### **420.0 Guest Suite/Room**

#### **420.00 Suite Room Mix/Types**

All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein. For existing and opened Comfort Suites hotels, evaluations will be performed at significant life cycle events – which may include but are not limited to renovations, relicensing, contract window and design exceptions or waivers granted based on individual properties' age, physical constraints and condition as well as product quality. All furniture, finishes, and fixtures shall comply with the brand approved Décor package in effect at the time of execution of contract, or other contractual event, or upon renovation, whichever is most recent.

1. *Room Mix*
2. Room mix depends on the specific market condition. Refer to the current prototype for guideline room mixes.
3. Accessible varieties of each room type must be designed in each project. Consult ADA standards and local governing codes for the correct number of accessible guest rooms to be included.
4. 100% of all guest rooms to be designated as "Non Smoking". See R&Rs Rules of Operation, 100.4. A. Number of Designated Rooms.

5. For new construction, shower – only bathrooms in single – bedded room types and bathtub in double – bedded room types, unless prohibited by existing conditions.
  6. *Guest Suite/Room Types*
  7. King suite is minimum 325 SF clear.
  8. Queen/Queen suite is minimum 370 SF clear.
  9. Minimum of 11' 6" clear width is required for all room types
  10. Alternate room types and sizes in existing properties are subject to Choice Hotel International approval. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=160.0&SectionID=4200>

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## Rules of Operation

### 160.0 Staffing & Training

#### 160.1 Organizational Management

1. *Staff Training & Development*
2. Educational Resources
3. Participation in the *Choice Hotels International* and Owner Association endorsed educational resources program is mandatory. Quarterly billing is \$375. 2. Choice Owner Orientation Program (Currently Onboard; formerly known as TLC and Launch)
4. 1. The owner or owners' representative of each new Comfort Suites must attend the Onboard program within 90 days after executing a franchise agreement.
5. Owner Orientation classes are offered monthly in live format. Classes are in person on the North Bethesda, MD or Scottsdale, AZ campuses of Choice.
6. Each attendee is responsible for his/her own transportation and incidental charges, as well as the \$1950 per attendee fee (subject to change) imposed by Choice for this training.
7. Non compliant hotels – Hotels will be placed into the Yellow Zone in the Performance Zones Program and may face a non compliance penalty of \$125/month until compliant or for up to 15 months whichever comes first. Refer to section 180.2 C for additional details on the Performance Zones Program. 3. Operations Certification Program (HOST)

Each Comfort Suites must have a minimum of one Operations Certified Manager on property that has successfully completed Choice's HOST Operations Certification program.

1. In the event of turnover, hotels are allowed 3 months for a new manager to earn the HOST certification. 1. Copies of both HOST and grandfathered HOST certificates can be obtained in the student account on ChoiceU.com. 2. The HOST operations certification program is offered online at ChoiceU.com. This program is comprised of self paced online programs, live online virtual workshops, and online exams. The cost of the Host program is \$1395 per attendee. Any time a certified Manager leaves, ChoiceU can provide transition assistance with the certification process. 3. Hotels failing to meet the HOST Operations Certification Program standard may be placed in Yellow Status under the Performance Zone Program. Hotels may face a non compliance penalty of \$250/month until a replacement associate gains certification. Please ensure that all HOST Certified Managers employed at your hotel keep their ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how the certification is tracked and reported. Refer to section 180.2 C for additional details on the Performance Zones Program. 4. Human Trafficking Prevention Training
    - a. As of 6/1/2024, a minimum of one (1) brand approved Human Trafficking notice poster is required in a back of house location. The poster must be accessible/visible to all team members and cannot be visible to guests.
    - b. Each property hotel owner(s) and/or management level designee is required to complete the ChoiceU Human Trafficking Prevention training module on ChoiceU before 05/31/2024 to meet Choice's compliance requirement. The certification must be renewed every twelve months. Starting with the May 2024 Performance Zones scorecard, non compliant hotels will be placed into the Yellow Performance Zone. As of 9/1/2024, a quarterly \$500 non compliance fee will be charged to hotels that do not comply with this brand requirement. Top
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## Property Website Guidelines

### URL:

<https://apps.choicecentral.com/ccweb/content/resources/ecom/PropertyWebGuidelines.html>

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Printable Version

## Property Website Guidelines

*Download a PDF version.*

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I. Purpose and Scope Choice Hotels International, Inc. (“Choice”) establishes these domestic Property Website Guidelines (the “Guidelines”); to help you, the Choice franchisee, in adopting and adhering to Choice’s online brand standards as well as basic website design best practices. Choice’s brands have become symbols of service and value worldwide. Our brands are important assets in your traditional marketing efforts and now on the Internet. The tremendous growth of online distribution channels and today’s multi channel marketing model require the introduction of unified brand standards across all media. In addition, Choice’s trademarks and service marks (collectively “Marks”) are some of its most important assets, conveying to the public a level of excellence they have come to associate with and expect from Choice’s brands. Building strong brands, one of Choice’s central goals, through uniform and consistent use and defense of its Marks, ensures the Marks will grow in equity, strengthening the recognition by, and attractiveness to, consumers and franchisees. These Guidelines represent Choice’s requirements and industry best practices for managing and maintaining your property’s website, and will help you take full advantage of the Internet as a powerful distribution and marketing channel. [back to top](#)

II. The Property Website Smart distribution is all about benefiting from the Internet as a key direct to consumer distribution channel and positioning your hotel at all possible “touch points” of interaction with the online customer. Direct Online Distribution channels include:

- [www.ChoiceHotels.com](http://www.ChoiceHotels.com) including hotel Property Pages
- Regional co op websites (e.g. <http://carolinashotels.ChoiceHotels.com>)
- Property websites, as appropriate You may find that your hotel does not need a property website. Hotels with extensive services (banquets, packages, wedding services, etc.), hotels in primary destinations (San Diego, Orlando, New York) and properties with a budget for both website development and marketing are the primary candidates for a property website. Limited service and/or drive to hotels, hotels located outside primary and secondary destinations and those with limited marketing budgets may benefit most from using their Property Page on ChoiceHotels.com as their primary website and focusing their marketing dollars on driving business to the Property Page or to the hotel directly.

### **Developing Your Property Website**

When doing research on the Internet, leisure travelers typically look for area attractions and family accommodations. Business travelers tend to look for directions and high speed Internet access in their rooms. Meeting Planners look for seat capacity charts and an RFP. Since a visit to the property website may be the “last point of contact” with the customer before arriving at the hotel’s door, the look and content of your website may be critical. The property website should:

- Serve as a 24/7 sales and customer service office;
- Use the Choice brand Marks properly to communicate a consistent Choice brand image;
- Adhere to the Rules and Regulations of the Guidelines; and
- Encompass the essential elements of a revenue generating website: user friendliness, search engine friendliness and travel booker friendliness.

**III. Property Website Requirements** The following requirements apply to all independent property websites. They do not apply to management company websites.

1. **Domain Name Policy:** A dedicated Choice property website must comply with Choice’s Domain Name Policy. The full policy is available on ChoiceCentral at <http://apps.choicecentral.com/ccweb/content/resources/ecommerce/domname/DomainPol.html>.
2. **Booking Engine:** Reservations made from your property website must be routed directly to a Choice branded booking engine. Franchisees may not use a third party booking engine. Cross selling non Choice brand hotels through your property website is also prohibited.
3. **E mail Addresses:** E mail should be directed to the hotel, not to a third party, (such as the firm that developed the property website). Wherever possible, all hotel e mail addresses used for customer correspondence through the property website should use only the official domain name approved by Choice (e.g. [msmith@comfortinngaslamp.com](mailto:msmith@comfortinngaslamp.com)).

**4. Logos and Logo Usage:**

- The brand logo, including the tagline “BY CHOICE HOTELS,” must be featured in a prominent location on the homepage and on every page of the property website. Logos can be downloaded from ChoiceCentral or ChoiceMarkit.com.
- For GM’s, hotel owners and qualified vendors, you may select the appropriate brand from the Brands menu on ChoiceCentral > Click on the “Company Logos” tab > Click on “Login to ChoiceMarkit.com” to be automatically logged into ChoiceMarkit.com. Or, you may log in directly to ChoiceMarkit.com. Online/Web Usage Logo Standards are available on ChoiceCentral.
- For Webmasters and all others, you must register with Choicebuys.com to obtain a temporary password and login to ChoiceMarkit.com to access the images. These passwords and logins are only valid for a very brief period of time. Once you receive them, please download the desired files as soon as possible.
- Follow this path to retrieve the image files:
  - Click on the “About” link in the blue bar at the top of the homepage > Click on Downloadable Logos > Choose your Vendor Status and click “Continue” > Read the Terms & Conditions and Click the “I Accept” button; fill out the application form and click “Submit”.
  - Your temporary login and password to ChoiceMarkit.com should be emailed to you within five business days.
  - When you have your password for ChoiceMarkit.com: Click on “Choice Logos” under the Choice Assets tab at the bottom left side of the page > Click on “Web” > Click on “Single Brand Logos”. Here you will see a drop down box. Scroll down to your brand and click on it. Lastly, click on the word “small” to view your downloadable logos.

**5. Creative and Design Standards:** The property website must incorporate the core creative elements of the current Choice marketing campaign (for example, the yellow banner). Please place the yellow banner for your brand on your independent website. This banner may not contain any links, logos or additional slogans. Please note that the Choice campaign artwork (banner) cannot be resized or changed in any way. Your brand’s yellow banner is available to download from ChoiceMarkit.com under Choice Assets > Web Banners.

**6. Choice Privileges ® Rewards Program:** The main navigation of the property web site must feature a link to the Choice Privileges® rewards program on ChoiceHotels.com. The link can be designed to open in a new browser window. You may not provide your own description or details on the program.

**7. Best Internet Rate Guarantee:** The property website must feature Choice’s Best Internet Rate Guarantee. You may link directly to the Best Internet Rate Guarantee on [www.ChoiceHotels.com](http://www.ChoiceHotels.com), at <https://www.choicehotels.com/deals/best rate>. This link can be designed to open in a new browser window. If you are using a third party booking engine, you may not use the Best Internet Rate Guarantee.

**8. Privacy & Security Information:** Property websites should provide customers with privacy and security information. Property websites may NOT be linked to the Choice Hotels Privacy & Security Policy featured on [www.ChoiceHotels.com](http://www.ChoiceHotels.com).

Instead, the property website should contain its own localized privacy and security policy.

9. **Website Navigation:** All property websites must feature a consistent, tiered navigation based on the guidelines in Section IV.
- **Website Content:** All content (including hotel descriptions, destination information, etc.) featured on the property website must be significantly different from the content (including hotel description, destination information, etc.) featured in the hotel's Property Page on ChoiceHotels.com and the individual Choice brand website. Property websites that duplicate content found on ChoiceHotels.com or the Choice brand websites can cause the property website, as well as ChoiceHotels.com, to be banned by search engines. For information on Google's content policy, see <http://www.google.com/intl/en/webmasters/guidelines.html>. Copying or 'scraping' destination content (e.g. current events, destination overviews, maps, point of interest listings and descriptions, etc.) featured on the hotel Property Page and on ChoiceHotels.com is a violation of Choice's licensing agreements with content providers
- **Owner/Operator Information:** All property websites using a domain name under the Choice Domain Name Policy must include the following disclaimer on the homepage: *This website is owned and maintained by [Franchisee's Legal Name], a licensed user of certain proprietary trademarks and service marks of Choice Hotels International, Inc.*

#### **Property Website: Required Elements**

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## IV. Property Website Best Practices

### **A. Booking Engine**

To build your booking engine links, use your specific brand within your link. For example, if you are a Comfort Inn® hotel, your link will contain: "comfort inn hotels" embedded in it. Brands to be used in your link structure include: Ascend Hotel Collection®: ascend hotels Cambria® hotels & suites: cambria hotels Comfort Inn®: comfort inn hotels Comfort Suites®: comfort suites hotels Clarion®: clarion hotels Econo Lodge®: econo lodge hotels Mainstay Suites®: mainstay hotels Quality Inn®: quality inn hotels Rodeway Inn®: rodeway inn hotels Sleep Inn®: sleep inn hotels Suburban Extended Stay Hotel®: suburban hotels To link to your Property Page homepage on ChoiceHotels.com (recommended), use this format: <https://www.choicehotels.com/florida/miami/cambria-hotels/flc06> To link to the Rates Page (Availability) of your Property Page, use this format: <https://www.choicehotels.com/new-york/new-york/ascend-hotels/ny424/rates> To link to the Rates Page of your Property Page and save all reservation parameters/information (this is the most complex method), use this sample format: <https://www.choicehotels.com/california/san-luis-obispo/quality-inn-hotels/ca702/rates?checkInDate=2015%2007%2030&checkOutDate=2015%2008>

04&adults=2&minors=1 Important: This linking method is to be used with a Booking Widget or GUI and requires that additional information be submitted: brand (e.g. comfort suites hotels, mainstay hotels) hotel code (e.g. FL445) checkInDate (yyyy mm dd format e.g. 2015 09 15) checkOutDate (yyyy mm dd format e.g. 2015 09 17) adults (adults=# format e.g. adults=3) minors (minors=# format e.g. minors=1) To link directly to Choice Privileges®, use this format: <https://www.choicehotels.com/choice privileges> To link directly to Best Internet Rate Guarantee, use this format: <https://www.choicehotels.com/deals/best rate> There are many benefits to linking to the ChoiceHotels.com booking engine from your property website, including:

- Consistent rates and inventory. Ensures your customers see the same rates and inventory they see on your hotel Property Page and through other Choice distribution channels.
- Efficient and reliable booking experience. The ChoiceHotels.com booking engine was designed based on Internet best practices and extensive customer and competitive research.
- Customer Service. If your guest has a follow up question or needs to change a reservation, it can be done easily and efficiently on ChoiceHotels.com or through 800 4CHOICE, because the booking will reside in the Choice Central Reservation System (CRS) for easy retrieval.
- Consolidated Reporting. Your monthly eCommerce & Reservations Activity Dashboard report includes bookings that originated from your property website. Listed under Referring Website Summary, you will see your property website URL to better track the effectiveness of your property website.
- No Transactional Fee. The booking is handled on your behalf, with no impact to your property resources, and there is no transaction fee. [back to top](#)

## B. Link to the Brand Website

It is strongly suggested that the property Website homepage features a link to the Property Page (e.g. to <https://www.choicehotels.com/maryland/rockville/cambria hotels/md271>). The link must not be placed in JavaScript or flash. Popular placements of these links are in the logo or footer of the property website homepages. These links help build link popularity to your Property Page website which drives direct search engine traffic and generate direct bookings for your property. [back to top](#)

## C. Property Website Navigation

### 1. Background

A well functioning and user friendly website calls for clearly defined and well constructed multi tiered navigation. According to a recent eMarketer survey, Internet users site easy website navigation as an important website feature. Based on the hotel strategy, product mix, and target audience, the website navigation should reflect a two, three or four tier navigation structure. Each tier represents an order of authority that helps layout the organization of the website. By using a tiered structure you can arrange the navigation in such a way that it moves users comfortably and easily toward a set of services, including

the reservation process. Poorly designed navigation will inhibit your ability to turn lookers into bookers. The graphics on the next page help illustrate a tiered navigational structure.

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## *2. Definitions*

The navigational architecture of a site is comprised of navigational tiers defined as global, sub navigation and support navigation.

- **Global Navigation:** This navigational tier stays consistent throughout the website and divides the site into sections (for example, Hotel Services, Area Information, Groups & Meetings). Each of the sections found in the global navigation usually contain multiple pages or features. Global navigation is typically a highly visible, easily recognizable horizontal line of links, located at the top of the page.
- **Sub Navigation:** This navigational tier is available only once one of the global navigation sections has been selected. The sub navigation tier organizes the multiple pages or features of a global navigation section, making it easy for users to access information. The location of sub navigation should be consistent throughout the site. It is usually found as a list of links on the right or left side of the page.
- **Support Navigation:** This navigational tier is usually located at the bottom of every page and consists of links to standard site features such as the Brand Site (required), Site Map, Privacy & Security Policy (required), etc. **Property Website: Navigation Map Examples** [back to top](#)

## *3. Customer Segmentation*

Knowing who your website visitors are is an extremely important consideration when conceptualizing and designing your hotel website. After all, addressing your audience and providing them with relevant information is one of the key aspects of any hospitality site. Different customer segments should easily identify areas on the site that “speak to them.” For example, a corporate traveler should be able to find a section named “Business Travel” or a similar section describing features the hotel has to offer them, from high speed Internet to free newspapers, breakfast and parking. It is a matter of perspective on what is truly important to the customer. Different characteristics of the property can appeal to different customer segments. For example, a business traveler choosing a hotel may be influenced by the availability of a function room, high speed Internet access or proximity to an area corporation, while a leisure traveler may find the same hotel a great location for area attractions. Basically, same hotel, same destination, different purpose. Your own hotel staff can be good sources of information about what customers like most about your location. Don’t overlook these valuable resources! You may want to identify the following key customer segments from your total customer base: Leisure XX% Business XX% Meetings/Groups XX% Total 100% If any of the property key customer segments amount to 10% or more of your overall business, you may want to represent this segment on the global navigation of your property website. Furthermore you may want to identify any business that you received from the following group travel segments in the past 12 months:

- Corporate Meetings

- Weddings
- Special Events
- Other These steps will help you analyze your group market and whether you need to address specific group market segments on the global navigation (e.g. have separate Weddings section, as well as a Meetings section). [back to top](#)

#### *4. Navigational Elements*

The following navigation map provides an example of a three tier navigation model, based on industry best practices. This recommended navigation model includes several required elements, which are asterisked. *Recommended Global Navigation Sections* **Home:** Links to the property website homepage. **Reservations:** See Section E, linking to the ChoiceHotels.com Booking Engine. **Rewards Program:** Links to the Choice Privileges® Rewards Program. **Best Internet Rate Guarantee:** The Homepage will also feature a link to the “Best Internet Rate Guarantee” (Note: The Best Internet Rate Guarantee can be part of the global navigation OR be prominently displayed throughout the site). **Hotel Services:** Links to detailed information about the hotel’s amenities and services. **Area Information:** Links to information about the hotel’s location, things to do, points of interest, nearby businesses, area transportation, etc. The following section provides sample sub navigation for this section. Please note: You cannot use destination content (local events, area overview, maps, etc.) from your ChoiceHotels.com Property Page on your property website. This content has been licensed by Choice from various content providers and it is a violation of Choice’s licensing agreement to use the content on property websites.

**Meetings & Groups:** For hotels with meeting and group facilities. Links to detailed information on group programs, meeting facility descriptions, capacity information and room layouts. **Specials & Packages:** Links to information on any specials and packages the hotel may offer. Based on their possible importance to overall revenues, the hotel may decide to add additional sections to the global navigation, such as “Weddings,” and “Group Planning,” etc. *Recommended Sub Navigation* Because sub navigation is dependent on the global navigation, it will vary from site to site. The following are sample sub navigation elements for the recommended global navigation sections listed above. Not all global navigation sections may need a sub navigation menu. Global Navigation Section Recommended Sub Navigation Elements **Home** Sub navigation is not necessary for the homepage. If you choose to design the homepage with sub navigation, recommended elements include: Photo Gallery Virtual Tour Maps & Directions Career Opportunities Press Room **Reservations** Reservations made from your property website must be routed directly to a Choice branded booking engine. (For example: link to your property’s reservation page: [https://www.choicehotels.com/california/del mar/clarion hotels/ca330](https://www.choicehotels.com/california/del-mar/clarion-hotels/ca330)). **Rewards Program** No sub navigation needed links to Choice Privileges® rewards program **Best Internet Rate Guarantee** No sub navigation needed links to Best Internet Rate Guarantee information on ChoiceHotels.com **Hotel Services** Services and Amenities Room Descriptions/Accommodations Virtual Tour Photo Gallery Business Travel Family Friendly Travel **Area Information** Quick Area Guide Things to Do in the Area Calendar of Events Area Attractions Museums Shopping Business Services Area Corporations Area Universities Medical Centers Maps & Directions **Meetings & Groups** Meeting Rooms Room Capacity Chart Catering Menus Meeting/Event Planner RFP Hot

Dates Calendar Group Policy **Specials & Packages** No sub navigation needed unless the hotel has an extraordinary number of specials and packages, requiring them to be categorized *Recommended Support Navigation:* **Brand Website:** Links to information about the hotel brand on ChoiceHotels.com. For example “About Comfort Inn®”, would link to <https://www.choicehotels.com/comfort inn>. **Privacy & Security Policy:** Links to your website’s privacy and security policy. This should not link to the ChoiceHotels.com Privacy & Security Policy. **Contact Us:** Links to hotel owner/operator information. If this page features an e mail address for contacting the hotel directly, please refer to Rules and Regulations section. **Site Map:** Links to a “table of contents” for the website, which shows users how the site is organized. It should also provide links for both the global navigation and the sub navigation for each global navigation section.

## 5. Search Engine Optimization (SEO)

*Free (Organic) Optimization* Your website’s source code should contain meta data that includes a title tag, meta description and meta keywords that help search engines locate your website. *Best Practices*

- The only type of authorized redirect to a ChoiceHotels.com page from any outside domain, webpage or web property is a status code 301 server side (permanent) redirect.
- Do not link to ChoiceHotels.com using URLs that have been copied from your address bar and placed on your site. Instead, please use the static links provided in the previous Property Website Best Practices sections A. Booking Engine and B. Link to the Brand Website
- Metadata may not contain trademarks that belong to others (i.e., Disneyland, Disneyworld, Los Angeles Lakers, etc.)
- The title tag and meta description are the only meta tags that have any value within the search engines.
- The title tag and meta description carry the same theme, support each other and support the webpage content.
- The Title Tag ():
  - The title tag of a page should contain keywords found in the visible marketing text on that page since search engines consider exact matches between page title tags and the page content to be most relevant.
  - The title tag should be no more than 70 characters including spaces.
  - The title tag should not repeat the same keyword more than twice.
  - The title tags must not be a word for word duplication of the headline tag.
- Meta Descriptions:
  - Meta description should be well written, descriptive text that includes your primary keywords.
  - Meta description should not repeat the same keyword phrase excessively.
  - Meta description should be no more than 155 characters including spaces.
  - Meta description should support the body content.
- Meta Keywords:

- Meta keywords should not repeat the same keyword term excessively.
- Meta keywords should contain terms that are two or more words in length.
- Meta keywords should be no more than 250 to 400 characters.
- Meta keywords should support the theme of the title and description tags.
- Meta keywords must also be contained within the body text.
- Meta keywords carry little weight in the search engines. Do not spend an excessive amount of time on them.
- Content:
  - Write to entice, guide and lead your audience.
  - Include keywords in a natural manner in the main copy where appropriate without stuffing the copy full of words. *Other SEO Guidelines*
- Do not copy Property Page text.
- Research your keywords. Use [freekeywords.wordtracker.com](http://freekeywords.wordtracker.com) or the tool on [keyworddiscovery.com](http://keyworddiscovery.com).
- Include a site map in your property website. Not only will a site map help search engines find all the pages of your site, it can also make your site more user friendly.
- Submit your site only once to the search engines and wait for at least six weeks before resubmitting. Do not use automated submission tools.
- Do not develop your site entirely in Flash. Search engines do not index these types of websites very well. If you use Flash, incorporate html text in the site as well so it can be easily indexed by search engines.
- Do not spam. Avoid tactics such as hidden text, blatant keyword repetition, doorway pages, mirror pages, cloaking and link farms.
- Be patient; it can take a while for search engines to re index or crawl your site. *Paid Search (Text Ad) Guidelines*
- Do not purchase trademarked terms (e.g., Disney, MLB, NASCAR, etc.).
- Do not use trademarked terms in the ad copy without authorization.
- Do not use a form of any Choice brand name in the ad copy, for example, "Stay at our comfortable hotel." Or "Quality service is top on our list." *Search Engine Optimization Resources* The following free websites are good sources of information about search engine optimization and search marketing:
  - [www.searchenginewatch.com](http://www.searchenginewatch.com)
  - [www.searchengineland.com](http://www.searchengineland.com) back to top

## [6. Website Hosting](#)

In selecting a hosting provider, consider the following:

- **Platform Technology:** The most popular technologies for hosting providers are Microsoft based (NT/200X) or UNIX based (including LINUX). Depending on the technology that is used to develop your web presence, make sure that your hosting provider supports that technology.
- **Speed:** There is nothing more frustrating on the web than waiting for a website to load. These factors contribute to the speed of the website:

- ***Connection Speed:*** Make sure that the hosting provider sits on a high speed backbone and has adequate network bandwidth.
  - ***Server Speed:*** Make sure that the hosting server CPU is one of the faster ones on the market (Intel P4, AMD64 or better) and has adequate RAM (512M or better).
  - ***Shared Server:*** Make sure that there are a limited number of shared sites hosted on the hosting server (25 or less).
  - ***Security:*** If you plan to use any forms to collect any customer information, you must employ Secured Socket Layers (SSL). Your hosting provider must have the capability of supporting SSL.
  - ***Reliability:*** It is important that the hosting provider guarantees uptime for the server at 99% or better. This will prevent the message “404 website not found” from displaying. Also, make sure that the hosting servers are being monitored for uptime.
  - ***Customer Service:*** Most hosting providers provide 24/7 customer support. Make sure that the hosting provider is geared to meet your customer service needs.
  - ***E mail Support:*** Since Choice prefers that your email account is hosted on your domain name (e.g. jsmith@comfortinngaslamp.com), your hosting provider must also provide email support.
  - ***Other Factors:*** Other questions to ask while selecting a hosting provider are:
    - How long have you been providing hosting solutions? Is your company dedicated to web hosting? If not, what other services does your company provide?
    - How many sites do you currently host? What are their ranges in size?
    - What backup and restore facilities do you have? Do you provide redundant backups and multiple networks to increase uptime? What about disaster recovery? Are your servers stored in disaster proof spaces?
    - How fast is your company growing?
    - How financially stable is your company? What is your source of funding?
    - Does your company provide competitive pricing? Is the pricing scalable?
- [back to top](#)

## D. Content Recommendations

### 1. Background

Website content (hotel descriptions, destination information, etc.) plays an essential role in promoting your hotel and its services to web customers and the search engines. The content describes hotel products, features, services, amenities, and local destination information. The content should be truthful and written in short, descriptive sentences. Today's search engines value the descriptive body text found on web pages. The body text must contain relevant keywords and phrases (destination and product related) and permeate throughout the website. Search engines rate body text as the only truthful source of descriptive data on the website. Search engine optimization experts constantly reiterate that body text is the most important factor for getting high rankings. Please note, text contained within a graphic is not read by search engines. [back to top](#)

## *2. Recommended Content*

*Your Property Website Homepage* The text on the homepage should be a minimum of three paragraphs with each paragraph containing three sentences. The optimal length is a minimum of 200 to 250 words.

- **Heading:** The [hotel name], a [city name] hotel near [closest keyword to the property, as long as the keyword is not a trademark] or [Hotel name], a [city name] hotel near [closest keyword to the property, as long as the keyword is not a trademark]
- Headings should be enclosed in an H1 HTML tag.
- **First Paragraph:** Description of the hotel location (e.g. Our hotel is located in downtown Buffalo, New York, 5 miles from I 87 and only 10 miles from the Buffalo International Airport.).
- **Second Paragraph:** Describe of the most important characteristics of the property (e.g. caters to convention attendees next to the Buffalo Convention Center, etc., as long as the description does not use a trademark. For example, you could not say "next to DisneyWorld").
- **Third paragraph:** List the most important features and amenities (e.g. 120 guestrooms and 3 family suites, heated swimming pool, 2,500 square feet of meeting space, etc).
- **Imagery:** Feature photos (perhaps 3-4 images that change when the page is refreshed) of the destination and exterior of the hotel (no bathroom shots on the homepage, please).
- **Possible Sub Navigation**
  - Photo Gallery
  - Virtual Tour
  - Maps & Directions (see content sample below)
  - Career Opportunities
  - Press Room
- **Sample 'Maps & Directions' Content**
  - Full Address of the Hotel (people use it to map out their itinerary on Google)
  - Area Map with the hotel clearly marked
  - Driving Directions to the hotel:
    - From all Interstate Highways
    - From North, West, South and East
    - From all area Airports and other major transportation hubs (train, bus, etc.)
- *Reservations* No content development needed. *Rewards Program* You cannot create your own content for this section. You must link to the Choice Privileges® rewards program. *Best Internet Rate Guarantee* No content development needed. Link to the Choice Hotels' Best Internet Rate Guarantee information on ChoiceHotels.com. *Hotel Services Page*
- **First Paragraph** Explain why people should choose your hotel (focus on location and amenities)

- **Second Paragraph** Key audiences which are the key market segments you cater to: business travelers, groups, travelers along I 95, families visiting Six Flags, etc. Provide a short paragraph dedicated to each key market segment.
- **Next Paragraph** Describe your staff: professional, friendly, courteous, speaking foreign languages (if any), etc.
- **Imagery:** Photos featuring the hotel exterior and common areas, smaller images featuring the lobby, swimming pool, meeting room, restaurant, fitness center, suites, etc.
- **Possible Sub Navigation**
  - Services and Amenities
  - Room Descriptions/Accommodations
  - Virtual Tour
  - Photo Gallery
  - Business Travel
  - Family Friendly Travel
- **Sample 'Room Descriptions/Accommodations' Content**
  - First Paragraph: Describe the type of accommodations your hotel provides (e.g. family rooms, executive suites, etc), and number of rooms and suites.
  - Second Paragraph: Describe the different room types, the in room amenities and square footage for each room type.
  - Imagery: Photos should be accommodations related.
- **Sample 'Business Travel' Content**
  - First paragraph: Describe that you are a “business travel friendly” hotel and provide the location along with related reasons why a business traveler should stay at your hotel (e.g., located in the center of the Buffalo Business District, as long as your description does not contain a trademark).
  - Second paragraph: Describe the key features and amenities your hotel offers that are important to the business traveler (e.g. high speed Internet access, business center, meeting rooms, etc.), and list the complimentary things you offer (e.g. free parking).
  - Imagery: Photos should be business travel related (executive suite, business center, meeting room, stock photos of business people no families and children).
- **Sample 'Family Friendly Travel' Content**
  - First paragraph: Describe your hotel as a “leisure traveler friendly” and “family travel friendly” hotel and show reasons why leisure guests should choose your hotel (e.g. near amusement park, swimming pool, walking distance to restaurants/shopping, etc). List three to five of your closest attractions, as long as they do not contain a trademark.
  - Second Paragraph: List the leisure features and amenities at the hotel. Describe those you believe are important to your leisure guests (e.g. swimming pool, free breakfast, etc.).

- Third paragraph: Quick Area Guide. List additional area attractions, convenient restaurants, etc., with distances from the hotel. Avoid long bullet lists by using multiple columns.
- Imagery: Photos of the destination, leisure oriented photos (swimming pool, breakfast buffet, family room, etc.). *Area Information* Depending on your target markets, you may have the following sub navigational items under this section:
  - Quick Area Guide
  - Things to Do in the Area Note: Hotels can not use licensed area guide content displayed on their ChoiceHotels.com Property Page
  - Calendar of Events Note: Hotels can not use licensed local event content displayed on their ChoiceHotels.com Property Page
  - Area Attractions
  - Museums
  - Shopping
  - Business Services
  - Area Corporations
  - Area Universities
  - Medical Centers
  - Maps & Directions *Meetings & Groups*
- **First Paragraph:** Describe that you are a “meeting planner friendly” and/or “group planner friendly” hotel and provide a reason why a meeting/group planner should choose your hotel (e.g. three state of the art meeting rooms with a total of 2,500 sq. ft. of function space).
- **Second paragraph (if applicable):** Corporate Meetings. Describe type of meetings the hotel handles best.
- **Third Paragraph (if applicable):** Special Events. Describe type of special events the hotel handles best (anniversaries, receptions, etc).
- **Fourth Paragraph (if applicable):** Groups. Describe type of groups the hotel handles best.
- **Imagery:** Photos should be meeting and group related (meeting rooms, receptions and events, stock photos of meetings or groups, etc).
- **Possible Sub Navigation**
  - Meeting Rooms
  - Room Capacity Chart
  - Catering Menus
  - Meeting/Event Planner RFP
  - Hot Dates Calendar
  - Group Policy *Specials & Packages* If your hotel sells packages, you may list them here.
  - Short introductory paragraph describing the types of specials and packages the property offers.
  - List of the specials and packages featuring:

- Short description of each package.
- Prices or rates (rate from or rate range) for each package.
- Provide a toll free hotel phone number for customers to call to book your property packages and any special hotel only promotions. *Brand Website* No content development needed. Just link to the brand website. For example, [www.comfortinn.com](http://www.comfortinn.com). *Privacy & Security Policy* Develop your own content. You may NOT link to the ChoiceHotels.com Privacy & Security Policy. *Contact Us*
- Exact Address of the Property
- Customer Service
- Contact us by e mail
- Contact us by phone
- Reservations Information
- Online reservations (link to the Choice Hotels Reservations System)
- Reservations by phone you can list the 800 4CHOICE phone number as it is the lowest cost to you and does not include transaction fees. This number does not apply to special property packages, except for Park and Fly.
- Group Reservations Provide a hotel phone number or e mail form.
- Frequently Asked Questions this is optional and can include commonly asked questions and answers regarding the following:
- Reservation Confirmations, Deposit and Guarantee Policy
- Cancellations and Charges
- Payments and Other Charges
- Hotel Information
- Special Services
- Early Check In
- Facilities for Guests With Disabilities
- Pet Policy *Site Map* Provides a “table of contents” for your site, with links to all the global navigation sections and the corresponding sub navigation. back to top

#### **E. Other Website Design Best Practices**

- Avoid Intro/Splash Pages. The first page people should see when they land on your property website is the homepage. If you do provide an intro, give the user the option to skip it.
- Avoid a website built entirely in FLASH. Search engines cannot index FLASH, which means your property website will be “invisible” to them.
- Website copy must be in HTML text format and must contain relevant keywords and phrases to achieve optimal “keyword density” and relevancy for the search engines. Pages should be rich in written content (easy to read, short paragraphs, bullet points,), and include images.
- Overuse of images, or images larger than 25k can slow the download speed.
- The property website should have a consistent multi tiered navigation map that allows for easy navigation. The travel user should not feel “lost” on the site and

should be able to quickly move from one section to the other and access all important features of the site quickly and easily.

- Remove pop up windows when linking to Choice's websites for booking purposes. Linking to Choice's websites with pop up windows will negatively affect the ability to report referring information. Also, Software on many computers prevent pop up windows which in turn impair your site from even loading onto the page. Many ISPs and anti spam software applications do not allow pop ups of any type. Pay per click services do not allow URLs with pop ups to be used for sponsored links. Search engines do not crawl most JavaScript code that generate pop ups.
- Browser compatibility make sure your site is compatible with multiple browsers like Internet Explorer, Mozilla, Safari and Firefox. back to top

## V. Qualified Vendors

### A. Web Design & Internet Marketing

For a current list of vendors, please see [www.ChoiceBuys.com](http://www.ChoiceBuys.com). Quick link:  
<http://apps.choicecentral.com/choicebuys/vendors/cat/index.asp?Cat=34> back to top

### B. Web Photography & Virtual Tours

For a current list of vendors, please see [www.ChoiceBuys.com](http://www.ChoiceBuys.com). Quick link:  
<http://apps.choicecentral.com/choicebuys/vendors/cat/index.asp?Cat=35> back to top

VI. Contact Us If you have questions, please contact Data & Channel Management at 1 866 953 4570 or visit the eHelp Service Portal. back to top

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### Choice Hotels | Comfort Suites - Rules & Regulations

#### URL:

[https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=420.1&SectionID=9700](http://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=420.1&SectionID=9700)

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## Architecture & Engineering

### 420.1 Guest Bath

#### 420.10 Guest Bath

1. *Design Characteristics*
2. Minimum size of 50 SF.

3. Single compartment bath including shower or bath, free standing vanity, and toilet.
  4. Shower with frameless glass door per Architectural specifications may be provided in single bedded rooms and suites.
  5. Bath tubs are required in double bedded rooms and suites.
  6. Minimum 30" w x 60"" shower pans. Minimum 30" W x 60" L tubs.
  7. Vanity to be a minimum of 4' 0" long. Alternate lengths may be permitted based upon existing conditions.
  8. Vanity countertop to be granite or quartz at a minimum.
  9. Tub surround to be decorative cultured marble at minimum. One piece fiberglass tub/ surround unit is prohibited.
  10. Tub and shower surround to be a full height above tub and shower pan for ceiling heights up to 7' 6".
  11. Facial tissue dispenser to be displayed in an approved tissue box. Dispenser located in vanity apron is subject to approval by Choice Hotels International based on existing conditions.
  12. Smooth finish drywall ceiling: height is a minimum of 7' 6".
  13. *Atmosphere*
  14. Lighting
  15. Decorative vanity light or lighted mirror
  16. Ceiling mounted fixtures for general lighting
  17. STC Rating
  18. Minimum rating of 34 at Guest Room Bath to Guest Room partition wall
  19. Minimum rating of 51 at Guest Room Bath to corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
  20. *Systems*
  21. HVAC
  22. Through the roof exhaust fan, unless prohibited by existing conditions, switched independently from the light fixture.
  23. Electrical
  24. Provide a convenience outlet to accommodate appliances above the vanity splash block.
  25. Plumbing
  26. A minimum of two (2) to five (5) gallons of hot and cold water must be accessible to all guest rooms and back of house areas upon demand.
  27. Pressure must be designed to maintain maximum capability during peak use at 100% capacity.
  28. Hot water must maintain 115o F during peak use hours or per code requirements.
  29. Telecommunications
  30. Recommend wall mount telephone in accessible baths See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications. Top
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## Complaint Management Process

### URL:

[https://apps.choicecentral.com/ccweb/content/resources/resserv/voiresdis/Case\\_Management\\_Process.html](https://apps.choicecentral.com/ccweb/content/resources/resserv/voiresdis/Case_Management_Process.html)

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Printable Version

## Complaint Management Process

The best way to handle a guest complaint or concern is when it happens and before the guest leaves your hotel. But, we know that there are some situations, where guest issues are not resolved. These can involve several areas, including brand standards, health or safety concerns, cleanliness, improper billing, or staff concerns. To help meet your guest's needs promptly, without causing additional frustration in these situations, Choice's Customer Relations team will now handle all escalated complaints on the first call, without requiring you to intervene. This means that:

1. You will no longer need to respond to complaints in 72 hours
  2. Effective January 1, 2020, the Case Management Program A new feature of the program will reward the highest LTR hotels (top 20% in each brand calibrated on rolling 12 months for Jan Jun and then Jul Dec) in each brand by waiving the Case Management Fee portion of any resolutions.
- **Hotels will still pay for resolution if the hotel is at fault. Please review the information below for a complete understanding on what constitutes valid complaints and what you can do to avoid potential fees.** What is Not a Complaint Case Management Fees are only billed for valid complaints that are within your control, meaning that many of the issues reported to the Customer Relations team are excluded from the fee. The list below details issues that are NOT considered valid complaints:
  - **General Guest Comments :** Feedback from guests who have contacted the Customer Relations team to report issues or recommendations about the hotel, which you are unable to change or control. The Customer Relations team will log this type of feedback as a comment only. Examples include:
    - Widespread outages (power outage, water line breaks, internet carrier outages)
    - Outside noise (trains, traffic, police sirens, etc.)
    - Building structure (size of room, hotel configuration, location or neighborhood, etc.)
  - **Customer Brand Confusion/Expectations :** Sometimes guests are not aware of the differences in service and amenity offerings across brands and may contact the Customer Relations team to express their dissatisfaction. The Customer Relations team will advise the guest appropriately regarding brand offerings and post the feedback as a comment only.

- **Unrealistic Service Expectations** : Guests are sometimes dissatisfied with service issues outside of your control. The Customer Relations team will advise the guest appropriately regarding brand offerings and post the feedback as a comment only. Examples include:
  - Guest comfort (pillow or mattress comfort, exterior lighting entering room etc.)
  - Vending (costs, selection, lost money associated with vending machines)
  - Lost items (hotel staff cannot find items)
  - Comments related to staff language, ethnicity or cultural bias
- **Corporate/Hotel Policy** : When a guest contacts the Customer Relations team with an issue related to hotel policy, the team will reiterate the hotel's policy and no Case Management Fee will be assessed. Examples include:
  - Unable to cancel a non cancellable or OTA rate
  - Other charges (unhappy about \$150.00 smoking or pet charges, stolen items charges)
  - Check out times (cannot extend check out time, or forced to vacate after check out time)
  - Early check in not available
  - Deposit requirements
- **System Issues** : If there are reservation errors related to technology, the Customer Relations team will handle these issues without your intervention and no Case Management Fee will be assessed. Examples include:
  - Comments solely associated with system failures
  - choiceADVANTAGE® property management system errors
  - CRS reservation errors
  - OTA errors or promises made by a travel agency
  - Double billing related to a system issue
- **Serial Complainants** : The Customer Relations team maintains a list of customers who complain to "game" the system. Complaints from these guests will not be accommodated nor will your hotel be assessed a Case Management Fee.
- **Choice Privileges® or Choice Marketing Issues** : As under the current system, Choice will handle these issues and your hotel will not be assessed a Case Management Fee.
- **Issues not on the Valid Complaint List as Outlined Below** What is a Valid Complaint Complaints will occur when a guest checks out of the hotel and contacts the Customer Relations team for resolution on an issue that is within your control to prevent or to resolve onsite, including cleanliness, health or safety, improper billing, or staff concerns. NOTE: In these cases, you can avoid a Case Management Fee by:
  1. Effectively resolving the issue onsite, providing reasonable alternatives or accommodations to the guest
  2. Promptly reporting the resolution by submitting the Guest Resolution Form on ChoiceCentral.com\*\* \*\* **Your hotel will not be assessed a Case Management Fee if reasonable accommodations are offered. This also applies if the guest declines your offer of reasonable accommodations. Valid Complaint Reasons:**

**Reasonable Room Cleanliness:** A complaint will be assessed if you do not address or make accommodation in cases where a guest has reasonable issues with guestroom cleanliness. Examples include:

- Dirty carpet, articles found on floor from previous guest including foreign articles, hair, or other items reasonably expected to be cleaned between use
- Unclean or unmade bed, including dirty or unreasonably worn linen
- Unclean bathroom with dirty surfaces, presence of hair, or other unsanitary items
- Inoperable or non functioning items such as TV, remote, phone or Wi Fi not working properly
- Broken toilet, shower, mirror, or floor tiles
- Missing brand standard amenities (soap, lotions, shampoo etc.)
- Room not serviced during the stay as requested **Reasonable Common Area Upkeep:** A complaint will be assessed if you do not address or make accommodation in cases where a guest has reasonable issues with common areas:
  - Unreasonably unclean or inoperable elevator
  - Unclean or non client brand breakfast area, such as missing brand standard items, broken/inoperable equipment, unsanitary food station
  - Unreasonably dirty pool or spa that has bad odors or green water
  - Unclean outdoor areas such as presence of cigarette butts at entry, excess trash on grounds, unsafe, or unsanitary conditions
- **Concerns Related to Health/ADA Guidelines:** A complaint will be assessed if you do not address or make accommodation in cases where a guest has reasonable issues with safety or compliance. Examples include:
  - Bed bugs (proof of non existence from a timely exterminator report is a valid appeal reason), roaches, lingering pet/smoke odors etc.
  - Rejection or handling of licensed service animals
- **Reasonable Staff Concerns:** A complaint will be assessed if you do not address or make accommodation in cases where a guest has reasonable issues with service provided by on property staff. Examples include:
  - Courtesy: Rude front desk clerk demonstrating discrimination, guest harassment, rude comments, or threats
  - Presence: Front desk staff absent for unreasonable amount of time, absent staff when guests require assistance, no answer at front desk phone
  - Performance: Staff fails to deliver as promised (wake up call, provide towels or other requests, etc.) or Maintenance fails to fix broken air conditioning, leaks, entertainment systems, etc.
  - Shuttle: No shows or not picking up at scheduled times
- **Reservation/Billing Issues:** A complaint will be assessed if you do not address or make accommodation in cases where a guest has reasonable issues with billing that is in your control. Examples include:
  - Reservation errors including billing errors, failed to honor 'walk' policy, etc.
  - Improper charges such as charging for service animals

- Non system caused double billing How to Avoid Case Management Fees \*\*You can avoid a Case Management Fee by effectively resolving the issue on site, providing reasonable alternatives or accommodations to guests, then promptly reporting the resolution to Customer Relations through the Guest Resolution Form. \*\*
- The Guest Resolution Form advises the Customer Relations team of efforts you took to resolve issue during the guest's stay or after guest check out. Please note:
- The Customer Relations team will also view folios and Choice Privileges® point balances for adjustments to see if accommodation was offered to the guest, but timely submission of the Guest Resolution Form is important
- The Customer Relations team will determine whether resolutions are reasonable and proportionate to the issue, based on consistent hotel practices
- When a guest contacts the Customer Relations team with a complaint after check out, but before the Guest Resolution Form has been submitted, the Customer Relations team will review the guest folio in the choiceADVANTAGE® system (for hotels using the system). If the guest received a financial credit or Choice Privileges points, the Customer Relations team will log the matter as a comment, and no fee will be assessed at that time. Remember that you still must submit the Guest Resolution Form within 30 days of the date that the guest check outs and financial resolution to the customer must have been done prior to the guest contacting Customer Relations.
- You can avoid Case Management Fees by making complaint management at the property level a priority:
- Examples of reasonably acceptable resolutions:
- In a case where a guest had no hot water to take shower.
- Reasonable:
- Move the guest to a working room for the remainder of the stay, plus 2,000 Choice Privileges points toward a future stay
- Do not charge the guest for the room
- Offer equitable Choice Privileges points
- Provide a significant room upgrade for no additional cost
- Unreasonable:
- Only providing an apology
- A low number of Choice Privileges points (i.e. 500)
- In a case where a guest was checked into room with dirty bathroom.
- Reasonable:
- Move the guest to a clean room
- Clean the bathroom and discount the night's stay by 20 percent
- Clean the bathroom, discount the stay, and provide 2,000 Choice Privileges points
- Unreasonable:
- Only providing an apology
- A low number of Choice Privileges points (i.e. 500)
- Documentation:

- Right after an action is taken, document the resolution and submit the Guest Resolution Form
- Ask guests to verify that everything was taken care of and they are satisfied before they check out
- Resources Available:
- Customer Relations Resources on ChoiceCentral.com
- GM Coaching Line Email: GMCoaching@choicehotels.com How to Appeal a Case Management Fee:
- If you believe that a Case Management Fee has been charged in error or is not consistent with the process outlined here, you can submit an appeal by completing the Guest Feedback Appeal Form on ChoiceCentral.com, within 30 days of receipt of the franchise bill assessing the fee
- The Guest Feedback Appeals Form displays four valid reasons for complaint removal:
  - Complaint intended for different property
  - Sent with errors/inaccurate
  - Guest billed correctly
  - Guest Resolution Form submitted
- The Customer Relations team will process appeals within five business days
- For current Gold, Platinum and Ring of Honor award winning hotels, we have a special process available.
- Within 14 days of receipt of the franchise bill assessing the fee, award winners may request an appointment to discuss/appeal their complaints by emailing GMCoaching@choicehotels.com. The basis for reviewing the appeal will be consistent with all other hotel appeals. Example Scenarios The scenarios below cover common issues that when handled properly, are COMMENTS, not COMPLAINTS. Staff Performance
- [COMMENT] The guest arrived at the hotel before posted check in time and was angry that the front desk clerk could not offer them a room when they arrived.
- [COMPLAINT] If the Front Desk Clerk handled that guest poorly by responding with anger or was rude. Room Condition
- [COMMENT] The hotel room was dirty and smelled of smoke upon arrival. Upon notification, the staff moved the guest to an alternate room and compensated them with a discount that was accepted by the guest. The hotel submitted the Guest Resolution Form, providing the Customer Relations team with details on the resolution. The guest calls Customer Relations after checking out and because the Customer Relations team can refer to the Guest Resolution Form, the event is logged as a comment, preventing a fee from being assessed. Billing
- [COMMENT] The guest contacts the Customer Relations team regarding a double charge on their credit card. The Customer Relations team reviews the folio and concurs with guest. The Customer Relations team will immediately contact the hotel to correct the billing and the matter is properly handled.

- [COMPLAINT] In the scenario above, if the hotel does not properly handle the issue, the Customer Relations team will provide a refund via a check or Choice Privileges points. The hotel will be billed the cost of resolution, plus the Case Management Fee.
  - [COMMENT] A guest contacts Customer Relations due to a billing error on a reservation made through an Online Travel Agency, but wants Choice to resolve the issue. The Front Desk Clerk kindly advises guest that they must resolve with the third party that booked the reservation. Legal/ Liability – The guest fell on a slippery floor during their stay and contacts the Customer Relations team. In these situations, the Customer Relations team will resolve issues of a legal nature ONLY if the guest will accept a final resolution as a payout of up to/less than one night's stay refund. If they are requesting more (such as payment for damaged belongings, medical bills, etc. ), the team will refer the guest to the hotel.
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=110.0&SectionID=1300#1>

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## Rules of Operation

### 110.0 Guest Facilities

#### 110.3 Fitness Center

A branded Fitness Center is required in each Comfort Suites hotel. The standards listed in this section are the **operational** requirements for the Fitness Center. Refer to the Fitness Center program website for product specifications and how to order as needed. In addition to the operational requirements, the fitness room must meet the minimum requirements outlined in R&Rs Architecture & Engineering, 410.60 Fitness Center and R&Rs Interior Design, 510.60 Fitness Center.

1. Guests must be provided access to the fitness center from at least 6AM 10PM daily.
2. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
3. Integrated wood or wood look laminate towel cabinet with enclosed bin must be provided. Each towel cabinet:
  4. Must contain a minimum of three (3) shelves.
  5. Must contain an opening on the top surface of the base of the cabinet to allow soiled towels to be dropped into a concealed bin or basket below.
  6. The base cabinet must be enclosed with an access door to conceal a bin or basket for soiled towels.

7. Provide an adequate supply of fitness center hand towels at all times during operational hours. Towels must be provided on shelves in the towel cabinet.
8. A Notice pertaining to liability in compliance with all local, state, or federal codes must be located in clear view of guests.
9. A hand sanitizing station must be provided in or at the entrance to the fitness center. Refer to section 120.12 Hand Sanitizing Stations for additional details.
10. Approved Wall Art – A complete set of brand approved artwork is required in the fitness center. Additional artwork is prohibited.
11. Approved stainless steel/brushed metal finish, disinfecting Gym Wipe Dispenser with combination trash receptacle.
12. Pre Moistened Disinfecting Wipes provided in dispenser at all times during operational hours.
13. Approved, Wall mounted Clock with brushed metal finish.
14. A minimum 40" television with remote control is required.
15. Drinking fountain, a water cooler with cups or bottled water inside a glass front refrigerator must be provided.
16. Equipment – The following equipment must be commercial grade construction
17. Hotels with contracts executed on or **after** 1/1/2005:
  18. A minimum of one (1) Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.
  2. A minimum of two (2) pieces of the following equipment is required:
    3. Motorized Treadmill
    4. Elliptical Machine
    5. Stationary Bike
    6. Stair Climber
  7. Hotels with contracts executed **before** 1/1/2005, at least three (3) pieces of the following equipment is required:
    8. Motorized Treadmill
    9. Elliptical Machine
    10. Stationary Bike
    11. Stair Climber
  12. Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.
14. The following items are not permitted in the Fitness Center:
  15. Non approved artwork, posters and/or signage
  16. Plants (artificial or living)

17. Non approved FF&E seating not related to the exercise equipment (i.e. chairs, stools, sofas, etc.), shelving, tables, book cases, cabinets (other than the approved towel cabinet)
  18. Decorations, figurines and/or other embellishments
  19. Non approved advertisements or other promotional materials
  20. Food and beverage, with the exception of the required water source
  21. Cleaning supplies with the exception of the gym wipes in dispenser
  22. Storage of other items Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=2800>

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## Rules of Operation

### 130.0 Guest Service Programs & Standards

#### 130.1 Guest Satisfaction Programs

1. *Commitment to Your Satisfaction Program* Each Comfort Suites property is required to fully comply with all aspects of the Comfort Suites' Commitment to Your Satisfaction program.
2. Participation in this ongoing, mandatory program is required by all Comfort Suites properties. It includes the satisfactory servicing of all guests, prompt resolution of guest complaints, prominent display of collateral material and the timely submission of weekly tracking reports.
3. The program applies to the entire room inventory and all guests, with the exception of those who have been identified by *Choice Hotels International* as likely to fraudulently invoke the satisfaction commitment.
4. The program applies to rooms on an individual basis; there are no exceptions permitted for special rate programs and package plans.
5. All hotels must provide the In room Experience card with "We'll take care of you" message.
6. Front desk staff must be authorized to satisfactorily resolve guest complaints, including but not limited to guest reimbursements upon checkout.
7. Every attempt to resolve a guest complaint must be handled on property, at the time of the complaint. On property guest complaints and/or reimbursements must be logged in Choicecentral using the Guest Resolution form. Refer to section 130.3 Guest Complaints for additional details on Guest Complaints.

8. The Customer Relations Department (CRD) reserves the right to automatically resolve guest complaints to the satisfaction of the guest and will bill the hotel franchise accordingly. See R&Rs Rules of Operation, 130.3. A.3. CRD Action. In order to help minimize the likelihood of follow up guest complaints, hotel staff is encouraged to utilize the Guest Reimbursement Form located on Choice Central under References to report all on site complaint resolution compensations to CRD.
9. *Family Plan*

Each property must accommodate, free of charge, children 18 years and under when accompanying their parent(s)/guardian(s), occupying the same room and using the same facilities. If a second room is utilized, the charge must be equivalent to the one person rate for each room occupied. Top

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## **Choice Hotels | Comfort Suites - Rules & Regulations**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=510.1&SectionID=12600&index=4>

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## **Interior Design**

### **510.1 Interior Design Submission**

#### **510.12 Registration Area**

1. Materials
2. Floor
3. Pre approved porcelain tile or luxury vinyl tile.
4. Carpet or mat at employee side of registration desk.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. The Welcome Wall, is a signature component of the design initiative for the Comfort Family of brands. Links for guidelines, specifications, and ordering information can be found on the Comfort Suites Brand page under the Reimaging Hub Inside Your Hotel section. One of four options is required. All removable objects must be removed from the Welcome Wall wall.
9. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
10. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must

be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.

11. Approved decorative wall covering or approved painted wall with approved branded signage.
  12. Approved stone wall with branded logo signage. If a door is located on back wall, it is to blend with wall color.
  13. Counter Tops
  14. Granite or quartz counter at upper and accessible tops for guest use and at employee counter if exposed to guest view from the lobby.
  15. Minimum of plastic laminate lower top at employees' side of desk if concealed from guest view.
  16. Millwork
  17. Front desk façade to be stained wood veneer to match lobby finishes.
  18. Plastic laminate base cabinets, storage shelves, printer base cabinets, and a lockable cash drawer.
  19. Ceiling
  20. Smooth painted drywall ceiling.
  21. Atmosphere
  22. Lighting
  23. Decorative lighting per pre approved FF&E package.
  24. Graphics
  25. Franchisee Statement as specified in R&Rs Rules of Operation, 100.1 A.1 is to be posted within guest view.
  26. Comfort Suites the brand approved logo is required behind registration desk. See the Reimaging Hub Inside Your hotel on the Comfort Suites brand page. See R&Rs Architecture & Engineering, 410.12 Registration Desk Area for architectural specifications. Top
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#### Choice Revenue Optimization Services - ChoiceROCS (formerly ChoiceRM)

##### URL:

[https://apps.choicecentral.com/ccweb/content/resources/choice\\_revenue\\_management.html](https://apps.choicecentral.com/ccweb/content/resources/choice_revenue_management.html)

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#### Choice Revenue Optimization Services

ChoiceROCS (formerly ChoiceRM) ChoiceROCS (formerly ChoiceRM) is a program designed to help increase revenue to hotels through forecasting and strategy recommendations from an experienced, highly trained revenue manager. Click [here](#) to learn more about how ChoiceROCS (formerly ChoiceRM) can benefit your hotel.

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## Program Overview

Choice Revenue Optimization Consulting Services (ChoiceROCS) is a multi faceted program that provides participating franchisees with a variety of revenue management services and support depending on the needs of the hotel. Hotels participating in ChoiceROCS (formerly ChoiceRM) work directly with Choice's Revenue Managers, a team of highly trained specialists hired specifically to help support the revenue management needs of the franchisee. These specialists work directly with the hotel to provide:

- Strategy Conference Calls: (frequency depends on the level of service) to discuss revenue management strategy and performance, including:
  - Recent performance;
  - Selling strategies for Hotel locally and in the Revenue Management System, including rates, overbooking levels and handling of special events; and
  - Pricing strategies (local and corporate rate plans, discount levels, restrictions, and distribution channels).
- Annual Performance Review: A comprehensive review of Hotel's performance for the year.
- STR Analysis: An analysis of STR report performance for most recent week and the month, including evaluation of key performance indicator trends, rankings, and weekend and weekday performance.
- Pricing Structure Analysis: A review of pricing changes made in revenue management related systems including, but not limited to, Rates Center, Rates & Inventory, ChoiceMAX, and G3 (collectively, the "Choice Systems"). A discussion of new rate plans created and existing rate plans adjusted, including changes to discount levels, restrictions, and distribution channels.
- Pricing Optimization and Recommendations: A summary of recent performance and recommended rate changes, including a review of competitive set pricing information. A recap of activation, enablement and configuration changes made to any automated rate change system or decision and distribution capabilities in a revenue management system.
- Local Negotiated Rate (LNR) Analysis and Strategy: A detailed review of LNR performance, including room nights, ADR, and displacement risk.
- Business and Channel Analysis and Strategy: An analysis of revenue, ADR, room nights trends for business segments (e.g., group, transient) and channel mix (e.g., OTA, direct), including recommendations on how to best leverage and optimize business mix and channels.
- Historical Booking Review: An overview of historical booking activity.
- Future Pace and Pick up Analysis: A detailed review of pace, pick up and future occupancy forecast.

- Special Event Strategy: A discussion of upcoming special events and rate and inventory strategy to be applied. A review of special event performance to determine opportunities to enhance strategies for future special event periods.
- Email Review: An email review of revenue strategy, as well as recommendations based on recent activity and competitive set. The email review frequency ranges depending on hotel opportunity and service level.
- Group Strategy: A discussion and analysis of group leads, including pricing strategy recommendations based on demand forecast, possible segment shift or displacement risk.
- RFP Strategy and Pricing Recommendations: A discussion of RFP strategy, including rate and discount level recommendations, and providing support for RFP preparation. Auto response to Corporate RFPs is provided for hotels enrolled in the RFP Response Program.
- RMS Implementation and Monitoring: Configure and implement RMS pricing and strategy settings. Continually monitor RMS and make configuration adjustments to optimize performance.
- Rate and Inventory Adjustments for Plus Service Level Hotels: Revenue Managers will make updates to the Choice Systems on your behalf, including, but not limited to:
  - Reviewing pricing optimization;
  - Creating, editing or deleting demand seasons and pricing strategy;
  - Creating, editing or deleting length of stay restrictions;
  - Creating, editing or deleting rate plans and their attributes (e.g., rate bucket, selling limit, promotions);
  - Responding to contracted Corporate RFP rate requests (if you've opted into the RFP Response Program);
  - Implementing a room type or property oversell strategy;
  - Creating, editing or deleting special events;
  - Assigning competitor hotels for the purpose of competitive benchmarking;
  - Allocating, editing, or removing room inventory allocations.
  - Creating Property Support Tickets for revenue management related systems, including property recap requests; and
  - Filling out Franchisee Care forms, excluding the hotel information and content sections. One of the key features of ChoiceROCS (formerly ChoiceRM) is the robust reporting available to participating hotels:
  - Daily Bookings and Pickup Dashboard: A daily overview of occupancy, ADR, and RevPAR for the next 90+ days and a comparison to the previous year, including pickup from the previous day and a snapshot of competitive rates.
  - Occupancy Forecast Report: A detailed occupancy forecast for the next 90 days with detail by segment and channel.
  - Pace Report: Day by day tracking of occupancy, ADR, and RevPAR growth versus the same day for the previous year.
  - Room and Rate Efficiency: Room type and rate efficiency report.

- Historical Performance Dashboard: A review of occupancy, ADR and RevPAR versus the previous year for all market segments and booking channels.
- Future Bookings Dashboard: An overview of occupancy, ADR, and RevPAR for dates into the future and comparison to the previous year. The report also provides detail on market segment, channel, room type, and rate code.
- Historical Group Performance: Business mix and STR analysis as it relates to a group with a review of occupancy, ADR and group wash.
- Future Group Bookings: An overview of pickup and other relevant group metrics for all future group bookings.
- LNR Report: An overview of local negotiated rate performance, including room nights, ADR, and displacement analysis. In addition to the above, the Revenue Manager may provide all relevant and reasonably requested information, data, and reports relating to the Hotel and the Hotel's market. Back to top
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## Levels of Service

ChoiceROCS (formerly ChoiceRM) offers several levels of service. The revenue management team works directly with franchisees to determine which level of service is the best fit for the hotel.

### Services Included

**Upscale Gold+ Gold Silver+ Silver Bronze+ Bronze**

Revenue Strategy Calls	Weekly	1 hour calls, up to 48 hours/year
STR Analysis	✓ ✓ ✓ ✓ ✓ ✓ ✓	Weekly 1 hour calls, up to 48 hours/year
Pricing Structure Analysis	✓ ✓ ✓ ✓ ✓ ✓ ✓	Biweekly 1 hour calls, up to 24 hours/year
LNR Analysis & Strategy	✓ ✓ ✓ ✓ ✓ ✓ ✓	Biweekly 1 hour calls, up to 24 hours/year
Historical Booking Review	✓ ✓ ✓ ✓ ✓ ✓ ✓	Flexible call cadence, up to 12 hours/year
Future Pace & Pick up Analysis	✓ ✓ ✓ ✓ ✓ ✓ ✓	Flexible call cadence, up to 12 hours/year
Special Event Strategy	✓ ✓ ✓ ✓ ✓ ✓ ✓	Annual Performance Review
Email Review	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Group Strategy	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
RFP Strategy & Pricing Recommendations	✓ ✓ ✓ ✓ ✓ ✓ ✓	RMS Implementation and Monitoring
Rate & Inventory Adjustments	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Market and Future Business Review	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Back to top	✓ ✓ ✓	✓ ✓ ✓

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## Program Fees and Requirements

For a flat monthly fee, ChoiceROCS (formerly ChoiceRM) provides hotels with the consulting services of a highly trained and experienced revenue manager, along with a variety of detailed reports and forecasts. Participating hotels are billed on their monthly franchise invoice for the total cost of the service. For hotels where participation is subject to a brand standard, hotels must remain enrolled in the program. During the first year, the

only service levels available for enrollment are Silver or higher. For all other hotels, an initial twelve month contract is required and will be automatically renewed in twelve month increments following the initial twelve month term.(1) During the first year, the minimum service level is Gold+ or Silver+. There are no up front fees. The monthly program fees for the various service levels are as follows:

### **2024 Monthly Program Fees(2)**

**Upscale Gold+ Upscale Gold Upscale Silver+ Upscale Silver Gold+ Gold Silver+ Silver Bronze+ Bronze Brand ChoiceROCS (formerly ChoiceRM)** Radisson (Core/RED/Blu)  
\$1,755 \$1,800 \$1,290 \$1,370 Radisson Individuals \$1,755 \$1,800 \$1,290 \$1,370 Park Plaza  
\$1,755 \$1,800 \$1,290 \$1,370 Ascend \$1,755 \$1,800 \$1,290 \$1,370 Cambria \$1,755 \$1,800  
\$1,290 \$1,370 Country Inn \$1,775 \$1,970 \$1,300 \$1,445 \$795 \$940 Comfort \$1,775 \$1,970  
\$1,300 \$1,445 \$795 \$940 Clarion \$1,775 \$1,970 \$1,300 \$1,445 \$795 \$940 Clarion Pointe  
\$1,285 \$1,425 \$865 \$965 \$525 \$615 Park Inn \$1,285 \$1,425 \$865 \$965 \$525 \$615 Quality  
\$1,285 \$1,425 \$865 \$965 \$525 \$615 Sleep \$1,285 \$1,425 \$865 \$965 \$525 \$615 Econo  
Lodge \$1,285 \$1,425 \$865 \$965 \$525 \$615 Rodeway \$1,285 \$1,425 \$865 \$965 \$525 \$615  
Suburban \$1,285 \$1,425 \$865 \$965 Mainstay \$1,285 \$1,425 \$865 \$965 (1) If participation  
is not required by a brand standard, you may cancel any time after the initial twelve month  
subscription with 60 days written notice. (2)Monthly fees for ChoiceMAX will be bundled in  
the ChoiceROCS (formerly ChoiceRM) monthly program fee for Upper Midscale, Midscale,  
Economy and Extended Stay chain scales. Gross room revenue and high occupancy nights  
(defined as ≥90% occupancy) thresholds are used to determine minimum service levels.  
Hotels that participate in ChoiceROCS (formerly ChoiceRM) must have access to Rates  
Center or Rates and Inventory and either ChoiceMAX or G3. Complete information on fees  
and program requirements are available from the ChoiceROCS (formerly ChoiceRM) team  
at ChoiceROCS@choicehotels.com. Back to top

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### **Contact Us**

With several levels of service, ChoiceROCS (formerly ChoiceRM) offers the services and features to fit most hotels. If you are interested in the program, please contact the Revenue Management team at ChoiceROCS@choicehotels.com. Back to top

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### **Outage**

#### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=11000>

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We are currently unable to process this request as the application is unavailable or performing slowly at this time. If you have attempted to run a report, please try again. We apologize for any inconvenience this may cause and appreciate your patience as we work towards addressing the matter. Details: outage, en US

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### Call Forwarding Reservations Service

URL: <https://apps.choicecentral.com/ccweb/content/resources/CallFwdResServ.html>

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### Call Forwarding Reservations Service

*Let us focus on sales while your front desk staff focuses on what they do best!* Are reservations calls keeping your front desk staff busy? Not giving your guests the face to face attention they want? We can help! The Call Forwarding team can serve as your virtual front desk, converting calls to reservations and driving revenue while your front desk staff concentrates on guest satisfaction, with more focus on your in house guests. **SIGN UP NOW or check out our two service options below.**

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What are the benefits of the **DiGITAL** plan? Call Forwarding has the potential to produce higher revenue by capturing reservations directly from the guest rather than the guest booking through an online travel agent (OTA). There are no commission fees with reservations booked through Call Forwarding! Leave the DiGITAL set up to the Choice Call Forwarding Operations team! Choice will replace your hotel's phone number on Internet search (Yahoo, Google and Bing) and in Choice systems. Same IVR set up as our Premium service. What's more, you can also forward calls to Call Forwarding from your front desk on your dedicated DiGITAL number.

- Per call transfer fee to reservations (option 1).
- No fees for prompt for the front desk (option 2 or 3). Our DiGITAL plan is available on either a seasonal basis (April 1 to September 30) or on an annual basis. **SIGN UP NOW >**
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Why chose the **Premium** service? The more you use Call Forwarding, the greater your return on investment! When you select the Premium plan, you can cut down on missed reservation opportunities and the potential revenue this service can give back to your hotel

is quite spectacular! To set your hotel up for Premium, Choice is given ownership of your primary phone number. Choice then sets up an Interactive Voice Response (IVR) prompting callers to press 1 for reservations or 2 for your front desk (3rd transfer option available by request).

- Per call transfer fee to reservations (option 1).

No fees for prompt for the front desk (option 2 or 3). Our Premium plan is available on either a seasonal basis (April 1 to September 30) or on an annual basis. **SIGN UP NOW >**

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## Help us to help you!

Call Forwarding associates are YOUR virtual front desk team. Let's make sure they have your update information at their fingertips. **UPDATE FAQ INFORMATION >**

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=1700>

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## Rules of Operation

### 110.0 Guest Facilities

#### 110.7 Whirlpool

Optional A whirlpool for public use is not required. If a whirlpool is provided, it must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.62 Whirlpool Optional and R&Rs Interior Design, 510.62 Whirlpool Optional. In addition, an adequate supply of fresh towels must be provided at the whirlpool area at all times. It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool. Top

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## Comfort Reimaging Hub | Choice Hotels International

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/uniforms/index.asp?PageID=Ordering&v=cb#Uniforms>

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[Home](#) » [Inside your Hotel](#) » [Uniforms](#)

## **NEW Comfort Brand Uniform Collection**

It is with great excitement that we present this refreshed uniform collection. This new collection of approved garments represents the essential balance between modern, contemporary style and timeless classics, while seamlessly incorporating the new visual identity. It was priority to identify garments that would enable team members to perform their jobs effectively, comfortably, and instill a sense of brand pride. Just as important was ensuring the collection was cost effective for franchisees to purchase and outfit their employees for success. We hope that this new uniform collection will make you and your team members proud of the role you play as Comfort brand ambassadors.

### **[Approved Uniform Collection & Style Guide](#)**

[View the Approved Uniform Collection Download Uniform Collection \(32 Pages PDF\)](#)

### **[Sizing Guide](#)**

[View the Approved Uniform Collection Download Uniform Sizing Guide \(21 Pages PDF\)](#)

### **[Approved Qualified Vendors](#)**

- Uniform Garment Qualified Vendors:
- Winter People
- Western Hotel Supply
- Sable Hotel Supply
- Uniform Nametag Qualified Vendors:
- Imprint Plus

### **[Implementation Deadline](#)**

- Order By Deadline: 1/01/2021\*
  - Final Deadline: 07/1/2021\* *\*The originally established deadlines were extended on March 13, 2020*
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### **[Comfort Reimaging Hub | Choice Hotels International](#)**

**URL:** <https://apps.choicecentral.com/choicebuys/brandstandards/comfort-reimaging-hub/outside-your-hotel.asp#resources>

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[Home](#) » Outside your Hotel

## Outside your Hotel

Refreshing items outside your hotel is only one part of reimaging, but it's an essential one. Between your hotel's exterior signage, highway lodging signs, and local marketing, it's important that all exterior items are consistent. Items outside your hotel are the first things that consumers notice, signaling to them that something new is to be experienced inside your hotel. The more consistently you communicate outside your hotel, the better consumers will know your Comfort hotel is warm, welcoming, and up to date. To start, complete the Exterior Signage Steps outlined in the chart below. Be sure to ask your qualified vendor about available financing offers.

***To start, complete the Exterior Signage steps outlined in the chart below:***

EXTERIOR SIGNAGE STEPS TIMELINES Order Exterior Signage Site Survey by September 1, 2020 Accept Bid & Order Exterior Signage & Pay Deposit by January 1, 2021 Install Exterior Signage by July 1, 2021 *The site survey must be conducted by a Qualified Vendor The exterior signage must be ordered and installed by a Qualified Vendor*

### Step #1: Order Signage Site Survey

- Contact one of the Qualified Vendors to request/order and schedule a Site Survey

### Step #2: Order Exterior Signage

- Within 28 days of the site survey being conducted, the Qualified Vendor will present a bid proposal; You may select that bid, or you may wait seven days for your Site Survey to become available to the other Qualified Vendors.
- After seven days, you can reach out to the other Qualified Vendors to begin competitively bidding. Competitive Financing is available.
- Select a bid from one of the Qualified Vendors, sign a contact, schedule installation, and pay a deposit for the exterior signage

### Step #3: Install Exterior Signage

- Work with the Qualified Vendor to ensure all permits are approved and installation date is not postponed

***Here's a short list of other areas outside your hotel you'll want to update:***

#### AREA HOW TO UPDATE DOT/Highway:

- Lodging Signs
  - Adopt a Highway Signs
1. Review the DOT/Highway Signage Process
  2. Contact CPC
  3. If CPC is unable to assist in manufacturing or installing the sign(s), contact your local highway sign administration to request your local required process. **Local Marketing:**

- Billboards
- Sales Materials
- 1. Visit SmartMarketing
- 2. Download Billboard Assets
- Contact local highway sign administration to install billboard(s)
- 3. Download Sales Material Assets
- Order via SmartMarketing or local vendor
- Distribute marketing materials to increase awareness of your hotel **On Property Marketing:**
- Vehicle Graphics
- Flags
- 1. Visit Western Hotel Supply to place order(s)

***Compliance Deadline:***

- All deadlines have passed.
- New Exterior Signage, DOT/Highway Signage, Local Marketing, and On Property Marketing materials were required to be updated by July 1, 2021.
- The originally established deadline was extended on March 13, 2020.
- Exterior signage will be a Critical Item on the 2022 QAR.

***Qualified Vendors:***

- All Exterior Signage must be ordered through a Choice Hotels Qualified Vendor.
- DOT/Highway Signage, Local Marketing, and On Property Marketing must be created using approved graphics only (which are located on SmartMarketing) and, may be ordered through any vendor of your choice.

***Related Resources:***

- Exterior Signage Financing (1 Page PDF)
- Outside Your Hotel Asset Guide (learn more)
- Exterior Signage & Highway Signs Guide (22 Page PDF)
- DOT/Highway Signage Process (4 Page PDF)
- Exterior Signage Rules & Regulations (3 Page PDF)
- Exterior Signage Qualified Vendors (1 Page PDF)
- Exterior Signage Best Practices (14 Page PDF) Please address all further Comfort Reimaging and Exterior Signage questions to:  
*Comfort.Reimaging@ChoiceHotels.com.*

***Choice Hotels | Comfort Suites - Rules & Regulations***

***URL:***

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=2600>

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## Rules of Operation

### 120.0 Hotel Services

#### 120.7 Vending Services

Vending machines dispensing items such as soft drinks, snacks, and newspapers are not permitted in the Lobby, but when present are required to be in a semi enclosed area adjacent to the lobby, or located in a specific vending room within the guest rooms building. ATMs and any coin operated machines are also prohibited in the lobby. Cigarettes are prohibited in all vending machines. Vending machines do not meet the requirement for the Comfort Suites Marketplace and are not permitted in the Marketplace itself. Refer to the Marketplace Website on the Comfort Suites brand page for program details and requirements.

1. For properties with four (4) or greater stories, one (1) closed bin, dispenser type (1) ice machine must be located on every other floor.
  2. For properties with three (3) or fewer floors must have a minimum of one (1) centrally located ice machine for every 60 guest rooms.
  3. Vending machines dispensing cigarettes and/or prophylactics are not permitted anywhere at the hotel or affiliated property. All vending areas must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.51 Vending Areas and R&Rs Interior Design, 510.51 Vending Areas. Top
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#### Outage

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCI.asp?Cat=400.0&SectionID=12100>

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#### Choice Hotels | Comfort Suites - Bath Program

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bathprogram/index.asp?PageID=Terry&v=cb#BathProgram>

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- Brand Programs

- Deadlines Program Overview Shower Curtains Terry Program Amenities Program

## **Comfort Terry Program**

The **Comfort terry** is made from the durable EnduraWeave cotton/poly blend. During testing, not only did guests love them, the towels performed well in the laundering process, too! The bath towels are larger than the previous requirement and we've added a premium bathmat to complete the Comfort brand terry package, providing guests a better overall bath experience.

### *Benefits of EnduraWeave:*

**EnduraWeave™ is a unique, blended base construction by 1888 Mills that improves the guest experience, extends the product life, provides greater dimensional stability in the width, length and weight of a towel for superior shape retention, and reduces operating costs vs. the previously required terry! Compared with the previous terry requirement, these terry features may reduce operating costs through less drying time and an increased number of washings to replacement over the existing terry.**

### *Actual test results have shown that after 100x washes:*

- Shrinkage in length: 4.3% (EnduraWeave) vs. up to 8% (industry standard)
- Shrinkage in width: 1.4% (EnduraWeave) vs. up to 5% (industry standard)
- Weight loss: 6.1% (EnduraWeave) vs. up to 10% (industry standard)

## **Product Specifications:**

*(Sample tag from the hand towel) Enlarge All new Comfort Bath terry products are tagged with the appropriate Choice Hotels tag. Product Size Weight Bath Towel 27x58" 15# Hand Towel 16x27" 3.5# Washcloth 13x13" 1.5#, hemmed Bath Mat Size 20x30" 10# (Optional) Makeup Removal Washcloth Size 13x13" 1.5lb*

## **Ordering Information:**

To place the order for your terry, contact one of the Qualified Vendors listed below. Please confirm delivery as dates may vary based on the Qualified Vendor. When contacting the vendor of your choice, please refer to the following product numbers: Qualified Vendor Customer Service Product # <http://www.chsupplies.com> / **Customer Service:** (800) 323 5286 Bath towel: #1030807 Hand towel: #1030805 Washcloth: #1030806 Bath mat: #1030804 <http://www.hdsupplysolutions.com> /choice **Customer Service:** (800) 431 3000 Bath towel: #763798 Hand towel: #763799 Washcloth: #763800 Bath mat: #763969 (Optional) Makeup Removal Washcloth: #181622 <http://www.guestsupply.com> **Customer Service:** (800) 772 7676 Bath towel: #0032384 Hand towel: #0032385 Washcloth: #0032387 Bath mat: #0032388

## **Laundering & Care Instructions:**

An effective and efficient laundering process is an important factor to the success of your terry program. Utilizing the correct laundering formula and chemicals, your 1888 Mills

products may be properly laundered in any type of laundering equipment presently available. Proper classification and loading is the first step to building a successful laundering program. Always launder whites separately from colors. Polyester fiber has a strong attraction for dyes that are washed out of colored fabrics, resulting in a staining build up on white fabrics. Staining build up in laundering equipment should be removed by scouring to prevent staining of white fabrics. Proper washer loading is essential to producing quality laundering. Manufacturers of most laundry washers rate capacity in terms of 100% cotton fabrics. *Polyester/cotton blend fabrics, such as your EnduraWeave terry, should be loaded at 75% to 85% of their rated capacity.* Never under load or overload your washer. Under loading causes excessive chemical concentrations, possibly resulting in fabric damage. Overloading causes decreased mechanical action resulting in poor cleaning. Additional laundering recommendations from 1888 Mills can be found by downloading or printing these instructions: 1888 Laundering Recommendations (1 Page PDF) All inquiries and questions should be directed to BrandPrograms@choicehotels.com. Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=700>

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## Rules of Operation

### 100.0 General Rules of Operation

#### 100.7 Methods of Payment

1. *Credit Card Payments* Each Comfort Suites property must honor the credit cards of all companies with which *Choice Hotels International* has agreements, and those that Choice may designate periodically. *Choice Hotels International* currently requires that Comfort Suites hotels accept the credit cards listed in R&Rs Rules of Operation, 170.2 C. Credit Card Guarantee. Hotels may not impose any additional surcharge for guests who elect to pay by credit card. Similarly, no discount may be offered for cash payment.
2. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his/her first night's stay to the receiving Comfort property. Procedures for advance deposit are outlined in R&Rs Rules of Operation, 170.2 D. Advance Deposit.
3. *Choice Hotels Gift Card* See R&Rs Rules of Operation, 140.4 Choice Hotels Gift Cards.
4. *Google Wallet*

Hotels must accept reservations made using Google Wallet as a method of payment. Top

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## Choice Hotels | Comfort Suites - Breakfast

**URL:** <https://apps.choicecentral.com/choicebuys/brandstandards/CS/breakfast/index.asp>

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- Brand Programs
- Deadlines Comfort Signature Breakfast (required 04/01/22)

### Comfort Signature Breakfast

On 01/19/22, the Comfort brand introduced a refresh to the Comfort brand signature breakfast program.

### Updates

**Creamer:** As of 07/2022, hotels may use fresh half & half / creamer presented in an approved decanter (Hubert) in lieu of individual portion controlled creamers. **Utensils:** As of 08/2022, hotels may use non wrapped utensils in lieu of individual wrapped or combo pack wrapped utensils. (weight, color, etc. requirements remain the same) **Stir Sticks:** As of 08/2022, hotels may use non wrapped Wooden Stir Sticks in lieu of individual wrapped or combo pack Wooden Stir Sticks.

### Requirements & Deadlines

- All minimum menu, presentation, and GPO requirements are outlined in the "Breakfast Guide"
- All minimum requirements were required to be implemented by April 1, 2022
- The GPO standard is evaluated quarterly via your Performance Zone Scorecard
- The remainder breakfast standards are evaluated through the QAR process

### Quick Links

- Hubert Vendor Contact Information
- Coffee
- Graphics
- Service / Ambassador

### Key Messages

#### Why Breakfast Matters to the Comfort Brand:

Breakfast and our signature waffle are two of Comfort's hallmarks that guests love and have come to expect when staying at your hotels. They are also two key pillars of our brand promise – to help guests feel refreshed and ready to take on their day. Comfort guests expect a hot breakfast as part of the upper midscale experience, and the availability and quality of that breakfast are key decision

factors when booking their stay. **How We Got Here:** We conducted consumer research among the Comfort brand target, analyzed GIS post stay survey feedback, evaluated the competition, and collaborated with the Comfort CHOC committee to determine the best approach to breakfast. Our new breakfast offering ensures we are meeting the guest's expectations, and balancing your needs being labor mindful and providing simplified and more streamlined program to assist you. **Why Now:** The January announcement allows nearly three months for Comfort brand properties to source product and update your operations to accommodate the revised offering. The April 1st compliance date allows time for your property to adjust and optimize operations in advance of the high traffic, summer season.

#### **Disclaimer**

Hotel owners and operators are required to comply with all federal, state and local laws, and should consult with local health authorities when addressing issues associated with COVID 19. While much of the content outlined within the guide is related to brand standards, some additional details outlined within the guide are considered industry best practices and will help you further develop a breakfast operations plan. Local health codes supersede brand standards. If your hotel is not permitted to provide the minimum standards per Local health codes, please reach out [brandprograms@choicehotels.com](mailto:brandprograms@choicehotels.com) or your Area Director. We recommend that you stay in touch with the local health authorities for other possible modifications that may be necessary in your area.

#### **Breakfast Guide**

View the Breakfast Guide Download the Breakfast Guide (22 Pages PDF) **Last Updated: November 2024** The "Breakfast Guide" outlines all minimum requirement details. Top

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#### **Comfort Suites | Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/print.asp?Cat=150.0&SectionID=3950>

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# **Comfort Suites Rules & Regulations**

## **000 Preface & Introduction**

### **Preface**

#### **General**

The Comfort Suites Rules & Regulations Manual (“Manual”) has been developed to provide the Franchisee with the required minimum standards, procedures, rules, regulations, and policies of the Comfort Suites® hotel system. These requirements are subject to change, amendment or supplement periodically by *Choice Hotels International* (“Choice”). *Choice Hotels International* has the responsibility to ensure compliance with, and the authority to grant waivers to the standards as it deems appropriate and in the best interest of the Comfort Suites hotel system. To achieve and maintain high standards of quality, service and associated goodwill for the Comfort Suites hotel system, it will be essential that the Franchisee adhere strictly to all elements of the Comfort Suites hotel system including, without limitation, the Manual and the Franchise agreement. The Franchisee must comply with and maintain the standards at a level equal to or greater than (when approved by Choice Hotels) the requirements set forth in the Manual. Violation of any of these standards by the Franchisee could be deemed a substantial and material violation or default of the Franchise agreement, and it would be the responsibility of *Choice Hotels International* to take the necessary action to protect the integrity of the Comfort Suites hotel system.

#### **Code Compliance**

Throughout these Rules & Regulations, there are obligations on Franchisees to comply with all applicable state, local and federal laws, regulations and codes, including but not limited to, life safety, building, and health codes. It is not within the scope of reviews/inspections of hotels by *Choice Hotels International* to determine the Franchisees’ compliance with such laws, regulations and codes, nor does Choice have the knowledge or expertise to make such determinations. Choice relies solely on representations from Franchisees that their hotels are in compliance. Please consult with your hotel’s counsel or subject matter expert regarding legal compliance issues.

#### **Ownership**

This document, in any form, is the property of *Choice Hotels International* and must be surrendered to *Choice Hotels International* upon request. Further, the document is confidential and cannot be reproduced, copied or forwarded to any person or entity via any physical or electronic means or communication channels.

## **Interpretation**

Questions regarding the contents of these Rules & Regulations should be directed to the Brand Standards department at *Choice Hotels International*. Improper interpretation on the part of the user will not be considered an acceptable reason for non compliance.

## **Revisions**

Amendments or revisions to the Rules & Regulations can be made at any time and the most up to date version is on Choicecentral.com on the Comfort Suites Brand Page. It is the Franchisee's responsibility to know and abide by all Rules & Regulations at all times.

## **Corrections, Additions and Deletions**

Suggested revisions to the Rules & Regulations are encouraged from Franchisees and General Managers and will be considered. All such suggestions must be submitted in writing to the Brand Strategy Department at *Choice Hotels International*. ALL RIGHTS RESERVED. NEITHER THIS BOOK NOR ANY PART THEREOF MAY BE REPRODUCED WITHOUT WRITTEN PERMISSION OF *CHOICE HOTELS INTERNATIONAL, INC.*

## **About This Manual**

This Manual has been designed to be user friendly, making it easy for you to find what you need when you need it, and to reflect the overall direction of the brand. Certain sections of this manual reflect the current prototype and is intended to represent the direction of the brand architecturally. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing and contract window, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition, product quality) during these events and completion of a PIP may be necessary. At the front of this Manual is a list of *Choice Hotels International* contacts listed by department. If you ever have any questions concerning these standards, we invite you to contact the appropriate department.

## **Contacts**

In order to assist you with questions that you may have as you use this Manual, below is a list of key contacts for each of the sections: Section Key Contact Rules of Operation Director, Brand Standards Brand Standards & Compliance Department Breakfast Operations Director, Brand Standards Brand Standards & Compliance Department Construction/Project Management Director Architectural Design & Construction Architecture & Engineering Director of Architectural Design Interior Design Director of Interior Design Brand Strategy & Design Department Service Marks/Signage Director, Account Management Procurement Services Department The mailing address and phone number for these contacts are: **Choice Hotels International 915 Meeting St. N. Bethesda, Maryland 20850 Tel: (301) 592 5000** Additional contact information is provided within each section where necessary. For all other questions, contact your Area Director.

## **100 Rules of Operation**

### **Purpose and Scope**

The franchise agreement requires that the rules of operation as established by *Choice Hotels International*, as contained herein, must be observed by each hotel in the Comfort Suites system in order to provide customers with a standardized, uniform hotel product delivering all suites accommodations, top of segment amenities and services. Operations must be guided by moral and ethical principles and within the bounds of propriety, and adhere to all system requirements and local, state, and federal laws and regulations. These rules, along with the high standards set forth in the Breakfast Operations, Construction/Project Management, Architecture & Engineering, Interior Design, and Service Marks/Signage sections, provide the basis for developing and operating a Comfort Suites hotel. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

## **100.0 General Rules of Operation**

### **100.1 General Policies and Front Desk Policies**

1. *General Policies and Operating Procedures*
2. A uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
3. The Franchisee shall post in the lobby, in a conspicuous location visible from the front desk, the Franchisee Statement plaque which says, "This inn (or hotel) is owned and operated by (or owned by and operated by) [insert name of Franchisee] under Franchise (or license) from *Choice Hotels International, Inc.* " As of 1/1/2026 this specific language is required.
4. Other than items sold in the Marketplace, the sales of souvenirs, crafts, memorabilia, unapproved sundries or any other unapproved items are prohibited at the front desk and any portion of the lobby and public areas, including the Marketplace. The sale of stamps, tickets to local attractions, and laundry supplies for an on premises guest laundry is permitted. If tickets to local attractions are sold, the property is limited to one (1), professional 8.5"x11" display located in the lobby area; handwritten signage is not permitted. A dedicated gift shop is permitted if it has its own clerk and cash register or is located adjacent to the Front Desk. Sale of offensive materials is prohibited. (Unapproved and/or offensive items include but are not limited to: prophylactics, cigarettes, cigars, and smoking paraphernalia, and pornographic material.)
5. An approved hand sanitizing station must be provided in the front desk area. The station must be visible to guests when standing at the front desk. For additional details, refer to section 120.12 Hand Sanitizing Stations.

6. All Comfort Suites must display on the front desk the approved Choice Privileges Elite Welcome gift program brand approved acrylic holder with approved collateral with all components.
7. *Operating Procedures*
8. Reservations
9. Guaranteed reservations must be honored at all times. If, for any reason, the hotel is unable to honor a guaranteed reservation, the hotel agent must apologize, reserve a room at another hotel of equal quality for the guest, pay for the room, and provide transportation to the hotel if necessary. See R&Rs Rules of Operation, 170.2 Reservations for specific information on reservation policies.
10. No Show It is the hotel's responsibility to explain the no show billing policy to potential guests who guarantee a room with their credit cards.
11. All Comfort Suites brand properties are required to maintain a professional, uncluttered front desk area by ensuring that a minimal number of items are within guest view.
12. Front Desk Counter(s): Front desk counters are defined as all counters which are accessible to guests and/or used for purposes of conducting direct transactions between hotel staff and guest
13. The following items are allowed and/or required to be on the front desk counters:
  - Choice approved/required promotional items, including, but not limited to, **Choice Privileges®** materials, Commitment to Satisfaction Program Plaque, Franchisee plaque, EMV approved devices, check in tablets.
  - Notices required by local, state, or federal law\* (including health certificates operating permits, emergency procedures, etc.)
  - Pens
  - Business cards for hotel staff (if present, must be presented in holder)
  - Your property rack cards or brochures (if present, must be presented in holder)
  - Plus a maximum of three (3) additional, optional items\*\* are permitted which include, but are not limited to:
    - Plants
    - Lamps
    - Other décor items (including holiday decorations)
    - Credit card/debit card signage
    - Weather information
    - Newspapers
    - Event calendars
    - Complimentary guest snacks
    - Hotel Policy information
    - Pet Policy information
    - Temporary promotional items (ex: "Drop your business card for a prize" box)
    - Property Events (ex: "Manager Reception sign, etc.)
    - Information on local attractions

- Restaurant menus and/or coupons \*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. While these certificates can be on the front desk counter, if they are required to be posted in a “conspicuous area” per local code, it is recommended that they be hung on a wall and not placed on the counter itself. \*\* Any “like” items (ex: newspapers) must be presented in/on a single container or stack in order to be classified as a single item.
3. The following items are prohibited at all times on the front desk counters:
- Awards (including plaques, trophies, or certificates) dated more than three (3) calendar years prior to the current year.
  - Cleaning supplies and equipment (except while actively being used for cleaning).
  - Terry
  - Linen
  - Tools
  - All Employee personal items, including, but not limited to, food, beverages and cell phones.
  - Hand written or temporary signs.
4. Front Desk Walls: Front desk walls are defined as all walls that are directly above or behind the front desk that are within guest view.
5. The following items are allowed on the front desk walls:
- Choice approved/required items, including, but not limited to, Comfort Welcome Wall\*, Franchisee plaque
  - Local/state/federal code\*\* requirements (including health certificates, ADA information, operating permits, emergency procedures, etc.)
  - Permanent fixtures and Loss Prevention related equipment (ex: security cameras)
  - Plus, a maximum of four (4) additional, individual items/adornments are permitted on all walls directly above and behind the front desk which are visible to guests which include, but are not limited to:
  - Artwork
  - Other décor items (including holiday decorations)
  - Manager on Duty information
  - Hotel policies (ex. Pet and Check in/out information)
  - AAA information/ratings
  - Current awards/plaques\*\*\*
  - Clocks All items must be professionally mounted to ensure that no mounting tape, pins, nails, hardware or staples are visible to guests at any time. No hand written or temporary signs are permitted at any time. \*See R&Rs Rules of Interior Design, 510.12 Registration Area for reference regarding the specification on distances for mounting removable objects on the Welcome Wall. \*\*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. \*\*\* Awards (such as plaques, trophies, certificates) dated more than three (3) calendar years prior to the current year, are prohibited at all times.

6. Remaining Front Desk Area: The remaining front desk area is defined as all areas above and behind the front desk counter(s) which are within guest view, including, but not limited to, other counters, cabinets, shelves, doors, tables, ceiling and floor space.
  7. The following items are prohibited from guest view at all times within the remaining front desk area:
    - Cleaning supplies and equipment (except while actively being used for cleaning)
    - Terry
    - Linen
    - Tools
    - Employee food and beverages
    - Cardboard storage boxes
    - Waste and recycling receptacles
    - Hand written or temporary signs
1. *Upon Guest Arrival*
  2. To ensure optimal guest coverage at all times, a uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
  3. *Check In* The Comfort Suites brand check in process must at least include the following procedures. See R&Rs Rules of Operation, 140.2 C. Choice Privileges Express Check In for member check in procedures:
  4. Confirm length of stay, assigned room type, and rate and have the guest sign the registration folio.
  5. Confirm method of payment. See R&Rs Rules of Operation, 100.7 A. Credit Card Payments for information on credit cards.
  6. The brand approved guestroom key card and key envelope must be provided to all guests at check.
  7. Inform guests about the hotel's facilities, amenities, and services
  8. *Check Out*
  9. Check out time must not be earlier than 11:00 a.m.
  10. Late checkout be available to Elite Choice Privileges members who request it in accordance with program rules.

## **100.2 On**

Premises Residence Comfort Suites brand properties are prohibited from reserving or maintaining any guest room, meeting space, suite/room, apartment or other area for the purpose of occupancy by the general manager, owner or other member of the staff and/or their families, except on a short term basis due to emergencies or unusual circumstances (e.g., relocation, inclement weather that prevents safe travel, damage to or loss of an employee's home).

### **100.3 Uniform Standards**

1. *Uniforms* All employee uniforms must be from the current Comfort Brand collection. All employees, with the exception of management personnel, must wear the approved Comfort Suites branded uniforms. Management personnel are defined by the title of "Manager" and must have their title in their nametag. Uniform standards include, but is not limited to:
  2. Approved uniform tops/shirts must prominently feature the approved embroidered Comfort Suites stylized logo graphic
  3. Housekeeping & Maintenance departments requires both the uniform top and uniform pants to be purchased from an approved Qualified Vendor, black or khaki color only.
  4. All other departments, pants may be purchased from any source and must be black or khaki in color.
  5. No denim material permitted.
  6. If tailored suiting (or vest) is worn, only approved suiting is permitted and requires matching jacket and pants. Embroidered logo element is not required on the suit jacket or suit vest.

Specific uniform packages are customized by job description. The Comfort Suites Uniform Hot Topic & Key Brand Initiative will help you determine the right image for your hotel. Details and Qualified Vendors can be found under the Ordering Information Tab on the Uniform Hot Topic & Key Brand Initiative. For questions, contact your Procurement Services Representative by calling (888) 797

7911. *Nametags* All nametags must be ones from the current Comfort brand collection of nametags. All employees, including the General Manager, must wear a visible brand approved nametag which meets the following requirements: If outerwear is worn, the nametag must be visible on the outerwear at all times:
7912. The nametag must be either permanently and professionally engraved or professionally labeled. Professionally labeled nametags are defined as:
7913. Printable and reusable non stick, transparent label with clear protective plastic lens cover
7914. Adhesive strip style labels are prohibited
7915. Printing requirements for the nametag are as follows:
7916. For all hotel employees, with the *exception* of management personnel:
7917. First name only is required; additional text (i.e. title or last name) is optional
7918. For hotel management personnel only:
7919. First name, last name and management title

### **100.4 100% Smoke**

Free Program All Comfort Suites hotels are required to be 100% smoke free. This includes all guestrooms and interior public spaces. Smoking accessories are prohibited within the hotel, including ash trays or receptacles. **With regard to smoking considerations, "Non**

**Smoking" requirements apply to the use of anything that produce smoke or vapor including, but not limited to, cigars, cigarettes, e cigarettes, pipes or incense burners.**

1. *Non smoking Guest Communication*
2. A cleaning fee of up to \$250 may be assessed at the hotel's discretion to any registered guest who smokes in the guestroom if (a) at check in, the guest is informed of the non smoking policy and \$250 cleaning fee and asked to initial the registration card acknowledging awareness of the policy; and (b) the guest is informed, where possible, prior to check out that the cleaning fee will be assessed; (c) the fee is added to the guest's receipt/bill.
3. One brand approved in room experience card with non smoking message is required in all guestrooms.
4. *Designated outdoor smoking area* A designated smoking area must be provided at the hotel 24 hours per day, 365 days per year. Subject to any requirements of applicable law, the area must meet the following specifications.
  5. Located at least 25' away from main entrance
  6. Located on a hard surface decking material such as wood or synthetic decking, concrete slab on grade scored or concrete pavers on setting bed large enough to accommodate seating provided. Grass, sand or mulch is not acceptable.
  7. Include seating for a minimum of two (2) people
  8. Contain one (1) ash receptacle
  9. Ash receptacles are not required at property entrances/exits. If present, they must be "smoker's post style"; free standing or wall mounted are acceptable. If permitted by applicable law, the outdoor pool area can be offered as a smoking area in addition to the designated smoking area.

## **100.5 Pet Policy**

It is not required that each Comfort Suites property accept pets. Travel/assistance animals as designated by the Americans with Disabilities Act (ADA), however, are not considered pets and must be accommodated regardless of the pet policy of the individual property. Comfort Suites properties that do not accept pets must specify this in the Choice Reservation System. If the hotel has conditions on accepting pets or charges a fee, these policies must be explained in the Choice Reservation System and to all guests which book direct with the hotel.

## **100.6 Fees & Commissions**

1. *Fee Payment*
2. Each Franchisee is required to pay in full all fees and assessments pertaining to the franchise, including fees to suppliers, within applicable timeframes.
3. *Travel Agent Commissions*
4. Each Franchisee is required to pay the relevant travel agency commission of 10 12% of the guest's stay for all business received from travel agents. This includes commissions on reservations from travel agents direct to the hotel and through the Choice Hotels International Centralized Commission Program. Payment of the travel

agent commission and processing fee (currently \$0.48 USD per booking/stay; subject to change) must be made in accordance with the Centralized Commission Program procedures. As part of the Choice Hotels International Centralized Commission Program, each Franchisee must register for and use the on line travel agent commission payment system, powered by Onyx. Franchisees must agree to Onyx's Terms & Conditions and use one of their specified methods of payment. (Choice has the right to change payment processors.) If a franchisee does not have an active account with Onyx they will be charged \$500 per month for each month they are not registered.

5. For all reservations originating in a foreign country in which there is a Choice approved General Sales Agent, a property will be required to pay a 5% commission to such General Sales Agent within one (1) week of the invoicing of the guest's departure. The commission shall apply to reservations via travel agents, GDS, and Choice's reservation system, but shall not apply to reservations through third party Internet sites (i.e., Expedia, Orbitz).
6. *Third Party Transaction Fees*
7. Where a reservation is made through a Global Distribution System (GDS) or Pegasus, the US and Canadian Franchisee must pay to Choice Hotels International \$7.70 USD per booking (subject to change), representing the approximate cost incurred by Choice Hotels International to the relevant GDS. (Other International countries' fees will be communicated separately.)
8. Where a reservation is made through direct connectivity and DerbySoft a property will be required to pay \$4.00 USD per consumed stay. Directly connected sites include Expedia and Booking.com. Derbysoft is used to connect to other third party OTA/Distribution providers. Choice uses DerbySoft to connect to other OTA and other third party distribution sites such as GTA, Hotelbeds, Agoda.com, and Priceline.
9. *Choice Privileges and Rewards Programs*
10. Each franchisee is required to pay the relevant Choice Privileges fee (5% of room revenue for Choice Privileges and Airline Rewards) on their monthly franchise bill for all consumed points eligible stays by guests with a Choice Privileges number. Payment of the Choice Privileges fee and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. (Not charged if the Travel Agent Processing fee is charged.) Properties that meet certain new member quarterly enrollment numbers will receive a quarterly incentive payment of up to .5% of quarterly room revenue on member qualifying stays based on enrollment performance.
11. BAR Plus Best Available Rate fee for extra points purchased by Choice Privileges members when booking their stay. \$5.00 for 1,000 points; \$10.00 for 2,000 points; \$25.00 for 5,000
12. Choice Privileges Egenica Program
13. \$5.00 per night on each SEGEN booking made by a Choice Privileges member.
14. CP Elite Welcome Gift Recognition Gift Program

15. Hotels will be billed per transaction for Elite members who elect points upon arrival which is \$1.25 for 250 points for the Comfort Suites brand.
16. Energy Collection & Measurement (ECM) Utility Savings Dashboard Program
17. Hotels will be billed \$18/month on the Franchise invoice. See Section 140.7 Room to Be Green Program for details.
18. *Taxes*
19. Each Franchisee is required to pay any applicable federal, state and/or local taxes on the fees described in this Section 100.6.
20. *Pay for Performance (PFP)*
21. Pay for Performance (PFP) is a 2.7% commission (subject to change) on consumed stays booked through mega agencies and consortia and can be in addition to the 10% travel agency commission. Each Franchisee is required to pay the relevant travel agency commission within one (1) week of the invoicing of the guest's stay. Payment of the travel agent commission and processing fee (currently \$0.48 USD per booking; this fee may be eliminated in 2024) must be made in accordance with the Centralized Commission Program procedures.
22. AARP Fee \$2.50 per consumed stay booked with the AARP discount.
23. Carlson Wagonlit Travel (CWT) Pay for Performance (PFP) Transactions: PFP for consumed stays booked by CWT depending on CWT lata, a consumed CWT stay is subject to "Carlson Wagonlit Global" or "SATO Travel" (Carlson Wagonlit) PFP fees:
24. Carlson Wagonlit Global: 8.5% marketing fee of room revenue and transactions are not subject to travel agent commission of 10%.
25. SATO Travel (Carlson Wagonlit): 2.7% marketing fee on consumed stays and can be in addition to the 10% travel agency commission where applicable (in accordance with the normal fee of all other PFP transactions).
26. Terms are subject to change.
27. *Corporate (Split) Commissions*
28. 0% 10% of room revenue per consumed stay resulting from program activities.
29. *Choice Enhanced Reservations Program (CHERP)*
30. CHERP is a 10% commission on consumed stays booked through a pay for performance search marketing program designed to help optimize the presence of Choice Hotels properties in major internet search engines. Each Franchisee is required to pay the commission within one (1) week of the invoicing of the guest's stay. Payment of the commission and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. Fees are only applicable to commissionable rate plans.
31. *Affiliate Program*
32. E Commerce marketing program fee which is a 10% commission on consumed bookings that is assessed any time a guest books a reservation found via e commerce marketing.
33. *ChoiceMAX Choice Hotels mandated Revenue Management System Mandatory for all Comfort Suites*

34. ChoiceMAX is Choice's state of the art revenue management system developed to help take revenue management capabilities to the next level by delivering beyond what was previously possible and offer strategic support and pricing direction as an extension of on property teams. Franchisees can leverage ChoiceMAX to manage optimal rates to help maximize revenue potential by ensuring that pricing aligns appropriately with market demands.
35. You must pay a mandatory activation and training fee of \$2,500 if the hotel is new to the Choice System or each time the hotel is reinstated into the ChoiceMAX system, including reinstatement due to seasonal closures or rebranding. Choice will not retroactively charge this activation fee for those hotels already in our System and that are not subject to reinstatement.
36. You must also pay a monthly fee. The monthly fee (subject to change) for ChoiceMAX is based on the room count at each hotel. Please reference the chart below: **Up to 50 Rooms** **51+ Rooms** **Comfort** \$400 \$525 *Monthly fees for ChoiceMAX are bundled in the ChoiceRM monthly program fee for Upper Midscale, Midscale, Economy, and Extended Stay chain scales. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.* For more information about the ChoiceRM program, please visit the ChoiceRM page on ChoiceCentral.
37. ChoiceROCS (formerly ChoiceRM)
38. Each Comfort Suites property is required to enroll in ChoiceROCS. The property will be required to enroll in a minimum level of service, and these are listed below. During the first year, the only levels available for enrollment are Silver and higher. The minimum level of service is based on the property's annual gross room revenue and number of high occupancy nights (defined as where occupancy is ≥90 percent). Choice reviews these two metrics on an annual basis and may, at its discretion, move a Comfort Suites property to a higher or lower level of service. However, the property may purchase a higher level of service, if desired.
39. A ChoiceROCS program fee will be assessed monthly in accordance with the level of service in which the property is enrolled. The program fee will appear on the monthly franchise bill immediately after the property is active in the ChoiceRM program. The monthly costs are as follows: **Gold+** **Gold** **Silver+** **Silver** **Bronze+** **Bronze** **Comfort** \$1,775 \$1,970 \$1,300 \$1,445 \$795 \$940 *Monthly fees for ChoiceMAX are bundled in the ChoiceROCS monthly program fee. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.*
40. Exemptions to the ChoiceROCS program are based on objective measures that are hotel specific and must be requested by the property and approved by Choice in writing.
41. Franchisees must comply with the Terms and Conditions (found in Choicecentral.com) for the ChoiceROCS program.
42. If a hotel fails to engage with its assigned Revenue Manager, including regularly missing onboarding and strategy calls, or the hotel or anyone engages in any unprofessional conduct or any conduct that disparages Choice's employees, including abusive language, then Choice has the right to suspend the hotel from the

Revenue Management Program. The hotel will continue to be charged the applicable program fee unless Choice decides to reinstate the hotel.

43. ResConnect Optional\* Program
44. With the ResConnect program, your reservation calls are serviced by highly trained professionals, allowing your front desk staff time to focus on delivering exceptional service to in house guests. The service operates 24/7, 365 days a year.
45. \*Effective 1/1/2025 To maintain the integrity and efficiency of our reservation services, hotels are required to direct calls to the appropriate channels and refrain from transferring calls to the Choice Toll Free Number if they are not currently enrolled in ResConnect. This policy ensures that all reservation calls are routed correctly, providing a streamlined experience for both guests and hotel staff.
46. If your property continues to transfer calls to the Choice Toll Free Number, your property will be automatically enrolled in the ResConnect Program.
47. Billing for the ResConnect Program will align with the Terms of Use and will appear on your monthly franchise statement.
48. If you would like more information or want to enroll, franchisees should visit:  
<https://apps.choicecentral.com/ccweb/content/resources/CallFwdResServ.html>

## **100.7 Methods of Payment**

1. *Credit Card Payments* Each Comfort Suites property must honor the credit cards of all companies with which *Choice Hotels International* has agreements, and those that Choice may designate periodically. *Choice Hotels International* currently requires that Comfort Suites hotels accept the credit cards listed in R&Rs Rules of Operation, 170.2 C. Credit Card Guarantee. Hotels may not impose any additional surcharge for guests who elect to pay by credit card. Similarly, no discount may be offered for cash payment.
2. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his/her first night's stay to the receiving Comfort property. Procedures for advance deposit are outlined in R&Rs Rules of Operation, 170.2 D. Advance Deposit.
3. *Choice Hotels Gift Card* See R&Rs Rules of Operation, 140.4 Choice Hotels Gift Cards.
4. *Google Wallet*

Hotels must accept reservations made using Google Wallet as a method of payment.

## **100.8 Choice Hotels Owners Council and American Hotel & Lodging Association**

1. *Organizational Purpose*
2. The Choice Hotels Owners Council (CHOC) is an organization of *Choice Hotels International* franchisees, representing Quality, Comfort, Sleep, Clarion and MainStay Suites hotels, inns, suites and resorts, individually and collectively.
3. Organized in 1967, the CHOC was created to serve as a sounding board to air system wide problems, provide a method of exchanging operational and promotional ideas, and enable franchisees to get better acquainted. In addition, the CHOC serves as a resource for Choice operator's vast store of knowledge and years of experience.

4. The current mission statement of the CHOC is to “Represent Franchisees by working with *Choice Hotels International* to profitably create customers through effective hospitality programs, to provide corporate/Franchisee liaison, and operate a responsive international association, to maximize Franchisee return on investment”.
5. The CHOC works with *Choice Hotels International*’s management to establish system programs and policies. Over the years, the CHOC has proven invaluable in strengthening the system by making available to corporate management the expertise of the CHOC members and by providing direct communications between the franchisees and *Choice Hotels International*.
6. Each Comfort Suites brand property is required to join and maintain membership (currently \$60 per month) in the Choice Hotels Owners Council (CHOC). Each Franchisee must remain current in its payment of dues to the CHOC.
7. *American Hotel & Lodging Association*
8. The American Hotel & Lodging Association is the largest hotel association in the U.S. representing all segments of the industry nationwide. Hotel members can take advantage of all AHLA’s resource centers for assistance in all avenues of the industry. The current mission of AHLA is: “The indispensable resource serving, supporting, and advocating on behalf of the American hospitality industry.”
9. Choice automatically enrolls all hotels as members of AHLA. Hotels are billed annually on their February franchise invoice for their hotel’s annual membership dues. The annual dues for Comfort Suites hotels are \$4.50/room (subject to change). Hotels not wanting to participate can opt out of participation by contacting their Area Director no later than December each year, prior to the February billing. Hotels must opt out annually.

## **100.9 Waiver Handling**

Each Comfort Suites property is required to maintain a hard copy file back up of any and all approved waivers as authorized by Choice Hotels. The hotel staff is to produce, upon demand, approved waiver letters/forms signed by authorized representatives of Choice Hotels for any existing conditions falling outside of Comfort Suites Rules & Regulations.

## **100.10 Privacy & Security Policy**

Guest information that Choice Hotels collects or stores is subject to certain privacy laws and Choice’s Privacy and Security Policy. Choice’s policy provides guests with the option to opt out of email, direct mail or the sharing of their information with third party partners. The full Privacy & Security Policy is available on [www.choicehotels.com](http://www.choicehotels.com). If a franchisee collects and stores a guest’s personal information the Franchisee must comply with all applicable data privacy and security laws and regulations, including the Payment Card Industry Data Security Standards with respect to credit card information. All properties must comply with Privacy and Security requirements as outlined in their respective franchise agreement. In absence of these requirements properties must adhere to local law and Choice policy. Local law will always be priority. To ensure Choice and its affiliates comply with these requirements, Choice developed the following rules for all Franchisee promotional email and direct mail campaigns communication with guests:

1. Hotels may not send email promotions that use Choice marks to guests.
2. Email lists will not be provided to Franchisees as Choice centrally communicates, on Franchisees behalf, monthly.
3. All email or direct mail lists that a hotel creates, purchases or plans to share with a third party must be sent to Choice for validating the contacts against the centralized “opt out list.”
4. Any promotion email or direct mail communications intended for distribution must be approved by Choice.
5. All direct mail must provide the ability for consumers to unsubscribe via direct mail (by including a mailing address at Choice).
6. All email and direct mail “unsubscribes” received directly by a hotel must be reported to Choice so that the centralized database can be updated with guest preferences.
7. Any requests for terminated hotels’ direct mail lists are considered on a case by case basis. Please contact your Franchise Services Team.

## **100.11 Reservation of Accessible Rooms**

Accessible room inventory must be loaded into Choice’s reservation system in accordance with the requirements of the regulations under the Americans with Disabilities Act (ADA) related to online reservations. Based on the ADA regulations, ADA accessible rooms may not be overbooked.

## **100.12 Permitted Use**

1. The hotel property must only be used for its intended purpose of the voluntary and temporary housing of transient guests. The hotel (including its ownership and management) must refrain from using, or allowing others to use, the premises for any other purpose or activity at any time without obtaining Choice’s prior written consent, which may be withheld in its sole discretion, including, but not limited to, any purpose or activity that: (a) is unlawful, unethical or immoral; (b) could reasonably be determined to have a material negative impact on Choice, its trademarks, or its business reputation, (c) is not specifically contemplated by the Franchise Agreement or these Rules and Regulations; (d) does not meet or exceed the generally accepted standards of operation of leading hotel operators in the industry; (e) involves accommodations provided by any government social services or housing agency; (f) involves the incarceration or involuntary detention of any individual (whether or not government sponsored); (g) involves gambling, gaming or adult entertainment; or (h) is otherwise prohibited by Choice in its sole discretion.

# **110.0 Guest Facilities**

## **110.1 Public Restrooms**

1. *Supplies* The following items are required for each stall:

2. A double roll toilet tissue dispenser or equivalent. An adequate supply of toilet tissue must be maintained.
3. Covered containers for sanitary napkin disposal at each stall in a unisex or women's restroom. In a single stall unisex or women's restroom, a covered waste receptacle can serve as the sanitary napkin disposal unit.
4. Feminine hygiene products must be available in all women's/unisex restrooms. Items can be dispensed from a properly stocked vending machine or provided at no charge and presented in a basket or container, either in each stall or in the vanity area.
5. *Hand Soap* Liquid soap in dispensers, convenient to all basins is required.
6. *Hand Drying* Paper towel dispenser or electric hand drying devices and waste unit are required.
7. *Waste Receptacles* At least one waste receptacle is required in each restroom. See R&Rs Architecture & Engineering, 410.14 Public Restrooms. Also See R&Rs Interior Design, 510.14 Public Restrooms and 510.7 Public Space Finish Standards.

## **110.2 Swimming Pool**

**Indoor & Outdoor** A swimming pool is required at each Comfort Suites property. *For properties whose contracts were executed on or before 12/31/2004*, a fitness center may be provided in lieu of a swimming pool if approved in advance in writing by *Choice Hotels International*. *For properties whose contracts were executed on or after 1/1/2005*, both a swimming pool and a fitness room are required. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. The pool furnishings requirement for properties is as follows:

1. One (1) dining table with 4 chairs for properties of 100 rooms or fewer. An additional dining table with 4 chairs is required for each additional 50 rooms or portion thereof (portion thereof means to round up).
2. 6' market umbrella with weighted base or umbrella built into the table. (Outdoor Pool Only).
3. Minimum of one (1) additional chair for every ten (10) guest rooms or portion thereof (portion thereof means to round up). Chairs may be chaise lounges or high back stackable chairs with arms.
4. Minimum one (1) side table for every twenty (20) guest rooms or portion thereof (portion thereof means to round up), located between lounge chairs or stackable chairs.
5. Towel rack for clean towels and bin for soiled towels; an adequate supply of clean towels must be maintained at all times during posted operational hours. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for pool furniture specifications. It is the Franchisee's responsibility to ensure that all local, state and federal laws, regulations and codes are met or exceeded with respect to the design, construction, maintenance and operation of the hotel's pool. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool

specifications. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

### **110.3 Fitness Center**

A branded Fitness Center is required in each Comfort Suites hotel. The standards listed in this section are the **operational** requirements for the Fitness Center. Refer to the Fitness Center program website for product specifications and how to order as needed. In addition to the operational requirements, the fitness room must meet the minimum requirements outlined in R&Rs Architecture & Engineering, 410.60 Fitness Center and R&Rs Interior Design, 510.60 Fitness Center.

1. Guests must be provided access to the fitness center from at least 6AM 10PM daily.
2. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
3. Integrated wood or wood look laminate towel cabinet with enclosed bin must be provided. Each towel cabinet:
  4. Must contain a minimum of three (3) shelves.
  5. Must contain an opening on the top surface of the base of the cabinet to allow soiled towels to be dropped into a concealed bin or basket below.
  6. The base cabinet must be enclosed with an access door to conceal a bin or basket for soiled towels.
7. Provide an adequate supply of fitness center hand towels at all times during operational hours. Towels must be provided on shelves in the towel cabinet.
8. A Notice pertaining to liability in compliance with all local, state, or federal codes must be located in clear view of guests.
9. A hand sanitizing station must be provided in or at the entrance to the fitness center. Refer to section 120.12 Hand Sanitizing Stations for additional details.
10. Approved Wall Art – A complete set of brand approved artwork is required in the fitness center. Additional artwork is prohibited.
11. Approved stainless steel/brushed metal finish, disinfecting Gym Wipe Dispenser with combination trash receptacle.
12. Pre Moistened Disinfecting Wipes provided in dispenser at all times during operational hours.
13. Approved, Wall mounted Clock with brushed metal finish.
14. A minimum 40" television with remote control is required.
15. Drinking fountain, a water cooler with cups or bottled water inside a glass front refrigerator must be provided.
16. Equipment – The following equipment must be commercial grade construction
17. Hotels with contracts executed on or **after** 1/1/2005):
18. A minimum of one (1) Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.

2. A minimum of two (2) pieces of the following equipment is required:
3. Motorized Treadmill
4. Elliptical Machine
5. Stationary Bike
6. Stair Climber
7. Hotels with contracts executed **before** 1/1/2005, at least three (3) pieces of the following equipment is required:
  8. Motorized Treadmill
  9. Elliptical Machine
  10. Stationary Bike
  11. Stair Climber
  12. Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.
14. The following items are not permitted in the Fitness Center:
  15. Non approved artwork, posters and/or signage
  16. Plants (artificial or living)
  17. Non approved FF&E seating not related to the exercise equipment (i.e. chairs, stools, sofas, etc.), shelving, tables, book cases, cabinets (other than the approved towel cabinet)
  18. Decorations, figurines and/or other embellishments
  19. Non approved advertisements or other promotional materials
  20. Food and beverage, with the exception of the required water source
  21. Cleaning supplies with the exception of the gym wipes in dispenser
  22. Storage of other items

#### **110.4 Meeting Room**

1. It is required that the meeting rooms be furnished with an easel/flip chart, and an audiovisual viewing screen or flat panel TV with PC hook up capabilities. It is also required that the meeting rooms be furnished with adequate electrical outlets, television antennae, telephone jack outlets and speakerphone capabilities.
2. All meeting rooms must provide wireless High Speed Internet Access in accordance with the standards outlined in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
3. All meeting rooms must meet the design specifications outlined in R&Rs Architecture & Engineering 410.30 Meeting Room and are to be furnished according to the standards outlined in R&Rs Interior Design, 510.30 Meeting Room.

#### **110.5 Business Center**

All Comfort Suites properties must offer a Business Center with the latest computer software provided by Uniguest, which includes the brand approved home screen. Uniguest

software must be provided on all computers in the business center. The business center must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.52 Business Center and furnished according to R&Rs Interior Design, 510.52. For properties whose contracts were executed prior to 1/1/2005, the business center requirement can be met by providing a dedicated room/enclosure or by offering a lobby or common area based desk or kiosk. All Business Centers are required to be equipped with the following:

1. Comfort Suites Business Center Personal Computer (PC) from Uniguest – Minimum one (1)
2. All PCs in the Business Center must be the current Comfort Suites Business Center configuration purchased from Uniguest which includes a standardized All in One CPU &Monitor, Keyboard, Mouse, Network Router and Cables. Multiple PCs are recommended as dictated by local market demand.
3. Printer – Minimum one (1)
4. All printers must be purchase from Uniguest and be network ready and available for use from all PCs. Printers must be laser format with output of at least 10 PPM. Printers can be either black & white or color. Multi function machines that copy/fax/print are strongly recommended.
5. Required Operating System, Browsing, and Business Software
6. Operating System
7. The required operating systems will be: Windows 7, Windows 8 or Windows 8.1 – all 64 bit, with minimum of 20GB of free hard drive space and 4GB (or more) of RAM. Processors must be 1.7GHz or higher.
8. Internet Explorer (version 10 or more current)
9. Microsoft Office
10. Microsoft Office (version 2013 or more current), including Word, Excel, and PowerPoint
11. Remote Printing All Comfort Suites are required to provide and maintain approved remote printing capabilities. Additional information can be found on the Remote Printing Tab.
12. Required remote printing program is required to be purchased through Uniguest.
13. Required components of the program are:
14. Approved electronic key pad attached to, integrated with, or adjacent to the business center printer.
15. An approved sign including information about printing instruction and business supplies must presented in a black or acrylic frame and located in close proximity to the business center printer; at minimum, a black frame or clear acrylic frame must be used. The approved graphic is found on SmartMarketing and must be customized with hotel property code.
16. The Brand approved “Here for your Business Needs” sign must be presented in a black frame or clear acrylic holder.
17. Required Managed Business Center Software and Support All PCs must be equipped with the latest available Comfort Suites Business Center software from Uniguest. All properties must maintain active support contracts for each PC from Uniguest.

Minimum initial contract term with Uniguest is 2 years, renewable in 1 year increments.

18. High Speed Internet Access
19. For business center PCs, an always on connection to the Internet is required, consistent with the CHI Midscale HSIA Brand Standard. For laptop users, wireless Internet access signal covering entire room or common area, consistent with CHI Midscale HSIA Brand Standard is required.

## **110.6 Guest Laundry**

The duration of a guest's stay at the Comfort Suites varies depending on travel plans. A guest laundry facility is required (applicable to properties whose contracts are executed on or after 1/1/2006). The guest laundry must meet the design specifications outlined in R&R Architecture & Engineering, 410.50 Guest Laundry and R&R Interior Design, 510.50 Guest Laundry. All guest laundries must also meet the following standards:

1. The minimum equipment must be:
  2. One (1) top quality commercial washer
  3. One (1) top quality commercial coin operated dryer
  4. A wall mounted, coin operated dispenser of laundry detergent and fabric softener. As an alternative to providing a coin operated dispenser, properties may sell the laundry detergent and fabric softener at the front desk or in the gift shop (where applicable).

## **110.7 Whirlpool**

Optional A whirlpool for public use is not required. If a whirlpool is provided, it must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.62 Whirlpool Optional and R&Rs Interior Design, 510.62 Whirlpool Optional. In addition, an adequate supply of fresh towels must be provided at the whirlpool area at all times. It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

## **110.8 Comfort Marketplace**

All Comfort Suites must offer a Comfort Marketplace with an approved Marketplace sign. Guests must be able to access the Marketplace items directly via a dedicated alcove space OR the lobby implementation method described below. Approved snack cabinets cannot be behind the front desk. The minimum Marketplace items must be available for guest purchase 24 hours per day, seven days per week. The standards listed in this section are the **operational** requirements for the Comfort Suites Marketplace. Refer to the Marketplace website for product specifications and how to order as needed.

1. Approved display methods; must choose Option 1 or Option 2 below:

2. Dedicated Alcove Method – defined as dedicated alcove type space with built in cabinetry/shelving (millwork), located adjacent to the lobby and purpose built for a marketplace type retail operation.
3. Approved Snack Cabinet with shelf management system is permitted as an option for the cabinetry if built in cabinetry is not available.
4. Slat wall, wire pegs and/or wire rack display systems are prohibited.
5. Lobby Free Standing Method with brand approved Snack Cabinet(s). The brand approved cabinet(s) must be located in the lobby area, not behind the front desk.
6. A refrigerator and freezer are required
7.
  1. If present in the lobby or public space where guests access these items, the unit(s) must be commercial grade with a glass front door and interior lighting.
8. If limited space is available for the lobby implementation method, refrigerated and frozen items may be stored in a back of house area and those units do not have to have the specifications noted in item “a” above.
9. Additional Rules of Operation
10. Brand approved “Marketplace” signage must be present at the entrance to the Marketplace (alcove method) or on one of the brand approved snack cabinets (Lobby Method).
11. Pricing Template(s)
12. Prices are to be displayed on the approved Pricing Template(s), printed in color, and presented in an appropriately sized frame (wall mounted or free standing).
13. Prices are to be listed as “tax inclusive”.
14. It is the franchisee’s responsibility to remit any and all sales taxes collected on the Marketplace revenue as required by law.
15. Other computer generated, handwritten labels, unapproved signs or promotional material is not permitted in conjunction with any of the Marketplace components or presentations.
16. Individual price labels and/or the use of a “pricing gun” are not permitted to indicate the price on the products for sale, unless required by law.
17. Guests must be allowed to pay cash, credit card, or charge Marketplace purchases to their guest hotel folio (subject to valid method of payment).
18. All purchases, payments and transactions must be posted and recorded using choiceADVANTAGE.
19. Vending machines near the lobby do not meet the standard for a Marketplace.
20. The sale of souveniers, crafts, memorabilia, other non approved Marketplace program items or offensive material is prohibited.
21. General Product Standards:
22. Minimum food, snack and beverage items offered for sale must be from nationally recognized brands. Wholesale club brands, store brands and/or generic brands do not meet the “national brand” requirement.

23. All items must be individually wrapped and packaged for retail sale in the original, professional packaging from the manufacturer. This includes ingredients and nutritional information.
24. Products that have reached the manufacturer's printed expiration date cannot be sold in the Marketplace.
25. Damaged, opened, used or otherwise comprised product may not be sold in the Marketplace.
26. Minimum Product Offerings As noted above for the Lobby Implementation Method, refrigerated and freezer products may be stored in a back of house area; however all products offered for sale must be listed on the approved template and available for purchase at the front desk. Items provided for one category cannot "count" as a product in another category. For example, Tylenol cannot be counted as a pain reliever and a cold medicine product.
27. Sweet Stuff (Sweet/Candy Items) including chocolate bars, mints, hard candies, gummy candies and chewing gum AND non candy sweet items, such as cookies, granola bars, and other sweet treats.
28. A minimum of four (4) different candy branded product selections required and a minimum of four (4) different non candy items. A total of eight (8) different items must be available in this category.
29. Snack Attack (Snack Items) Salty and savory items, such as potato chips, pretzels, Doritos®, Cheez itz®, Goldfish®, popcorn, bagel chips, and trail mix.
30. A minimum of four (4) different branded product selections are required.
31. Must Haves (Health/Pharmacy Items) Items to include a minimum of one (1) brand selection from the following list of items, are required.
  32. One (1) pain reliever
  33. One (1) cold and/or flu medication
  34. One (1) antacid reliever
  35. One (1) eye drop product (must be at least 3 ounces)
  36. One (1) contact lens cleansing solution (must be at least 3 ounces)
  37. One (1) hair spray (must be at least 3 ounces)
38. Cool Down (Cold Beverages) An assortment of cold carbonated beverages, juices, specialty drinks and bottled water.
39. Minimum 16 ounce bottle size
40. Carbonated and/or sparkling water and carbonated energy drinks do not meet the carbonated beverages requirement.
41. Minimum of four (4) soda varieties (carbonated beverages) is required, one (1) of which must be a diet soda selection.
42. Minimum of two (2) specialty drink varieties are required. (Examples of the specialty drink category include sports drinks, iced teas, energy drinks, coffee drinks, root beer, etc.).
43. Minimum of 8 ounces bottle size
44. Minimum of two (2) juice varieties is required, one (1) of which must be 100% orange juice.

45. Minimum 8 ounce bottle size
46. Optional: Alcoholic beverages (beer and wine only) are allowed to be sold in addition to the minimum requirements listed, if permitted by law. It is the franchisee's responsibility to meet all local, state and federal laws pertaining to the sale of alcoholic beverages, as well obtain any and all permits and/or licenses required.
47. Ice Box (Frozen Items) A selection of frozen meals and ice cream treats.
48. Products requiring actual cooking, other than the use of a conventional microwave oven, are not permitted.
49. Frozen meals – a minimum of two (2) different branded product selections required
50. Ice cream – a minimum of two (2) different branded product selections required.  
Individual serving size (carton, tub or box).

## **110.9 Restaurants/Bars/Lounges/Banquet Space**

Restaurants, Bars, Lounges, and/or Banquet Spaces are prohibited at Comfort Brand Properties.

## **120.0 Hotel Services**

### **120.1 Complimentary Newspaper**

Properties not displaying the brand specified internet landing page (ILP) are required to provide a minimum of ten (10) complimentary USA TODAY newspapers each day Monday through Friday. Additional copies may be necessary if the occupancy of the hotel rises substantially.

### **120.2 Telephone Services**

Telephone service to guest suites/rooms must be available for incoming and outgoing calls 24 hours daily.

1. *\_Local Telephone Calls \_ No Comfort Suites property shall levy any charge to guests for making local calls. This includes any daily access charge, per call charge or per time unit charge.*
2. *Long Distance Guests must be able to access long distance via direct dial*
3. Access Charge
4. No Comfort Suites property shall levy any access charge for making long distance calls, whether direct dialed, operator assisted or toll free.
5. Telephone Carriers
6. Address consumer comments to: FCC Enforcement Division, Wireline Competition Bureau, 445 12th St. SW, Washington, DC20554.
7. *Switchboard*
8. Provide a hospitality based system that functions as a state of the art telephone, with voice mail and FCC compatible hearing impaired capabilities.

9. *Guest Room Telephones* Each guest room must have at least one (1) telephone with direct dial capabilities, through local telephone service. In addition, the telephone system must meet or exceed the following specifications:
10. Must be equipped with a message waiting light or message alert. See R&Rs Rules of Operation, 130.2 F.3.c.
11. Must have a brand approved faceplate. The faceplate must contain dialing instructions, the approved logo, room number, hotel name, hotel address, and phone number. Refer to Choicebuys for contact information for Desi.
12. *House Telephones* All house telephones must automatically dial to the front desk when the receiver is lifted off the cradle.
13. *911 Direct dial* Hotels are required to comply with all state, local and federal laws and codes, including the Federal Communications Commission's rules regarding emergency telephone calls (911) and connections to a 911 call center or public safety answering point

### **120.3 Television Services**

1. The following television services to guest room must be available 24 hours a day:
2. Required Basic Programming required all day every day At a minimum, the hotel must offer free to guest "basic cable/satellite" programming variety with no fewer than 25 channels. The following 5 specific networks are required – ABC, CBS, NBC, FOX and PBS. In addition, at least 1 channel is required from each of the following 5 programming categories (with notable/popular network recommendations provided as guidance):
3. News CNN, CNN Headline News, CNBC, MSNBC, Fox News
4. Weather The Weather Channel, AccuWeather, Regional/Local Weather
5. Entertainment USA, TNT, TBS, LIFE, FX, WGN, History, Discovery, A&E, HGTV, TLC, Travel, AMC, TMC, Comedy Central, Sci Fi, BIO, Food, MTV, VH1, CMT, Bravo, SPIKE, National Geographic
6. Kid Friendly Disney, ABC Family, Nick, TV Land, Sprout, Noggin
7. Sports ESPN, ESPN2, ESPN Classic, ESPN U, SPEED, Fox Sports
8. HBO is recommended as a premium network channel
9. One of the brand approved versions of the in room technology cards must be provided in all guestrooms. This in room technology card includes WIFI connectivity information including customer service contact information as well as the TV channel listing or how to access the channel information.
10. Pornography Pornographic channel, movies or shows are prohibited.
11. All guest room televisions must have a remote control.

### **120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)**

1. Compliance **All properties are required to be HSIA certified.** Certifications will be maintained by the hotel's choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:

2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
  5. Areas of Installation:
  6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
  7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
  8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.
  9. Equipment
  10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
  11. Bandwidth
  12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.
  13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps  
75 - 149 rooms 100 Mbps  
150 - 350 rooms 250 Mbps  
350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
  14. Wireless Signal
  15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
  16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.

17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. Connection/Configuration – The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. *User Authentication* – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.
21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel’s WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
4. Increased Bandwidth
5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
8. HSIA Non Compliance Procedure
9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non

compliance penalties as well as possible default and termination of the franchise agreement.

### **120.5 Forgot Something Program**

1. Each Comfort Suites Hotel must maintain an adequate supply of the amenities listed below. These amenities are to be made available to guests on a complimentary basis upon request. Any items provided in all guest rooms do not have to be kept with the supply of other required items.
2. Razor
3. Shaving Cream
4. Toothbrush
5. Toothpaste
6. Deodorant
7. Sewing Kit
8. Shower Cap
9. The in room Experience card noting the program is required in all guestrooms.

### **120.6 Cribs & Rollaway Beds**

Cribs must be available upon request and at no charge. All cribs and play yards must meet or exceed all applicable local, state and federal laws and regulations, including all Consumer Product Safety Commission safety guidelines.

1. At least one (1) crib must be available upon request at all times.
2. Rollaway beds are optional. With the exception of SRD reservations, charging is at the owner's discretion. Rollaway beds must be provided free of charge with SRD reservations.

### **120.7 Vending Services**

Vending machines dispensing items such as soft drinks, snacks, and newspapers are not permitted in the Lobby, but when present are required to be in a semi enclosed area adjacent to the lobby, or located in a specific vending room within the guest rooms building. ATMs and any coin operated machines are also prohibited in the lobby. Cigarettes are prohibited in all vending machines. Vending machines do not meet the requirement for the Comfort Suites Marketplace and are not permitted in the Marketplace itself. Refer to the Marketplace Website on the Comfort Suites brand page for program details and requirements.

1. For properties with four (4) or greater stories, one (1) closed bin, dispenser type (1) ice machine must be located on every other floor.
2. For properties with three (3) or fewer floors must have a minimum of one (1) centrally located ice machine for every 60 guest rooms.
3. Vending machines dispensing cigarettes and/or prophylactics are not permitted anywhere at the hotel or affiliated property. All vending areas must meet the design

specifications outlined in R&Rs Architecture & Engineering, 410.51 Vending Areas and R&Rs Interior Design, 510.51 Vending Areas.

## 120.8 Complimentary Coffee & Hot Tea

All Comfort Suites hotels are required to offer hot water and at least one regular and one decaf blend of the approved coffees required for breakfast as well as hot tea (regular and decaf) from at least 5AM until 9PM on a daily basis. A list of approved coffee vendors is listed on the Breakfast Program Hot Topic. Only approved blends from approved vendors are acceptable.

1. These hot beverages must be served from either the breakfast area or from a separate cart or kiosk located in the lobby, using the approved airpots. If served from a separate cart or kiosk, then the approved airpots must be properly labeled with approved graphics, but the display rack may remain in the breakfast area
2. With the exception of the airpot racks, the coffee and tea must be offered with the same menu and presentation pieces, condiments, wooden stir sticks, and Choice Privileges cups stipulated for the breakfast program.

## 120.9 Welcome Refresh Water Station

All Comfort Suites hotels are required to offer complimentary beverage refreshment via the approved Welcome Refresh Water Station program and recipe standards, on a daily basis, at minimum between the hours of 3PM 9PM. The Welcome Refresh Station program is required in addition to the Complimentary Coffee and Hot Tea requirement (See 120.10). The standards listed in this section are the **operational** requirements for the Welcome Refresh Station program. Refer to the Comfort Suites Brand page for details under the Deadlines & Programs tab. Only the approved items, products, presentation pieces, signage, graphics and/or materials sourced for this program are permitted for use, except where noted.

1. Location
2. The Welcome Refresh Water Station program must be presented as described below, in an approved location in the lobby visible to guests at check in from the front desk.
3. The water station cannot be placed on the front desk registration counter
4. The water station must be placed on one of the following:
  5. The approved beverage cart
  6. A permanent counter not to include the front desk
  7. A furniture table, to include either an approved sofa table or approved console table. If placed on an approved furniture table, it must be at minimum 32"H x 18"D x 33"W.
8. Beverage Offering
9. A minimum of one (1) approved lemon infused water offering is required. Refer to the Refreshment Recipe instructions for the approved beverage products and directions:

10. Drinking water infused with approved lemon flavored syrup blend; **or** "True Lemon" brand dry mix packet or
11. Drinking water infused with a minimum of six (6) fresh lemons, cut into *slices*.
12. The beverage dispenser must be maintained at least one half (1/2) full during the hours of operation, with ice cubes visible.
13. The service of additional cold beverages is permitted. If additional cold beverages are provided, they must be served in the approved beverage dispensers and accessories.
14. Additional beverages In addition to the required lemon infused water, other optional cold beverages are acceptable, but they are limited to "Ice Water" (with or without sliced fruit), "Iced Tea", "Sweet Tea", and "Lemonade". Only approved dispensers, drip trays, and approved flavor magnets are allowed for the service of additional cold beverages. Brand approved flavor magnets are required.
15. Presentation
16. The following presentation, serving pieces and operating supplies are required:
17. Minimum one (1) approved presentation mat.
18. Minimum of one (1) approved beverage dispenser with base, condensation tray, and drip tray
19. One (1) brand approved lemon infused magnet flavor label is required to be placed on the beverage base.
20. 4.5" x 4.5" beverage napkins, non logo, white in color, provided in adequate supply and presented in the approved beverage napkin holder.
21. Seven (7) ounce beverage cups, in adequate supply, presented in the approved beverage cup holder. Cups must be solid white, translucent, or clear plastic. No logos or markings permitted.
22. One (1) trash container placed on the floor in the immediate presentation area. Trash cans must be solid black, brushed nickel, or stainless steel and cannot be taller than the height of the approved cart or presentation piece/furniture used for the service.

## **120.10 Hand Sanitizing Stations**

All hotels are required to install commercial style hand sanitizing stations in certain public areas throughout the hotel. Commercial style is defined as an encasement holder with internal cartridge or bag which supplies the product. The stations can be free standing or wall mounted. An adequate supply of sanitizing product at all times. The sanitizing product must contain active ingredients of at least 60% ethanol or 70% isopropanol.

1. Stations are required in at minimum the following areas: in the lobby/front desk area, in the breakfast area, all interior corridor elevator landings, fitness centers (in or at the entrance to), and entrances to food and beverage outlets if present.

## **130.0 Guest Service Programs & Standards**

### **130.1 Guest Satisfaction Programs**

1. *Commitment to Your Satisfaction Program* Each Comfort Suites property is required to fully comply with all aspects of the Comfort Suites' Commitment to Your Satisfaction program.
2. Participation in this ongoing, mandatory program is required by all Comfort Suites properties. It includes the satisfactory servicing of all guests, prompt resolution of guest complaints, prominent display of collateral material and the timely submission of weekly tracking reports.
3. The program applies to the entire room inventory and all guests, with the exception of those who have been identified by *Choice Hotels International* as likely to fraudulently invoke the satisfaction commitment.
4. The program applies to rooms on an individual basis; there are no exceptions permitted for special rate programs and package plans.
5. All hotels must provide the In room Experience card with "We'll take care of you" message.
6. Front desk staff must be authorized to satisfactorily resolve guest complaints, including but not limited to guest reimbursements upon checkout.
7. Every attempt to resolve a guest complaint must be handled on property, at the time of the complaint. On property guest complaints and/or reimbursements must be logged in Choicecentral using the Guest Resolution form. Refer to section 130.3 Guest Complaints for additional details on Guest Complaints.
8. The Customer Relations Department (CRD) reserves the right to automatically resolve guest complaints to the satisfaction of the guest and will bill the hotel franchise accordingly. See R&Rs Rules of Operation, 130.3. A.3. CRD Action. In order to help minimize the likelihood of follow up guest complaints, hotel staff is encouraged to utilize the Guest Reimbursement Form located on Choice Central under References to report all on site complaint resolution compensations to CRD.
9. *Family Plan*

Each property must accommodate, free of charge, children 18 years and under when accompanying their parent(s)/guardian(s), occupying the same room and using the same facilities. If a second room is utilized, the charge must be equivalent to the one person rate for each room occupied.

### **130.2 Guest Complaints**

1. *Complaints* Guest complaints received by the Customer Relations Department (CRD) are processed and resolved upon receipt from the guest without referring back to the hotel. Anytime a guest reaches out to the CRD their complaints are resolved and billed to the property (currently \$100/instance). Refer to information on Choicecentral regarding specifics of the Case Management Process. The property must abide by the Guest Satisfaction Program and first attempt to resolve any guest issues or complaints at the hotel level. Complaints must be corrected to the guest's satisfaction in a professional and respectful manner, without abusive conversation

and without speculation as to the guest's motives. Consideration must be given to the guest's point of view. Only the management of the hotel and their staff are completely aware of all aspects pertaining to a complaint, including any related Choice's Central Reservation System's (CRS) records, billing and accounting records, and/or what took place during the guest's stay.

2. Hotel Complaint Resolution
3. When a complaint is reported to the hotel directly, all complaints must first be resolved directly with the guest and then must be responded to in writing in a professional manner. Issues that cannot be solved by CRD (Ex. Legal, billing issues) will be sent to the hotel for resolution. If received via email, response may also be via email. If a complaint is received via snail mail, the response must be via snail mail and must be typed or computer generated on the letterhead of the owner, the property or the management company. Responses may not contain any foul or abusive language. Responses must be courteous, understanding, and directed to the specific problem.
4. A copy of all responses must be maintained on property for at least six (6) months from the date of the original complaint and must be available for review upon request by an authorized agent of *Choice Hotels International*.
5. Actions Required of Hotel Management
6. Upon receipt of a complaint forwarded by CRD, hotel management must acknowledge and close the comment. Legal complaints will be sent to the hotel requesting a response and resolution and will be handled solely between the hotel and guest.
7. Reputation Management Reponses
8. Without exception, franchisees will be required to respond to GIS surveys and Real Guest Experiences on ChoiceHotels.com that have scores below their brand's Likelihood to Recommend (LTR) red zone threshold. Franchisees are also required to respond to GIS surveys when the guest has requested that they be contacted by the hotel.
9. All responses must be in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view.
10. CRD Action CRD reserves the right to automatically resolve the complaint to the satisfaction of the guest, and will bill the hotel franchise accordingly if any of the following has occurred:
  11. Guest received no response from hotel management.
  12. Resolution received was unsatisfactory to the guest or no resolution was offered at the time of stay.
  13. Hotel management accepted no or partial responsibility for a problem when it was clearly in the wrong.
  14. Hotel management failed to follow the procedures detailed in R&Rs Rules of Operation, 130.1 Guest Satisfaction Program, 130.2 Guest Service Standards, and/or 130.3 "Guest Complaints".

15. CRD will assess a complaint handling fee for all valid complaints sent to the property. This fee is \$100 for the Comfort Brand and subject to change. The property may also receive billing for the cost of resolution to the guest.
16. Appeal Process
17. Should hotel management wish to appeal a CRD decision regarding their guest's complaint, they must fill out the Guest Feedback Appeal Form (GFAF) within 30 days of guest complaint and the hotel's comments/concerns will be reviewed by a member of the appeals team and the hotel will be notified within 35 days of the results of the appeal.
18. Choice Privileges Points and Cash Refunds: In certain circumstances, and in the interest of maintaining the excellent reputation of all *Choice Hotels International*'s hotels, CRD reserves the right to issue a refund or Choice Privileges Points as a gesture of goodwill to the guest, at no charge to the franchisee.
19. Statistics and Service Standard: All complaints are maintained in a database for record keeping purposes. CRD maintains these statistics and produces monthly reports for use by CHI operational support field staff, marketing and reservations. All complaint data is also accessible by hotel management via [www.choicecentral.com](http://www.choicecentral.com).
20. Unresponsive Hotel
  21. In the case of late, invalid or no response from the hotel management to a GIS Survey or Real Guest Experience, the comment will be "escalated" and a fee will be added to the monthly franchise statement.
  22. The Reputation Management team reserves the right to automatically resolve all survey/reviews to the satisfaction of the guest and will bill the hotel franchise accordingly if any response was unsatisfactory to the guest or was received late (any time after the 72 hour period has elapsed).

### **130.3 Housekeeping Service Standards**

1. *Commitment to Clean (C2C)*
2. All hotels are required to use chemicals that are labeled as EPA registered disinfectant for use against SARS Co V2 for hard surface cleaning in all guestrooms and public space areas.
3. Approved disinfectant cleaner is to be used by each housekeeper and must be visible on all active housekeeping carts in professionally labeled bottles. This will be verified during each Quality Assurance Review (QAR).
4. Hotel is required to maintain an adequate supply of approved bulk disinfectant cleaner for replenishment of individual bottles.
5. All hotels will be required to have at least one (1) current employee solely designated as the Commitment to Clean (C2C) Captain. Each C2C Captain is required to fully complete the current C2C training located on ChoiceU and it must be updated every twelve (12) months.
6. Compliance is noted at the beginning of each month. Hotels that fail to have a certified C2C captain may be placed in the Yellow Zone in the Performance Zones

Program and may be billed \$150 per quarter until compliant. Refer to section 180.2, Performance Zones Program.

7. *Ecolab Laundry Program*
8. As of 5/1/2023, all Comfort hotels are required to purchase and use Ecolab laundry products for all hotel linen and terry. A minimum of three (3) dispensed Ecolab laundry products (detergent, de stainer, and fabric softener/neutralizer) and what may be determined by the hotel's Ecolab representative are required in addition to ready to use stain treatments and removers.
9. Compliance is noted at the beginning of each month. Hotels found to be non compliant with the Ecolab Laundry Room Chemical Program may be placed in the Yellow Zone in the Performance Zones Program until compliant. Refer to section 180.2, Performance Zones Program.

#### **130.4 Guest Insight System (GIS)**

1. Guest Feedback Data Integrity Policy

All hotels are required to adhere to Choice's Guest Feedback Data Integrity Policy.

1. No Choice property or franchise employees or immediate family are allowed to complete a GIS survey.
2. Choice Employee and Friends & Family rate codes (SED & LFF) are not eligible for a GIS survey.
3. To protect the integrity of the GIS Survey and Choicehotels.com guest feedback systems, Choice will remove any and all invalid or fraudulent surveys and reviews identified by independent data monitoring system software. Detailed reporting from the data integrity program will be provided to Choice Hotels for use in their performance monitoring.
4. An invalid survey is a survey that is determined\*\*\*\*by Choice or its representative to have been submitted by someone other than the guest to whom the survey was issued, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
5. An invalid review is a review that is determined by Choice or its representative to have been submitted by someone other than a guest of the hotel being reviewed, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
6. If your hotel is found by Choice to have three (3) or more invalid surveys OR three (3) or more invalid reviews on Choicehotels.com (or a combination thereof) in a 30 day period, a warning letter will be sent to both the franchisee's designated representative and the general manager of the hotel.
7. If, after the first warning, your hotel is found to have three (3) or more invalid surveys or (3) or more invalid reviews (or a combination thereof) for two (2) consecutive months the following consequences will be applied:
8. Any current awards and recognition are declared invalid and are removed from the hotel's listings on Choicehotels.com.

9. Hotel is disqualified from receiving awards and recognition for the next calendar year.
10. For continued offenses, the hotel is at risk of formal default of the franchise agreement and may be subject to reservation suspension and termination.

If a hotel is found to have invalid surveys, the hotel ownership will be notified. 2. GIS Survey Exclusion Policy

1. In very limited circumstances, a property representative may submit an appeal of a GIS survey within 45 days of the survey response date. All appeals must be submitted via ChoiceCentral.com, meet requirements for an appeal and include adequate documentation. Please refer to the GIS Survey Handling Policy on Choice Central for details.

## **140.0 Marketing Programs**

### **140.1 General Requirements**

1. Displays Each property is required to prominently display all approved *Choice Hotels International* Choice Privileges promotional materials in full view of arriving and departing guests. These materials include approved marketing materials on the check in counter such as the front desk insert poster in acrylic stand, table tents (can be in the breakfast area) and any other items that are included in a promotional kit including but not limited to stand up lobby banner and/or key card inserts.
2. The approved marketing materials must be current and displayed for the duration of the promotion or program in accordance with the dates and terms specified by *Choice Hotels International*. All outdated materials must be removed in accordance with dates and communications from Choice Hotels. It is the hotel's responsibility to abide by program rules.
3. Placement of non *Choice Hotels International* promotional material in or on the display stand is strictly prohibited. The display of multi branded materials that include non *Choice Hotels International* hotel brands is also strictly prohibited.
4. *Choice Hotels International* will supply all North American hotels with approved promotional materials at *Choice Hotels International*'s expense. Damaged or stolen promotional materials must be replaced at the hotel's expense.
5. Advertising Materials
6. Non Choice Advertising Material
7. Advertising material of any description that in any way promotes lodging accommodations other than those duly franchised by *Choice Hotels International* may not be displayed anywhere on the premises of a property. Excluded from this requirement are advertising materials in telephone books, chamber of commerce booklets, and professionally stocked brochure racks,

## **140.2 Choice Privileges Rewards® Program**

Created to acknowledge and reward loyal guests, the Choice Privileges (CP) Rewards Program is *Choice Hotels International's* loyalty program.

1. Compliance All properties are required to fully comply with all aspects of the Choice Privileges Rewards Program (details can be found on [www.choicecentral.com](http://www.choicecentral.com)).
2. Expediting guests by assigning their rooms in advance based on a review of the Arrivals List in choiceADVANTAGE.
3. Promptly reporting all program activity utilizing the Weekly Stay Review system. The data reported must match the stay data in choiceADVANTAGE. Paying all invoices, fees and any applicable taxes related to the Choice Privileges program in a timely manner. Note: The Choice Privileges program has the right to withhold payment if the property owes the program funds for a cancelled reward night already paid to the property.
4. Members can earn points for up to four rooms per night at the same hotel. Both rooms must be in the member's name and include their member number. The member must stay in one of the rooms and the rooms must be paid in full. Members can only receive any applicable bonus points on one room. Elite members only earn Elite status on one room per stay.
5. If the member's individual hotel bill is billed directly to a company and the actual member is responsible for authorization of settlement at check out, the stay is eligible for Choice Privileges points when an eligible rate is paid. However, group master billing arrangements where charges for multiple rooms are placed on one hotel bill and billed to a company or common address or settled at check out by one individual are not eligible.
6. Always retaining a Choice Privileges member's reservation to ensure never "walking" a Choice Privileges member.
7. Honoring Elite member requests up to 2:00pm (or up to 2 hours past the posted check out time) late check out benefit to members who request it before the posted check out time.
8. Comfort Suites domestic (US) properties must feature the brand approved Elite Recognition Program display piece (acrylic holder with gift box attachment) with current brand approved insert on the front desk counter, as well as support the processes involved with this program, which include:
9. At check in, acknowledging all Choice Privileges Elite members, which are noted on the choiceADVANTAGE check in process by colored icons reflective of status. Acknowledgment should include a verbal appreciation of their status and loyalty to Choice, as well as the offering of the Comfort Suites Elite Recognition Program rewards which includes:
10. Elite members' choice of a minimum of 250 CP bonus points or a minimum of one beverage and one snack.
11. 250 courtesy Choice Privileges points are credited to member account after check out; points are billed to issuing property at 50 basis points per Choice Privileges point in cost, or \$1.25 per 250 points awarded. All point costs related to this

program are reflected in the monthly invoice received the following month after current month's closing.

12. Stock a minimum of daily beverages and snacks (minimum 16.9 oz bottled water required/per arriving Elite Member).
13. Stock a minimum of 1 oz pre packaged snack required/per arriving Elite Member
14. Refer to Section 100.6 for information on billing for Elite Welcome Gift Program points
15. All hotels are required to provide a minimum of four (4) parking spaces with brand approved signage reserved for Choice Privileges Elite members. Signs must be mounted on a wall or an approved post (steel, wood, or fiberglass) and placed directly in the ground.
16. Program Enrollment If a guest is not a Choice Privileges member, you must ask the guest's permission to enroll him/her into the program via choiceADVANTAGE:
17. Confirm the guest's name, phone, mailing and email address.
18. Enroll them into the program using the Choice Privileges functionality in choiceADVANTAGE.
19. Present the member with the Choice Privileges welcome letter.
20. Choice Privileges Express Check In All Choice Privileges check ins must include the following:
  21. For Elite Diamond members, offer complimentary room upgrades, if available. Upgrades may include rooms on a higher/lower floor or their desire, or rooms with favored views. Upgrades do not have to be suites.
  22. Pre register Choice Privileges members. The front desk associate will present the already prepared key and jacket (if applicable).
  23. Request positive ID from all Choice Privileges members and verify their email address.
  24. While most Choice hotel stays earn Choice Privileges points, Choice hotels are independently owned & operated and certain brands or locations as well as third party non franchised hotels may not participate. Unless specified otherwise (in a specific promotion, for example), reservations must be made through Choice channels in order to qualify for Choice Privileges points. Certain hotel rate plans also do not earn Choice Privileges points. Some of the rates that do not qualify for points include rooms booked at rates below \$40 USD per night, certain hotel initiated promotions, reward night stays, complimentary rooms, rooms paid for as part of a convention or meeting, rooms booked through a travel agent or third party online retailer including online travel agencies (unless otherwise expressly noted), wholesale packages, group tours, and stays booked using the employee discount and the friends and family discount.
  25. Members earn Choice Privileges points or airline miles for individual travel on the following qualifying rate plans (SRPs) in the U.S. and Canada: Best Available Rate, Advance Purchase, Corporate, VIP and Net Preferred, Choice Cares, Government/Military, Travelers' Discount, AAA/CAA, PSCIEN, Package Rates, Small Organization Savings/Significant Savings, Senior Rate, Sports Rate, CPSA, Preferred

Customer Savings Rate, Savings at Work, SGRP1, SGRP2, negotiated rates (N) and select LSRPs. [The list of qualifying rate plans is subject to change.]

26. Note: Members who are staying on an SRD (free night) have access to the same hotel amenities/benefits as rate paying guests.
27. Members staying at the SRD rate must be treated in the same manner as those staying at the BAR rate, and offer them the same courtesies.
28. Accept transferred SRD Reservations for friends and family members of Choice Privileges guests without written permission from the member.
29. At no time, either during check in or check out, may the member be presented with a folio that shows the amount the hotel is being paid for a room being redeemed by Choice Privileges points.
30. Choice Privileges SRD Inventory
31. Offer the same room types for the SRD Rate that are currently being offered at BAR Rate.
32. A maximum of 5% of total inventory which should only be “specialty rooms” may be removed from the SRD Inventory.
33. This means room types that are unique to the hotel. Upgraded room types or handicapped accessible room types are not presumed to be specialty rooms.
34. SRD Nights must be offered through all seasons, holidays, and weekends.
35. Choice Privileges Program Materials
36. Ensure that all Choice Privileges materials are prominently displayed and up to date at the front desk and in the guest room. Materials must be in plain unobstructed view of all arriving and departing guests either on the front desk, or, if front desk space is limited, materials may be displayed just to the right or left of the front desk on a side table.
37. Choice may take appropriate administrative and legal action if hotels abuse, violate or defraud the Program.
38. Properties may not create or maintain consumer rewards or loyalty programs that include any Choice brand property.

### **140.3 Choice Privileges Mastercard Co**

Brand Credit Card (“Co branded card”) Compliance The Franchisees and all properties are required to implement the Co branded card program (“the Program”) in accordance with the following obligations:

1. The Franchisee (and its employees, personnel, and representatives) shall:
2. To the extent engaged in the marketing and sales of the Co branded card or otherwise performing obligations related to the Program, take all necessary trainings provided by Choice Hotels, which shall include topics such as anti money laundering, Bank Secrecy Act, the Equal Credit Opportunity Act, other consumer protection laws applicable to the Program, as well as compliance with Wells Fargo’s applicable policies and procedures. This training will be completed prior to engaging in sales or marketing of the Program and annually thereafter for recertification.

3. Accept the Co branded Card at all hotels for guest/customer purchases.
4. Implement and use only the marketing materials and marks related to the Program as provided and approved by Choice Hotels, and only as directed by Choice Hotels.
5. Limit marketing and sales activities under the Program to (i) presenting Program marketing communications, prepared, and provided by Choice Hotels, on digital point of sale displays at its hotels and (ii) upon the inquiry of a customer/guest about the Program, refer such customer/guest to the designated Program resource(s), as directed by Choice Hotels.
6. Promptly update or remove any marketing materials and/or communications related to the Program upon request by Choice Hotels, within the timeframe requested.
7. Cooperate with any reasonable request for information from Choice Hotels and its authorized representatives to verify its compliance with its marketing obligations of the Program including but not limited to verification of on property materials during on property inspections.
8. Not making any false or misleading representations related to the Program.
9. Notify Wells Fargo and Choice Hotels in the event of unauthorized use or disclosure of confidential information or personal data of Wells Fargo or any cardholder of the Co Branded.
10. Permit Government authorities on site to review its activities relating to its obligations herein and be aware that mystery shoppers may be sent on site for verification of its marketing of the Program and the offering of the Co Branded card in accordance with the obligations herein (all of which shall be during normal business hours and with advance notice).
11. Comply with all applicable laws in performing its obligations related to the Program (as are communicated by Choice Hotels or Wells Fargo, contemplated by the training, or are otherwise applicable irrespective of the Program).

#### **140.4 Airline Rewards Program**

All properties are required to participate in all airline frequent traveler programs in which *Choice Hotels International* participates. Participation includes:

1. Allowing guests to earn Airline Rewards on eligible stays.
2. Reporting all program activity utilizing the Invoice Review system.
3. Paying all invoices, fees and any applicable taxes related to the Airline Rewards program in a timely manner.

#### **140.5 Choice Hotels Gift Cards**

1. Operations Requirements
2. All properties in the United States are required to accept the Choice Hotels Gift Card as a form of payment. This card can be used for any charges listed on the guest portfolio associated with a stay. Charges for restaurants, movies, sundries, etc. can be paid using the gift card as long as listed on the guest folio and processed through choiceADVANTAGE.

3. Advance Reservations
4. The Choice Hotels Gift Card cannot be used as an advanced guarantee for room reservations.
5. The Choice Hotels Gift Card does not entitle the guest to a room if the property is fully booked and the guest does not have a reservation.
6. System Requirements
7. ChoiceADVANTAGE is required for gift card processing.
8. Voice redemptions are allowed if ChoiceADVANTAGE system is not operational.
9. Documentation on Gift Card processing details can be found on [www.choicecentral.com](http://www.choicecentral.com).
10. Financial Requirements
11. For properties that choose electronic funds transfer for gift card transactions, it is their responsibility to inform SVM of any changes in their bank account information. If an ACH transaction is returned, SVM will automatically change the reimbursement method for the property to check reimbursement and charge a \$3 monthly check fee to the property for the gift card redemption until they provide correct account information or submit a new enrollment form opting to be reimbursed by ACH transaction. Hotels that choose to sell gift cards must choose electronic funds transfer.
12. Compliance
13. The Gift Card enrollment application can be found on [www.choicecentral.com](http://www.choicecentral.com).
14. Failure to Accept Gift Card If a guest presents a gift card for payment at a U.S. property and the property is unable or unwilling to accept the card, the property will be responsible for payment of the guest's first night's lodging.

#### **140.6 Guest Services Directory**

1. Guest Services Directory In lieu of a hard copy guest directory as described below, an approved PDF version of the hotel's Guest Directory must be uploaded on the hotel's brand approved Internet Landing page (ILP). This version of the directory must also include information as noted below. If not provided on the ILP, a professionally prepared and designed directory of all guest services must be provided in all guest rooms. If a hard copy is provided, it must be in the brand approved format in SmartMarketing. The directory must include, but not be limited to: a list of all hotel services including hours of operation of all hotel facilities, local services (e.g. airlines) and places of interest (e.g. local restaurants, places of worship and area attractions). All Guest Service Directories must follow the specifications as outlined below:
  2. Be in the current brand approved format
  3. Vinyl or better with at minimum a padded front cover
  4. Maximum sheet size of 8 1/2 in. x 11 in.
  5. Bound with spirals or 3 ring

## **140.7 “Room to Be Green Program” and the Energy Collection & Measurement (ECM) Utility Savings Dashboard Program**

All Comfort Suites brand hotels must abide by the following minimum standards for the Room to be Green Program.

1. “Room to Be Green “ Program Requirements (effective through 12/31/2024):
  2. Energy Conservation Energy efficient LED or CFL bulbs must be used in all guest room lamps and interior light fixture including all public spaces.
  3. Water Conservation The brand approved in room Experience card must be provided in all guestrooms.
  4. Recycling and Waste Reduction Hotel must provide at least one recycling bin in plain view for guest usage in a hotel common area. The bin must be professionally labeled in words or symbols clearly indicating its purpose for collection/disposal of appropriate recyclables.
  5. Employee Engagement and Operational Excellence At least one staff member, currently employed, must be certified as the “Green Leader” through the training module via Choice University.
  6. Smart, Safe and sustainable Product Usage Polystyrene (e.g., Styrofoam) products are prohibited for use in all guest facing areas of the hotel including but not limited to: lobby coffee cups, breakfast area plates and bowls, in room coffee cups, and any to go containers provided by the hotel.)
  7. “Room to Be Green” Program Requirements effective 1/1/2025
  8.
    1. Light Emanating Diode (LED) Lighting – 100% of all indoor lighting is to be provided by LED lighting fixtures and bulbs.
  9. Towel and Linen Reuse Program – Hotels are required to offer all stayover guests a towel and linen reuse program communicated via approved brand in room collateral. (Refer to section 150.2 for applicable collateral requirements.) Towels and linens are to be replaced every third day of a multiple night stay unless guests request them more often.
  10. Water Saving Guestroom Water Fixtures – Hotels are required to, at minimum, provide the following types of water saving guest faucet fixtures:
    11. \* Water Saver Shower Heads – All shower heads are required to be 2.5 gallons per minute (gpm) or 9.5 liters per minutes (lpm)
      - Guestroom Faucet Aerators – All guestroom and guest bathroom faucets are required to have aerators installed which limit water flow to a maximum of 1.5 gpm (5.7 lpm).
    4. Housekeeping Upon Request – Hotels are required to participate in the “Housekeeping Upon Request” (HUR) Program which allows stayover guests to determine if they want daily housekeeping service. The program must be communicated via a brand approved text messaging service or via a brand approved HUR mirror cling.

5. Green Ambassador – Hotels are required to designate a “Green Ambassador” to assist hotels in executing and promoting sustainability practices. The Ambassador is responsible for ensuring that sustainability information is communicated and displayed in back of house areas of the hotel if applicable. The Ambassador is also responsible for establishing and completing a minimum of one (1) activity that can include local volunteering, organizing an in kind donation or participation in a third party educational session.
6. Recycling – At minimum, hotels are required to offer at least one (1) recycling receptacle which is in plain view in a hotel common area for any of the following recyclable items: newspapers/paper, glass, plastic, or aluminum. The bin must be professionally labeled in words and/or symbols clearly identifying its purpose for collection/disposal of appropriate recyclable items.
7. Sustainable Disposable Food and Beverage Serving Products – Hotels are required to use sustainable, disposable serving products in all food, beverage, and breakfast serving areas of the hotel. Hotels are prohibited from using plastic straws and stirrers, polystyrene (e.g., Styrofoam) plates, bowls, cups, and to go containers. (Refer to the Breakfast section 200.4 for additional details.)
8. Single Use Guestroom Plastics – Hotels are required to use the sustainable single use guest room items determined by the Rules and Regulations. (Refer to Section 150.2 and 150.4 for details.)
9. Paperless Check Out Hotels are required to offer all guests an electronic copy of their receipt through the Property Management System in lieu of a paper copy.

#### C. Energy Collection & Measurement (ECM) Utilities Savings Dashboard Program

1.
  1. Full compliance of the following ECM program requirements includes:
2. ECM account on Resource Advisor, the cloud based reporting platform powered by Schneider Electric.
3. Submission of energy utility data to Schneider Electric monthly to include electric power, fuel totals (e.g., natural gas, propane, fuel oil), and water.
4. To create an ECM account, each hotel is required to fully complete and submit the Energy Data Collection form online via the Comfort Brand page or upon entering the Choice system.
5. For details about the ECM Program, please go to the Comfort Brand Page.
6. Hotels must submit energy utility data as noted above.
7. Hotels will be billed \$18/month on the hotel's franchise invoice.

#### **140.8 Internet Distribution**

Each Choice branded hotel is required to comply with the Internet Distribution standards outlined in this section of the Rules and Regulations. Hotels that do not comply with all requirements set forth in this Internet Distribution Policy (IDP) may be assessed a non

compliance fee as outlined below in the Internet Distribution Non compliance Fee Schedule (the "Fee Schedule") for as long as the offense continues. Non compliance with these standards may also subject the non compliant hotel to other legal remedies outlined in the franchise agreement, including Online Travel Agency ("OTA") suspension, payment of a \$2,000 OTA reinstatement fee, Central Reservation System ("CRS") suspension, payment of a \$10,000 reinstatement fee, and termination of the franchise agreement. **Internet**

**Distribution Non Compliance Fee Schedule** Franchisees will receive a penalty fee of \$50 (described below) and a warning for their first offense in any given calendar quarter and subsequently a four day period to remedy the violation during which the franchisee will not be subject to non compliance fees. (This four day remediation period is referred to as the "Cure Period"). Franchisees found to be in violation of the Internet Distribution standards after the Cure Period will be assessed fees based on the Fee Schedule below. The Fee Schedule is based on the number of calendar days in the quarter where a violation occurs (regardless of whether a prior violation was cured). The Fee Schedule will reset at the beginning of each quarter. Fees are assessed on a per property basis. In other words, if a violation is found at multiple properties under common hotel ownership, that owner will be assessed penalties for each offense at each of the properties. **Quarterly Fee Schedule:**

**Violation Timeline Penalty (Fee)** Violation Discovered \$50.00 which is the cost of the gift card to guest because property was found to be in violation of the Lowest Price Guarantee Policy. Cure Period starts the following day "Cure Period" lasts for four days, starting the day after the warning has been issued No penalty – The hotel has the opportunity to correct the IDP violation(s) as well as review the IDP in detail to avoid future violations. Day 1 – Day 7 (*after Cure Period\**) \$200 per offense, per day Day 8 – Day 14 \$400 per offense, per day Day 15+ \$600 per offense, per day \*Day 1 begins after the four day Cure Period has expired and the property has not corrected the IDP violation.

1. Rate Parity & Lowest Price Guarantee Compliance
2. Franchisees must provide Choice rate parity with all distribution channels (third party websites, GDSs, mobile, and property direct). For rate parity among third party channels, Franchisees shall comply with the obligations in Choice's chain agreements with Choice approved third party websites, online travel agents, and wholesalers ("Approved Third Parties") for publicly available rates.
3. Franchisees may not offer a lower rate in any distribution channel (third party websites, GDSs, mobile, and property direct) than what is available on [www.choicehotels.com](http://www.choicehotels.com) (desktop, mobile, or mobile web) or through Choice's call centers. This applies to all room types.
4. Franchisees must comply with and honor the Choice Lowest Price Guarantee which can be found on [www.choicehotels.com/deals/best rate](http://www.choicehotels.com/deals/best rate)
5. **Additional Fees:** Franchisees that do not comply with rate parity requirements will be subject to non compliance fees as outlined in the Fee Schedule above.  
**Additionally, franchisees found in violation of rate parity for 30 days after the conclusion of the Cure Period will be subject to OTA suspension and a \$2,000 reinstatement fee.**
6. B. Room Inventory and Third Party Website Distribution Standards

1. Franchisees must provide Choice access to all hotel inventory. Franchisees shall comply with the inventory parity obligations in Choice's chain agreements with Choice Approved Third Parties.
7. In addition to Choice CRS channels, franchisees may offer room inventory only to Approved Third Parties. A list of Choice Approved Third Parties is available on [www.choicecentral.com](http://www.choicecentral.com). The list of Approved Third Parties will be updated periodically.
8. Approved Third Party rates and inventory must be managed through the Choice CRS using approved Choice rate plans such as LNET, LEXP, SRTL, SBOOK, SAGOD, SGAR, LEXP2, LNET2, SMRC2, LOPQ, and LWTO. Extranets (e.g., Expedia Partner Central) or similar third party systems or tools may not be used to distribute or manage rates and inventory to third party websites or wholesalers unless specifically authorized by Choice. This includes, but is not limited to, leveraging an extranet to participate "unauthorized promotions". "Unauthorized promotions" are defined as, but not limited to, partner closed user group rate programs (e.g., Country Rates or OTA Member Rates such a Booking.com, Genius Program, etc.) and any other types of promotions that would not be available on choicehotels.com channels (desktop, mobile or mobile web), such as, mobile rates, last minute promotions, LOS offers and other discounted offers etc. Choice reserves the right to deactivate any Choice unauthorized extranet rates by giving notice to franchisees. Choice Hotels may do so, based on the proof of the existence of a promotion being loaded on Extranet (screen shot) and/or screen shots of shops or test bookings.
9. Franchisees may not oversell rooms on Approved Third Party platforms or portray rooms as unavailable on the CRS in order to sell rooms on Approved Third Party platforms.
10. Franchisees may not directly distribute inventory to meta search and/or aggregation sites or bid for placement on such sites.
11. Franchisees may not offer discounted rates, last minute or flash deals, or similar promotions unless made available only: (i) through centralized rate management via the Choice CRS, and (ii) to Approved Third Party platforms.
12. Hotels may not participate in bid for placement services with third party websites except for Expedia TravelAds. As a reminder, Expedia Accelerator, along with Booking.com Preferred Program and Booking.com Visibility Booster program are allowed. This does not negate a hotel's ability to flex margins if permitted under a specific OTA agreement.
- C. Online Hotel Photography
13.
  1. Franchisees will be required to purchase professional hotel photography from a Qualified Vendor upon joining Choice. Virtual tours are optional, but if provided, must be purchased from a Qualified Vendor. Updating photos on the hotel's property page is up to the hotel and is at the cost of the hotel.
14. A list of Qualified Photography Vendors can be found on ChoiceBuys.com.
15. Franchisees are responsible for scheduling their photo shoot directly with the chosen Qualified Vendor within 30 days of the hotel opening/conversion.

16. Franchisees may submit temporary photos via the ChoiceNOW Portal for online distribution until professional photos are received. Choice will only use temporary photos for a maximum period of 90 days, after which the temporary photos may be removed.
17. The Franchisee will own professional photography for which they arrange and pay for directly through a Qualified Vendor, subject to Choice's trademark rights and other intellectual property rights.
18. Up to date and professional photography (which must be purchased by a Qualified Vendor) which accurately represents the hotel, offerings, amenities, design, and signage will be required at the following lifecycle events:
  19. Opening/Entering the Choice system
  20. Relicensing
  21. Repositioning
  22. Property/Product Improvement Plan (PIP) event
  23. Renovation
  24. Major brand program update
  25. As dictated by Choice/Brand
26. Up to date photography must accurately represent the hotel. As of 7/1/2024, the following areas are subject to evaluation on Quality Assurance Reviews (subject to change);
  - Exterior Signage
  - Breakfast Artwork (brand design artwork)
  - Breakfast Chairs (and/or seating areas)
  - Welcome Wall
  - Lobby Soft Seating
  - General Lobby Area Flooring
  - Guestroom Bedding
  - Guestroom Softgoods
  - Guestroom Headboard (and/or other casegoods)
4. All hotels are required to obtain new, professional photography every five (5) years, or sooner, based on lifecycle events listed above, to accurately reflect hotel offerings.
5. Choice reserves the right to refuse any photos.
6. Choice reserves the right to ask a Franchisee/hotel to obtain professional photography as it sees fit.
7. Franchisees are permitted to use Professional Hotel Photography and Virtual Tours for their own independent property websites and independent property mobile apps, as well as for print media such brochures, rack cards, and similar materials.
8. Choice will manage distribution of Professional Hotel Photography and Virtual Tours to Approved Third Parties unless otherwise specified. Onward distribution of these images by the hotel to unapproved third parties is prohibited.
9. All photos submitted to Choice for online distribution must be accompanied by a signed photo release authorization form that allows for complete and unlimited

usage by Choice. Choice's approved photo release forms may be found on [www.choicecentral.com](http://www.choicecentral.com).

10. Find more information on the Brand Photography Page or the Photo Landing Page on ChoiceCentral.com.
11. Property Websites, Mobile Apps, and Online Marketing
12. Any property that would like to employ an independent (third party) property website must use a Choice Qualified Vendor. The list of approved vendors can be found here. If your hotel currently utilizes a Non Qualified Vendor for your independent website, you will be allowed to continue with that service until your existing agreement expires, at which time you will be required to switch to a Qualified Vendor to manage the website.
13. Franchisees that have an independent property website(s) must comply with the Choice Domain Name Policy and Property Website Guidelines. The property website's domain name(s) must be approved by Choice. \_ Choice's Domain Name Application Form\_ may be found on ChoiceCentral.com. Franchisees must have ownership and control of any domain they intend to use with an independent property website. The domain owner (Registrant) must be the Franchisee's legal name at the physical hotel address with an email address of someone with an ownership interest in the hotel. The domain owner may not use a privacy shield for the domain or register the domain name privately.
14. Franchisees that have an independent property website are responsible for complying with applicable laws and obtaining proper rights to any photos or other content provided by Franchisee for inclusion on their vanity website before submitting it through the ICE portal or uploading it on their vanity site.
15. Franchisees may not engage in cross selling or linking to any non Choice brand hotels through any of their independent websites or any Choice property website.
16. Franchisees must comply with the Guidelines for Franchisee and Choice Communication with Guests found on the marketing section of ChoiceCentral.com.
17. Franchisees may not share customer contact information with third parties and must comply with the Privacy & Security Policy. Prohibited activities include, but are not limited to, sharing customer contact information for the purposes of participating in review collection programs or mobile check in offerings.
18. Trademarks and Brand Guidelines: Franchisees must comply with all Choice and single brand guidelines and may use only the approved brand logos and trademarks (for which they are licensed). Brand guidelines and approved logos may be accessed in SmartMarketing, Logos & Style Guides. Additionally, franchisees may use Choice related trademarks (for which they are licensed) in online marketing messages only when the message links directly to the dedicated property website or the Property Page on [www.choicehotels.com](http://www.choicehotels.com).
19. Franchisees may not include links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on the property website or mobile app. However, links to local attractions (e.g., Disney World, National Parks) are permissible; third party logos are subject to approval from Choice and the third party.

20. Franchisees may not use the term “Official Site” or anything similar in any online advertising copy unless the hotel advertisement points to the hotel’s Property Page on Choicehotels.com.
  21. Franchisees may not use terms that disparage their brand, such as “cheap” or “low” in any of their online advertising copy.
  22. Franchisees may not use a component of a trademarked term, such as “quality” or “comfort” as a descriptor in any of their online advertising copy.
  23. Franchisees may not use Choice trademarked advertising taglines (e.g., “You always have a Choice”) in any of their online advertising copy.
  24. For Pay Per Click (PPC) or display advertising, Franchisees may not use the Choice corporate display URL (e.g., “comfortinn.com”) or their Choice Property Page, but instead must direct their PPC ad to their property website URL (e.g., “comfortinnwilmington.com”). Complete the PPC Advertising Guidelines(1 Page PDF). To submit your ad for approval, contact searchmarketing@choicehotels.com.
  25. A list of Qualified Website Development Vendors can be found on ChoiceBuys.com.
  26. Consumer Generated Content, Social and Rich Media
  27. Content (including, without limitation, audio, video, or still photos) posted by or on behalf of a franchisee whether on consumer generated content (e.g. a blog), franchisee’s vanity sites, or social websites must comply with the Choice Advertising Standards and Identity Standards. Content posted on a property managed social media channel should also follow the Choice Social Media Guidelines.
  28. Reservations for all Choice brand hotels made from social media sites (see Types of Social Media on ChoiceCentral.com) must be routed directly to a Choice branded booking engine. **Franchisees may not use a third party booking engine.**
  29. Franchisees may not include third party apps or links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on their property level social media channels.
  30. Franchisees may not post content on consumer generated content websites and/or other Social Media Sites that disparages or in any way harms the business or reputation of Choice, Choice’s brands and/or trademarks, the services/amenities offered by a franchisee’s hotel, or the services/amenities of the hotel’s competitors.
  31. Franchisees may not post on consumer generated websites, Social Media Sites, or any other websites associated with the franchisee’s hotel, inappropriate or offensive content including content containing: profanity, pornography, nudity, promotion of illegal activity, fraudulent offers, material that is racist or which aggravates, harasses, threatens, defames or abuses others or that could be used to promote, provide assistance in furtherance of or encourage behavior of any type which could lead to violence against individuals, groups, organizations, or governments. F. Member Only Rate
- 32.
1. Franchisees must honor the CP Member Only Rate, which Choice designates as a discount off BAR ranging from 3 7%. This rate will only be available on ChoiceHotels.com and Choice’s mobile apps. Guests must be a Choice Privileges member before booking the rate. Bookings are fully changeable,

cancellable, and refundable according to the hotel's published cancellation policy.

### **140.9 Touch Points Program**

1. Key Card and Key Card Holder
2. All Comfort Suites must exclusively use the new brand approved key cards and key envelopes/folders.
3. Interior Mats
4. Interior mats are NOT required inside the hotel. If mats are present anywhere inside the hotel including but not limited to entrances, high traffic areas, vestibule, lobby, and/or breakfast area, they must be the approved mats as shown in the mat guide on the reimaging hub.
5. Do Not Disturb Sign
6. Each guestroom is required to have a new brand approved door insert or door hanger with Do Not Disturb message. The use of a "Maid Request" is not permitted.
7. Notepad and Pen
8. Each guest room is required to have a new brand approved note pad and brand approved pen placed as a set by each phone.
9. Laundry Bag
10. A brand approved laundry bag with the approved Choice Privileges message must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
11. In room Experience Card
12. All guest rooms must have a new brand approved Experience card. This card must be place on a TV chest, desk, table, or nightstand in each guest room.
13. In room technology Card
14. All guest rooms must have a new brand approved technology card. This card must be placed on a TV chest, desk, table, or nightstand in each guestroom.

## **150.0 Guest Amenities & Supplies**

### **150.1 Code Compliance**

All Comfort Suites properties are required to be compliant with the American's with Disabilities Act ("ADA"). Please consult with your ADA Compliance Consultant or attorney to ensure that your property is in compliance with all requirements of the ADA, including the newly released Department of Justice modifications to the existing standards. For further information, please contact the **US\*\*\*\*Department of Justice** or visit online at [www.ada.gov](http://www.ada.gov).

### **150.2 Guest Room Amenities & Supplies**

Quantity Item Logo Required Minimum One (1) **Wastebasket** Minimum 13 qt. No At least two (2) per bed **Drinking Cups \*\* Disposable, individually wrapped plastic or paper cups; minimum 7 oz. are required. The cups are to be placed next to the ice bucket on**

**the room tray. Glasses are prohibited. No Minimum Eight (8) Removable Hangers are required in all guest room closets. At least two (2) of the hangers must have standard bars and at least two (2) of the hangers must have skirt/trouser hanger clips.**

**Hangers must be manufactured from wood or heavy duty contoured plastic; wire or metal hangers are not permitted. A mixture of color and/or material is not allowed.** **No One (1) Ice Container:** A minimum 3 qt. size insulated ice container with a lid and disposable, plastic liner must be placed on the room tray with the tumblers. Paper or cardboard containers are not permitted. **No One (1) Each guestroom must have one brand approved In room Experience card. Yes One (1) One brand approvedin room technology card.**\*\* **Yes One (1) Room Tray:** The tray must be matched to the ice bucket package. Coffee accessories are not permitted on the room tray. No One set per phone **Notebook or Notecard and Pen:** Until 12/31/2024, each guest room is required to have a Comfort Suites approved note pad or note card and pen. As of 1/1/1025, each guestroom must have a brand approved **note card and pen.** The note card must be placed face up along with the pen by a telephone in each room. **Yes One (1) Do Not Disturb Sign:** Each guestroom is required to have the currently approved Comfort Suites brand "Do Not Disturb" door insert or door hanger. The use of a "Maid Request" is not permitted. **Yes In Room Organizer:** In room organizers are prohibited(Optional but if provided) additional visible, collateral provided in the guest rooms will be limited to:

1. One "visitor" type, magazine or book, located on a table or desk top
2. One (1) hotel specific promotional piece [Ex. Brochure, tip card, Welcome letter.] Additional items may be present, but if present must either be placed in pockets of the GSD, bound into the GSD or placed in a drawer. Items in the GSD must not exceed the size of the binder **No One (1) The approved desk RE CHARGE DEVICE** is required in all guest suites. See R&Rs Rules of Operation, 150.3 Guest Suite Re Charge Device. **Yes One (1) Alarm Clock:** One brand approved alarm clock is required. The unit shall be located on the nightstand, but not attached. **No Minimum Two (2) outlets Night Stand Re charge:** A minimum of two (2) approved, dedicated standard AC power source outlets must be available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Hot Topic on the Comfort Suites Brand page. **One (1) Laundry Bag:** A laundry bag with the approved Choice Privileges graphic must be placed with a laundry slip in a credenza drawer or on a hanger in the closet. **Yes One (1) Refrigerator:** A counter height refrigerator is required The refrigerator is to be UL (Underwriters Laboratory) approved or equivalent. **No One (1) Microwave Oven:** It is required that a microwave oven approved by UL (Underwriters Laboratory) or equivalent. **No One (1) Iron & Ironing Board:** Full sized ironing board and iron, located in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). **No One (1) Coffee Maker/Brewer:** A single cup coffee makers/brewers that brew into a single cup is required. **No Four (4)of each condiments;** 2 servings of regular tea, and 2 servings of decaf tea **Coffee Condiments:** Non dairy creamer, sugar, sugar substitute, stir sticks and napkins for a minimum of 4 servings are required. Must also have a minimum of 2 tea bags, one

regular and one decaf. Condiments must be presented on a coffee tray or in a basket. No Four Cup: One (1) Decaf and One (1) Regular Single and dual cup: Two (2) individual servings each of regular and decaf **Coffee**: All in room coffee must be "Room with a Brew" coffee. **Single cup makers** : At least two (2) servings of regular and two (2) servings of decaf must be provided. Must be presented on a coffee tray or in a basket. No Four (4) **Hot Beverage Cups**: Brand approved, individually wrapped, paper Choice Privileges hot beverage cups are required exclusively for use as hot beverage cups. Two (2) per bed. They must be presented on a tray or in a basket. Glass mugs are prohibited. No

### **150.3 Comfort Suites Guest Suite Desk Re**

#### Charge Device/On the Go Charging Station Options

1. Charging Options
2. All guest suites must have a minimum of two (2) AC power outlets AND two (2) USB power outlets at the desk area. Outlets must be open and available for guests' use.
3. Outlets can be in the wall but must be at or above the surface of the desk OR
4. As a re charge device attached to the top of the desk, OR
5. Charging option combinations between lamps and items noted above in items a. and b.
6. If the minimum charging options are not available at the desk, an On the Go Charging station with a minimum of two (2) each AC outlets and USB ports can be provided at the entry/full length mirror area of the guestroom. Outlets must be open and available for guests' use.

### **150.4 Guest Bath Amenities & Supplies**

Each guest bathroom is required to be equipped with the supplies listed on the chart below. Additional items on the list must be available at all times and at no charge. Quantity Item Logo Required One (1) of each bottled Two (2) bar soaps Until 12/31/2024 individual bottled amenities are acceptable to meet this amenity standard.

- **Bar soap (2)**
- **Shampoo**
- **Conditioner**
- **Lotion** All individual bottled items, with the exception of one soap, must be located on the brand approved presentation tray. One soap can be presented on the side of the tub or on a soap dish in the bathtub. Non logoed personal care items outside the RAIO program are not permitted on the presentation tray, but are allowed in the bath/vanity area. In lieu of individual, personal bottles of RAIO branded shampoo, conditioner, and body lotion, brand approved RAIO bulk items must be provided. At minimum shampoo and conditioner must be provided on a brand approved bracket in the tub/shower. Bulk lotion, if provided, must be provided on a brand approved bracket in the vanity area. Two (2) bars of soap are required. If bulk shower amenities are provided, the brand approved presentation tray is not required. In

this case, individual bottles of lotion and/or soaps can be presented directly on the vanity and/or shower/tub area. As of 1/1/2025 all hotels are required to purchase, install, and maintain the brand approved bulk amenity dispenser with brand approved shampoo, conditioner, and body lotion. Full details on the bulk amenity brand standards can be found here:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bulkamenities/index.asp?v=cb> Yes RAIO branded amenities are required. One (1) Brand Approved

**Presentation Tray:** Not required if both bulk shampoo and conditioner are provided in the shower/tub. No Two (2) **Toilet Tissue:** Two ply toilet tissue. All rolls not presented on a dispenser must be wrapped. No One (1) **Facial Tissue Dispenser:** A facial tissue dispenser is required. If located in the apron, upon replacement of the vanity, a free standing tissue box cover is to be placed on the counter. Covers can be cream, black, or white. Acrylic or plastic material. No One (1) **Box Facial Tissue:** Each guest room bath or vanity must have a supply of facial tissues placed in the dispenser. No One (1) \*\*Shower Curtain:\*\* All Comfort Suites hotels must have a brand approved white, Hookless curtain exclusively installed in all guest bathrooms where a shower curtain rod is present. An approved snap in liner is exclusively allowed, but is optional. The brand approve curtain specifications are as follows:

- Hookless, Madison Brand
  - White with Litchfield pattern
  - Sheer voile/see through fabric window
  - Weighted corner magnets
  - 100% polyester/water repellent
  - Optional snap on polyester liner
  - Matching white flat or metal embedded
- No One (1) **Nightlight:** Must be located in each guest bathroom. Hair dryers with integrated nightlights are sufficient to meet the requirement. Illuminated outlet faceplates with white casing are also acceptable. If the vanity is separate from the bath, the nightlight can be located in either the bath or vanity area.
- No One (1) **Hair dryer:** Minimum 1500 watt hair dryer. No Minimum One (1) **Wastebasket:** Each bath or vanity area must be equipped with a wastebasket. This wastebasket is in addition to the one located in the guest room. The wastebasket must be a minimum 10 qt. capacity. No
- Bath Towels, Hand Towels, Washcloths and Bath Mats:** See 150.5 Terry below for the required quantity and specifications. No

## 150.5 Terry

1. *Guest Bathroom* All Comfort Suites properties are required to have the new approved, tagged, EnduraWeave™ terry made for the Comfort brands exclusively in all guestrooms. All terry must be white. Additional specifications are on the Hot Topic located on the Comfort Suites brand page. Bath Towels Hand Towels Wash Cloths Bathmats **Quantity :** All Rooms Minimum Four (4) Minimum Four (4) Minimum Four (4) Minimum One (1) **Minimum Weight:** 15.0 lbs. (#) 3.5 lbs. (#) 1.5 lbs. (#) 10 lbs. (#) **Logo Required** Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag **Minimum Size** 27" x 58" 16"

x 27" 13" x 13" 20" x 30" Additional towels must be readily available and supplied to the guest at no additional charge.

2. *PAR Levels* A "three PAR" stock of terry and guest room linens must be available at all times. PAR is a standard unit of measurement for the inventory required for each available room. Three PAR refers to the number of items or turns of inventory needed. Linen/Terry PAR/turns are typically located as follows:
  3. One complete PAR/Turn is being used in the guest room,
  4. A second complete PAR/Turn will be located in the laundry and
  5. The final third PAR/Turn is secured in storage to be pulled as needed.

## **150.6 Comfort Nightstand Recharge**

1. All Comfort Suites brand properties are required to have a minimum of two (2) dedicated standard AC power source outlets available for guest use at the bed(s).
2. Outlets are to be open and accessible from the bed(s), free of obstruction, and clearly visible to the guest.
3. In rooms with one (1) bed, outlets can be located on either or both side(s) of the bed. In rooms with two (2) beds, at least one (1) outlet must be accessible to each bed.
4. The standard can be met through the following methods or a combination thereof:
5. Standard AC wall outlets: Outlets must be secured on the wall at or above the top line of a nightstand or bedside table/desk and up to a maximum of 5' in height and no more than 3' from the side of the bed. All wall outlets must be located on the headboard wall.
6. Lamps and wall sconce lights with AC outlet(s): Lamps with outlets must be placed on the nightstand or bedside desk/table with outlets located on the base or stem. Wall sconce light outlets are also acceptable.
7. Alarm clocks with AC outlets. Clocks with outlets must be placed on the nightstand or bedside desk/table.
8. Recharge device: Device must be installed in either of the following arrangements:
9. Device must be securely mounted/installed on/to the night stand or bedside desk/table, in any of the following fashion
  10. On the top surface on the rear side.
  11. On the underside of the top surface (if surface is stationary) on the front side.
  12. Within the nightstand or bedside desk/table (if applicable to device) such that outlets are flush with the top surface.
13. Device must be secured on the wall anywhere between the top line of a nightstand or bedside table/desk and up to a maximum of 1' above the top line of a nightstand or bedside table/desk. Device must be installed no more than 3' from the side of the bed. All devices must be secured on the headboard wall. All cords must be concealed. Recharge device must meet the following specifications:
  14. Commercial grade
  15. Surge protected
  16. UL listed

17. Pass the ETL/UL Spill test
18. Standard extension cords, surge protectors, or power strips are not allowed. The power source requirements within this standard are in addition to, and not inclusive of, the current desk Recharge Station Program power source requirements. See 150.3 Comfort Suites Guest Suite Re Charge Device for specifications on that standard.

## 160.0 Staffing & Training

### 160.1 Organizational Management

1.
  1. *Staff Training & Development*
2. Educational Resources
3. Participation in the *Choice Hotels International* and Owner Association endorsed educational resources program is mandatory. Quarterly billing is \$375. 2. Choice Owner Orientation Program (Currently Onboard; formerly known as TLC and Launch)
4. 1. The owner or owners' representative of each new Comfort Suites must attend the Onboard program within 90 days after executing a franchise agreement.
5. Owner Orientation classes are offered monthly in live format. Classes are in person on the North Bethesda, MD or Scottsdale, AZ campuses of Choice.
6. Each attendee is responsible for his/her own transportation and incidental charges, as well as the \$1950 per attendee fee (subject to change) imposed by Choice for this training.
7. Non compliant hotels – Hotels will be placed into the Yellow Zone in the Performance Zones Program and may face a non compliance penalty of \$125/month until compliant or for up to 15 months whichever comes first. Refer to section 180.2 C for additional details on the Performance Zones Program. 3. Operations Certification Program (HOST)

Each Comfort Suites must have a minimum of one Operations Certified Manager on property that has successfully completed Choice's HOST Operations Certification program.

1. In the event of turnover, hotels are allowed 3 months for a new manager to earn the HOST certification. 1. Copies of both HOST and grandfathered HOST certificates can be obtained in the student account on ChoiceU.com. 2. The HOST operations certification program is offered online at ChoiceU.com. This program is comprised of self paced online programs, live online virtual workshops, and online exams. The cost of the Host program is \$1395 per attendee. Any time a certified Manager leaves, ChoiceU can provide transition assistance with the certification process. 3. Hotels failing to meet the HOST Operations Certification Program standard may be placed in Yellow Status under the Performance Zone Program. Hotels may face a non

compliance penalty of \$250/month until a replacement associate gains certification. Please ensure that all HOST Certified Managers employed at your hotel keep their ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how the certification is tracked and reported. Refer to section 180.2 C for additional details on the Performance Zones Program. 4. Human Trafficking Prevention Training

- a. As of 6/1/2024, a minimum of one (1) brand approved Human Trafficking notice poster is required in a back of house location. The poster must be accessible/visible to all team members and cannot be visible to guests.
- b. Each property hotel owner(s) and/or management level designee is required to complete the ChoiceU Human Trafficking Prevention training module on ChoiceU before 05/31/2024 to meet Choice's compliance requirement. The certification must be renewed every twelve months. Starting with the May 2024 Performance Zones scorecard, non compliant hotels will be placed into the Yellow Performance Zone. As of 9/1/2024, a quarterly \$500 non compliance fee will be charged to hotels that do not comply with this brand requirement.

## **160.2 Convention & Regional Meetings**

1. Convention and Regional Meeting Attendance Each Franchisee or its authorized representative is required to attend the annual convention of the Comfort brand system and regional meeting in entirety. One person may serve as the representative for up to five franchised hotels where under common ownership or management. However, the registration fees for each franchised hotel will be payable in accordance with the standards outlined below in R&Rs Rules of Operation, 160.2 B. Fees for Meetings.
2. *Fees for Meetings*
3. Convention
4. Each property will be automatically assessed the full registration fee of \$1475 (subject to change) for one attendee.
5. Each additional attendee shall pay any applicable guest or spouse fees.
6. Regional Meetings
7. Each property will be automatically assessed the full registration fee of \$299 (subject to change) for one attendee.
8. Each additional attendee shall pay any applicable guest or spouse fees

## **160.3 The Comfort Way Program**

All Comfort Suites branded hotels must participate in the The Comfort Way Program. The purpose unites owners, managers, and associates around a common goal It allows associates to connect with guests and keeps the hotel team engaged.

## **170.0 Hotel Technology & Reservation Standards**

### **170.1 Choice Hotels Property Management System (PMS)**

Each Comfort Suites property is required to participate fully according to systems policies and procedures.\*\*\*\*All official email communication from Choice to your hotel will be sent directly to the general manager's email account. In addition, the general manager's property management system identification code for choiceADVANTAGE will be the account that Choice will use to initiate initial system access for your hotel. The general manager's identification code will also be used to accept the terms of use governing your hotel's use of choiceADVANTAGE and you authorize your hotel's general manager to accept the terms of use on your behalf.

1. *Reporting*
2. Each Franchisee must participate in the computerized reporting program for daily revenue and occupancy, and the Automated Travel Management (ATM®) system through the hotel's property management system. Failure to report and/or reported discrepancies may cause an immediate audit as per the terms of the Franchise Agreement.
3. *choiceADVANTAGE ® (PMS)*
4. All Comfort Suites brand properties are required to install, maintain, and use the full functionality of the choiceADVANTAGE property management and reservation system as specified by Choice. At least one terminal of this system must be conveniently *located* at the Front Desk for use in making reservations and in operating the property, including all daily guest room transactions and housekeeping functions.
5. Required monthly user fee payments for choiceADVANTAGE are noted below: Size (Rooms) Rate (Subject to Change) Midscale Included Interfaces Additional Interfaces Tier 1 0 50 \$472 **CRS Call Accounting PBX VM RSA (Required) Credit Card (Required plus 400initialSetupfee) \*\*\*\*1500 one time set up feePlus.35/room/monthSlashConnectfee for cloudbasedinterfaces \*\*\*\* and/or \*\*\*\*50 per required and optional traditional interfaces:**
  - Shift4 (Lighthouse Transaction Manager) Credit Card Interface
  - Point of Sale (POS)
  - Electronic Lock
  - Energy Management
  - Movies Tier 2 51 80 \$549 Tier 3 81 120 \$625 Tier 4 121 200 \$701 Tier 5 200 + \$778  
\*All properties will be required to sign a direct contract with Lighthouse Transaction Manager and pay the fees directly to the vendor.
1. Each hotel will be required to install a dedicated, wired, business grade High Speed Internet Access ("HSIA") solution located at the front desk. The hotel will be responsible for the purchase and installation of the HSIA. Sharing the HSIA with the guest rooms and/or having a wireless connection is not acceptable at the front desk area. The minimum required bandwidth for choiceADVANTAGE is at least 1 Mbps (Up and Down). However, a higher bandwidth of 3 to 5 Mbps (Up and Down) is

highly recommended. The installation specialist/trainer will verify this information during the installation of choiceADVANTAGE. Any deviation from the required minimum specifications for the HSIA could cause installation delays and additional charges may apply for rescheduling the installation.

Each hotel will install a data transport/broadband communication system as specified by Choice. Although we currently permit you to purchase these services from any available source, in the future we may require you to use a designated source as necessary to maintain overall Choice franchise system standards.

2. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, a rocket port device, one switch, and two credit card swipes. The installation specialist/trainer will *only* configure/install the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
3. All hotels are required to complete a choiceADVANTAGE refresh every 48 months.
4. Choice will not provide support for any third party software and/or equipment not specified such as spyware or malware applications, or hardware not purchased from the mandatory Dell package.
5. No hotel may attach any third party equipment/interfaces to the choiceADVANTAGE equipment that have not been tested and approved by Choice. Failure to comply will cause the hotel to be responsible for any and all replacement, repair, or service expense.
6. On site choiceADVANTAGE training is mandatory for all new construction and conversion properties. The property management training fee is \$8,000. Training will be held at your hotel. Attendance during training sessions is open to (and encouraged for) other members of your staff. There will be an additional rescheduling fee of \$2100 assessed whenever a trainer is unable to complete the training and another trainer needs to return to the hotel to complete the training program due to your postponement or circumstances that are within your control that have led to a cancellation. Each additional rescheduling instance will result in a \$500 rescheduling fee. You may reschedule the training without paying an additional fee by providing your Implementation Services Representative at least 14 days prior written notice of your need to postpone the training program.
7. For certain hotels that are coming back online, a database clean up fee of \$500 will apply. This fee includes cleaning up the existing choiceADVANTAGE database, clearing past reservations and accounts and bringing the system up to the current date of operation.
8. An administrative fee of \$350 will apply to all hotels. The fees are associated to the communication, processing and handling requests for your hotel regarding the conversion to choiceADVANTAGE.
9. *Chip Card Devices*

10. All hotels using Shift4 will be required to purchase, install, and use a pre designated number of Ingenico chip card devices for their credit card payment terminals. Chip card devices are provided by Shift4 and include in Shift4's monthly services to each hotel. The number of required devices per property is follows:
  11. A minimum of two (2) devices for all hotels up to and including 100 rooms.
  12. One (1) additional device for every 75 rooms or portion thereof.
13. Chip Card (EMV) Utilization The minimum usage is 50% threshold each month to remain in good standing. The threshold calculation is based on EMV transactions as a percentage of all onsite, physical credit card transactions by guests. Hotels that do not meet the minimum EMV usage requirement will be considered non compliant and put into the Yellow Zone in the Performance Zone program. If a hotel remains in the Yellow Zone for three (3) consecutive months, a non compliance penalty of \$150 will be assessed monthly thereafter. EMV utilization reporting is available to all hotels in ChoiceADVANTAGE (Accounting Reports/EMV Utilization). Refer to section 180.2 C for additional compliance information.
14. Merchant Processing
15. All hotels must select a Qualified Vendor for their merchant acquiring (credit card processing) services.
16. All hotels that have not complied with the Merchant Processing standards are subject to an annual compliance fee. The annual compliance fee of \$1,000 will be billed annually on the franchisee invoice of December calendar month. Note: All non compliant hotels are notified by Choice Hotels of their status. Status can be confirmed via email to [mai\\_support@choicehotels.com](mailto:mai_support@choicehotels.com).
17. Managed Security Services The hospitality industry is under constant threat from cyber attacks in order to gain access to guests' personal and financial data. As the owner and merchant of a Choice Hotels branded property, it is the Franchisee's responsibility to ensure security and compliance with requirements are followed and enforced. These requirements include, among other things, Choice Hotels brand standards, industry payment processing standards, and applicable federal, state, and local laws. Choice Hotels has engaged an industry leading provider, CrowdStrike Services, Inc. to provide software and cloud based services that will monitor hotel business computers for potential malicious activity (see NOTE). All Choice Hotels branded properties are required to purchase these services. Hotels will be charged a single, recurring, monthly fee not to exceed \$90.00 (subject to change) on the Choice franchisee monthly invoice for the software subscription across multiple computers. You will not make payments directly to CrowdStrike. Hotel are required to follow instructions, as may be provided by Choice Hotels or CrowdStrike, to install a local software monitoring agent on any computer used to process on site, physical credit card payments. You must provide all reasonably requested information, access, and full good faith cooperation reasonably necessary to facilitate the delivery of CrowdStrike products and/or services (access includes access to your on premises software and/or computer systems as needed under the circumstances). The CrowdStrike software may only be installed on business computers at a Choice property, as directed by Choice Hotels. CrowdStrike software may NOT be deployed on personal computers, business computers at non Choice Hotels properties, or as

otherwise excluded by Choice Hotels. You may be required to upgrade your hardware to comply with Choice's brand standards and these Rules and Regulations. As part of this requirement, Choice Hotels will have access to security data that may be collected from the hotel's computers by CrowdStrike, which will be used to assess usage and cyber security threats. Note: CrowdStrike may detect and protect against computer based compromises due to social engineering, but it will not prevent social engineering entirely. Awareness Training for all persons accessing ChoiceAdvantage is still necessary. Choice makes no guarantee or warranty that the requirements of this Section 170.1 will prevent all cyber attacks. Any hotel that has not downloaded and installed the required CrowdStrike software on computers as described above will be placed in the Yellow Zone in the Performance Zone Program and may face a penalty of \$150 to be charged on a monthly basis until compliant.

18. *Relicense Training & Relicensing Fee*
19. Mandatory Relicensing Systems Training. Every time a franchised hotel undergoes at least 50% change of ownership, and the new owners sign a franchise agreement with Choice (known as "relicensing"), the hotel is required to have a customized remote, virtual training session with a Choice trainer including instruction on Choice's property management systems, ChoiceCentral.com, guest service and other important topics. The virtual training session must take place within six (6) months after the hotel has changed Franchisees.
20. The fee for re licensing training is \$995.
21. *choiceADVANTAGE Refresh*
22. Ever changing technology requires computer hardware updates. To keep up with these hardware changes, Choice will implement a choiceADVANTAGE Refresh Program.
23. You will be required to refresh your Dell hardware to comply with specifications mandated by Choice. The refresh cycle for the Dell hardware is every 48 months. We estimate that the cost to refresh and install new Dell hardware will be 2,000\$5,000 or higher depending on the original configuration purchased (number of workstations, printers, etc.). However, there is no limit on the frequency or cost of this obligation.
24. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, one switch, one rocket port device, and two credit card swipes. The refresh specialist will *only* configure the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
25. The hotel must purchase the required Dell hardware package within 30 days before the hardware expiration date. Choice will notify each hotel 90 and 30 days out from the warranty expiration. The notice will go to the hotel and licensee representative. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your

Franchise Agreement. The hotel will need to order the required Dell hardware. A continued failure to perform may result in further consequences, including reservation suspension.

26. *Shift4 Lighthouse Transaction Manager*

Shift4 Lighthouse Transaction Manager interface is mandated for all midscale properties

1. Lighthouse Transaction Manager is a credit card interface that allows credit card transactions to be processed within choiceADVANTAGE, Opera, or other property management system approved by Choice. Lighthouse Transaction manager does not replace your current merchant processor; it simply acts as a conduit between your processor and the property management system (e.g., choiceADVANTAGE). The hotel must choose a merchant processor acquirer listed under Qualified Vendors. Please check with your Implementation Services Representative for the current list.
2. All new construction and conversion properties are required to purchase and install the Lighthouse Transaction Manager credit card interface. The cost of \$400 for the credit card interface will be included in the upfront costs for choiceADVANTAGE. There is a monthly support fee of \$50 which is included in the monthly TSA fees.
3. Any current midscale properties using choiceADVANTAGE are required to purchase and install the Lighthouse Transaction Manager credit card interface. Each hotel will be notified by Choice on the requirement. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your Franchise Agreement. A continued failure to perform may result in further consequences, including reservation suspension.
4. *Contracts & Agreements*
5. On behalf of the Franchisee, Choice will normally enter into all contracts and agreements concerning the reservation systems. However periodically it may be necessary for the Franchisee to enter into individual contracts for certain equipment or services such as reservations terminals or reservations agreements with airlines.
6. *Digital Registration Tablets*
7. Effective August 1, 2023, all hotels are required to have brand approved digital registration tablets installed and activated as part of their ChoiceADVANTAGE configuration.
  - Hotels are required to utilize one (1) approved digital registration tablet per front desk choiceADVANTAGE workstation.
  - The approved tablets, mounting devices/hardware, and cables must be purchased through the Qualified Vendor.
  - Each tablet must be located on the front desk counter in close proximity to the workstations and credit card devices and fully accessible to guests.
  - Each tablet is required to be installed with approved mounting device/hardware.
  - Tablets must be fully functional and well maintained at all times.

- It is the hotel's responsibility to purchase and replace tablets and/or mounting devices/hardware from the Qualified Vendor if any are damaged or stolen.

## **170.2 Reservations**

All Franchisees must operate in conformity with established reservations policies and procedures at all times. Each Comfort Suites property is required to participate fully according to reservation policies and procedures.

1. *Referrals*
2. Each Comfort Suites property is required to refer guests to other system properties nearby if unable to accommodate the potential guest.
3. *Honoring Reservations*
4. All reservations made through the *Choice Hotels International* reservations system must be honored in accordance with the terms specified in the reservation/confirmation. Hotels must participate in all mandatory special rate plans (SPRs). These are noted in Choicecentral.com and are subject to change.
5. Non guaranteed reservations must be held until 6:00 p.m. (4:00 p.m. at some designated properties) destination time, as indicated in the confirmation/reservation.
6. Guaranteed reservations must be held until 7AM the following morning unless canceled by the terms specified in the reservation/confirmation.
7. If the hotel or resort cannot accommodate a guaranteed reservation or a valid 4:00 p.m. or 6:00 p.m. reservation, it must:
8. Always attempt to honor a Choice Privileges (CP) member reservation.
9. In advance of the guest's arrival, secure a room of comparable quality for the guest at another nearby facility. Arrange to pay for the first night's lodging expenses including room and taxes.
10. If necessary, pay for or provide transportation for the guest to/from the other hotel.
11. If the reservation is for multiple nights and you cannot accommodate subsequent nights at your hotel, in addition to the requirements above, the property must also pay the difference in the rate, if any, from the original reservation and the hotel to which the guest is walked.
12. If the reservation is for multiple nights and the hotel can accommodate the guest on subsequent nights, the guest must be invited back to the original property. If the guest declines to return when space is available, the hotel is not required to pay the difference for any remaining nights.
13. The General Manager, Operations Certified Manager, or the MOD must contact the guest within 24 hours of the walk and apologize for the situation.
14. Credit Card Guarantee A reservation may be guaranteed by one of the following credit cards: American Express, Amoco Multicard, Carte Blanche, Citicorp/Diners Club, MasterCard, Discover, VISA and JCB. All hotels and resorts are required to accept these credit card guarantees, both directly and through the use of Google Wallet Instant Buy, for which Terms & Conditions apply and must be accepted. If the guest arrives with a guaranteed reservation and is not accommodated, the property

must follow the procedures outlined in R&Rs Rules of Operation, 130.2 E.3. Daily Operations.

15. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his first night's stay to the receiving Comfort Suites property. If the customer cancels the reservation prior to the specified cancellation period on the day of arrival, the Comfort Suites property that received the reservation is required to refund the deposit or the prepayment in full. This type of reservation is considered guaranteed only after the hotel has received the deposit.
16. *Travel Agents Guarantee (TAG)* A reservation may also be guaranteed by an authorized member of the Travel Agents Guarantee (TAG) program. Only TAG members may guarantee a reservation to their travel agency. Agencies participating in this program are designated by "GTD OK" next to the ATC number printed on the reservation.
17. *Automatic Optional Safe Charges* Automatic optional safe charges are allowed, but only if franchisees comply with the following requirements: A sign must be conspicuously posted or displayed on or at the front desk advising guests of the charge for usage of the in room safe. The sign must state that:an in room safe is available for use; there is a charge for use of the safe; and the charge is optional in nature and that the charge can be removed upon request at or after checkout. The registration card must contain the following acknowledgment: "I understand an optional safe fee of (hotel determined) \$ \_\_ per night will appear on my bill and may be removed upon request at or after checkout." The statement must be conspicuous on the registration card and the charge shall not be recorded at check in unless the guest initials the registration card next to the disclosure statement. Each room must have a conspicuous notice advising the guest about the safe usage charge, and their right to request removal of the charge. This notice may be affixed to the safe. Hotels may not represent or advertise any Automatic Optional Safe Charge as a "tax," "surcharge," or utilize any other term that may reasonably be construed as a required tax or other governmentally imposed fee, unless the charge is for a governmentally imposed tax or fee that is required by law to be collected. Any Automatic Optional Safe Charge may not be made to guests staying under a group contract unless explicitly contracted for in advance.
18. *Hotel Fee(s) (Resort Fee, Urban Fee, Service(s) Fee, Hotel Amenity Fee, etc.)* Effective November 30, 2023, all Hotel Fees (also referred to as Resort Fees, Urban Fees, Service(s) Fees, and Hotel Amenity Fees) are prohibited unless the property obtains a waiver to charge the fee. Waivers may be requested via the proper form in the ChoiceNow service portal. Waiver requests must include detailed information on what above and beyond amenities guests receive for the fee. If approved, all Hotel Fees will be disclosed as part of the displayed rate at the time of booking. Waivers may be rescinded at any time with advance notice by Choice. A Hotel Fee may not be charged for services or amenities included in the rate (such as complimentary breakfast and complimentary high speed internet access) as a brand promise. At no time may a "hotel fee" be identified as a tax or other term that may be reasonably construed as a required tax or other governmentally imposed fee. Fees will be allowed on a per room basis if they are disclosed in all reservation channels and if

the property offers specific amenities of equivalent value to the fee. Any approved fee must be disclosed to the guest as part of the disclosed rate at the time of booking through all channels including but not limited to [www.choicehotels.com](http://www.choicehotels.com), 1 800 4 CHOICE, and all reservations made directly with the hotel.

## **180.0 Quality Assurance, Property Improvement Plan (PIP), and Corrective Action Plan (CAP)**

### **180.1 Reviews/Compliance/Corrective Action Plan**

1. *General*
2. All Franchisees must permit a designated representative of *Choice Hotels International* to periodically visit the property to conduct a Quality Assurance Review (QAR) and/or Property Improvement Plan (PIP) inspection.
3. An authorized representative of your hotel appointed by management (but preferably the General Manager) must be available for a QAR, and/or PIP inspection at any time between 8:00 AM and 6:00 PM Monday through Saturday. The QAR will be conducted even if an authorized representative is not available.
4. All QAR and/or PIP inspections can be done on an unannounced basis. Some brand standards may be evaluated prior to official announcement of the authorized Choice representative, depending on times of available brand programs.
5. If the hotel is not 100% occupied, you must make available to Choice, or our designated representative, one free sleeping room for one night in connection with the QAR and/or PIP inspection.
6. *Quality Assurance Review (QAR)*

A QAR is designed to assist you and *Choice Hotels International* by identifying areas in which your hotel does not meet its brand's minimum standards. During your QAR your hotel will be evaluated in four areas:

1.
  1.
    1. Guest Satisfaction evaluation of hotel's guest satisfaction based on a 12 month rolling average Likelihood to Recommend (LTR) score provided by guests via the Guest Insight System (GIS). The R12 LTR score is converted to a % score to calculate the overall score. For example, 8.24 is converted to 82.4%
    2. Brand Standards as set forth in these Rules & Regulations and measured at the time of inspection by a designated representative of Choice.
    3. Cleanliness evaluation of the hotel's cleanliness of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.
    4. Condition evaluation of the hotel's condition of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.

Review the Quality Assurance Review Process for the QAR minimum requirements for your brand.

This review is not intended to determine whether your hotel is in compliance with federal, state and local laws and regulations, which is your sole responsibility. A property representative may submit a formal appeal of QAR results within 30 days of the QAR. All appeals must be submitted via ChoiceCentral.com and include adequate documentation.

1. *Non compliance with QAR requirements.*
  2. When your hotel receives a Fail rating on a QAR, *Choice Hotels International* will send the Franchisee's designated representative a letter informing him/her of the Fail rating. The letter will specify a period of time for you to cure the deficiencies that led to the Fail rating.
  3. After the period specified in the letter has lapsed, *Choice Hotels International* may re inspect the hotel by performing a follow up QAR and may continue the process above until the property rating improves.
  4. Hotels that fail to meet standards may be subject to formal default of their franchise agreement, reservation suspension and/or termination.
  5. If *Choice Hotels International* does issue a formal Notice of Default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by *Choice Hotels International* if your hotel receives a Fail rating upon QAR re inspection.
  6. Non compliance Penalties
  7. In the event that you receive a Fail rating on your QAR you may be assessed a fee of up to \$25,000 per instance.
  8. QAR Refusal Penalty
  9. As of 1/1/2023, hotels that refuse to allow a Choice approved representative access to the hotel to conduct a full QAR, a refusal penalty of \$5,000 will be charged.
  10. Effect on Performance Zones Status
  11. A Fail rating on a QAR will result in a Performance Status of Yellow and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program. Hotels in default for QAR will result in a Performance Status of Red.
3. *Property Improvement Plan (PIP)*

Upon execution of a franchise agreement for an existing hotel, or upon the relicensing of a hotel which has undergone a change in ownership, or in conjunction with any contractual right to request a PIP, (i.e. failure to pass a QAR, etc.) a legally binding Property Improvement Plan addendum (PIP) may set forth those actions, as reasonably determined by *Choice Hotels International*, which must be taken by a Franchisee in order to bring a property into compliance with then current brand standards and specifications and will include a schedule for completion of such actions. A representative of Choice may inspect your compliance with the deadlines outlined in your PIP at any time after each deadline has passed.

1.
  1. Non compliance with PIP requirements

2. After the PIP inspection Choice Hotels International will send the Franchisee's designated representative a letter informing him/her of the results of the inspection. If one or more PIP items were found non compliant during the inspection the hotel may be subject to a re inspection. If a re inspection is required, the letter will specify a period of time for you to cure the deficiencies.
3. After the period specified in the letter has lapsed, Choice Hotels International will re inspect the hotel by performing a follow up PIP inspection and may continue the process above until the property is in compliance with all of its PIP requirements.
4. Hotels that fail to comply with the PIP requirements may be subject to formal default of their franchise agreement, reservations suspension, and/or termination.
5. If Choice Hotels International does issue a formal default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by Choice Hotels International if your hotel fails to comply with the PIP requirements on the follow up re inspection.
6. Non compliance penalties
7. Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance. Please refer to the list of the HGI items (1 Page PDF) located on the PIP Inspections Tab on the Compliance & QA Tab on your brand page.
8. Non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance.
9. Performance Zone Status
10. Failure to comply with the deadlines in your hotel's PIP may result in a Performance Status of Yellow or Red and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program.

D. Corrective Action Plan (CAP) effective October 1, 2023 Comfort Suites hotels that score below 88.50 in the Cleanliness section on two (2) consecutive QARs AND have a 12 month rolling Likelihood to Recommend (LTR) score below 6.5 at the time of the 2nd consecutive minimum Cleanliness score QAR, will be required to go through the CAP program at Choice Hotel's sole discretion: 1. Following the second consecutive QAR when falling below the Cleanliness and LTR thresholds as noted above, the hotel will be charged a penalty of \$225 per contracted room (not to exceed \$25,000). This penalty will be issued on the subsequent Franchise invoice following the second consecutive QAR. 2. The penalty is required to be paid within 30 days of billing on the applicable monthly Franchise invoice. 3. Failure to pay penalty may result in the hotel being placed in Default which may lead to termination of the Franchise Agreement. 4. In conjunction with the payment of the CAP penalty noted above, hotel will be required to engage with third party deep cleaning contractor(s) (solely determined by Choice Hotels International) for completion of on site work up to potentially including: · Guest arrival – Lobby/entrance spaces to include the below where applicable. · Guest room and public flooring (carpet, LVT, tile, and/or other flooring finishes.) · Guest room and public PTAC/HVAC · Guest room and public soft seating & window treatments · Guest room and public bathrooms: A. Tubs/Showers B. Vanities C. Commodes D. Mirrors 5. Property level engagement with the third party contractor must be completed no more than 90 days after the CAP penalty is paid in full. 6. After the completion of the CAP on

property, the property will be reinspected in approximately six (6) months and will need to achieve a QAR Cleanliness score above the threshold above as well as achieve a rolling 12 month LTR score higher than above threshold. Failure to achieve both score thresholds may result in Default which may lead to termination of the Franchise Agreement.

## **180.2 Performance Zones Program**

1. Performance Zone Status Each Comfort Suites will be assigned a “Performance Status”, indicating their level of compliance and required course of action:
2. Green Status – the hotel has no compliance or performance issues under the Performance Zones program
3. Yellow Status – the hotel has one or more compliance or performance issues under the Performance Zones program and may be subject to financial or other consequences unless cured. The hotel may be placed in Red Status if compliance issues are not cured and may be subject to formal default, reservation system suspension, and possible termination.
4. Red Status – the hotel has severe performance or compliance issues and is in formal default and at risk of reservation system suspension, and possible termination.
5. Clear No on property inspection has occurred or the requirement is not applicable.
6. Non compliance Penalties Each Comfort Suites that is found out of compliance and placed in either Yellow or Red Performance Status under the Performance Zones program may be charged the following non compliance penalties:
7. Human Trafficking Prevention Training (starting with the May 2024 scorecard) hotels are required to have at least one (1) owner and/or management level designee to complete the Human Trafficking Prevention training located in ChoiceU. The certification must be renewed every twelve (12) months to remain in compliance. As of September 2024, non compliant hotels will be billed \$500 quarterly until compliant.
8. Commitment to Clean Captain Certification Hotels are required to have at least one (1) current employee to fully complete the Commitment to Clean training located on Choice University®. The Commitment to Clean Captain must recertify every twelve (12) months to remain in compliance. Compliance standing is noted at the beginning of each month and may be charged a quarterly fee of \$150. See R&Rs Rules of Operation, 130.4 Housekeeping Standards.
9. Quality Assurance Reviews (QARs): Hotels that fail to meet the QAR standards for their brand and receive a Fail rating on the QAR may be assessed a fee of up to \$25,000 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
10. Property Improvement Plans (PIPs): Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance, non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
11. Operations Certification (HOST): Non compliant hotels will be billed \$250/month until compliant. See R&Rs Rules of Operation, 160.1 Organizational Management. Please ensure that all HOST Certified Managers employed at your hotel keep their

ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how certification compliance is tracked and reported.

12. Choice Owner Orientation (currently Choice Onboard; formerly known as TLC and Launch) – A non compliance penalty of \$125/month may be billed until the hotel is compliant or for up to 15 months whichever comes first. See R&Rs Rules of Operation, 160.1 Organizational Management
13. High Speed Internet Access: Hotels that fail to meet the HSIA requirements as outlined in 120.4 High Speed Internet Access may be assessed a fee of up to \$750 per quarter.
14. CrowdStrike – Hotels are required to download and install the required software monitoring agent provided by CrowdStrike on all computers used to process on site, physical credit card payments as described in section 170.1C. Hotels may be assessed a non compliance fee of \$150 monthly until compliant.
15. Chip Card (EMV) Utilization All hotels must meet the minimum threshold of 50% EMV on site usage as described in section 170.1 C. Hotels not meeting the minimum 50% threshold will be put into the Yellow Zone. If a hotel remains in the Yellow Zone for three (3) consecutive months, hotels will be billed \$150 monthly.
16. Group Purchasing Organization The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period. Hotels that fail to meet these requirements may be subject to quarterly non compliance penalties of \$250.
17. Laundry Chemicals Program All Comfort hotels are required to install Ecolab laundry systems and purchase Ecolab laundry chemicals for all on property laundry machines. Refer to section 130.3 Housekeeping standards for additional information.
18. Credit All Franchisees must meet all financial obligations to Choice Hotels.
19. Other obligations under the franchise agreement Each Comfort Suites is required to comply with any and all terms of the franchise agreement. A hotel's status under the Performance Zones program is not a waiver of Choice's right to demand exact compliance with any of the terms or conditions of the Franchise Agreement or the Rules and Regulations nor does it nullify any outstanding defaults or legal notices regarding your franchise agreement. You are also still required to meet the obligations of your Franchise Agreement irrespective of the Performance Zones Program.

## **190.0 Safety, Security & Risk Control**

### **190.1 Life Safety Systems**

On premise fire and emergency systems must meet or exceed prevailing federal, state or local codes, including all aspects of the ADA. When conflicts arise between Comfort Rules &

Regulations and local ordinances or codes, the more stringent option affording maximum guest and property protection shall prevail. In no way should these basic requirements be construed as totally comprehensive. Technical specialists including insurance authorities, local safety officials, and other experts should be consulted. Nothing in these Rules & Regulations should be construed as limiting the life safety systems and procedures needed. See R&Rs Architecture & Engineering, 440.07 Life Safety for additional information.

## **190.2 Entry Door Accessories**

The following accessories are brand standards and are required on all guest room entry doors:

1. Hasp type night latch
2. Room identification signage must be installed.
3. Electronic door lock system. By definition, electronic locks are lock systems that totally re key automatically after each guest.
4. A 1" mortise dead bolt must be an integrated part of each electronic door lock.
5. Electronic keycards may be imprinted with the appropriate brand logo and the Choice reservation system toll free number.
6. No specific property information, including but not limited to secondary name, address, telephone number or room numbers may be printed on or affixed to keycards in any fashion.
7. A 180 degree door viewer

## **190.3 Insurance Coverage**

1. *Required Coverage* Each property is required to adhere to ALL of the following insurance related limits during construction, renovation and during the term. Please refer to the Franchise Agreement for required coverage terms, conditions and exclusions.
  2. Commercial General Liability
  3. Five (5) stories or less:
    4. \$5,000,000 Per Occurrence
    5. \$5,000,000 General Annual Aggregate
    6. \$5,000,000 Products/Completed Operations Aggregate
    7. \$5,000,000 Personal and Advertising Injury
  8. Six (6) stories or more:
    9. \$10,000,000 Per Occurrence
    10. \$10,000,000 General Annual Aggregate
    11. \$10,000,000 Products/Completed Operations Aggregate
    12. \$10,000,000 Personal and Advertising Injury The Commercial General Liability Policy shall be further endorsed to:
  13. To the fullest extent permitted by law, provide additional insured coverage to *Choice Hotels International, Inc.*, its affiliates, subsidiaries and it and their respective employees, agents, officers and directors

14. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
15. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
16. Any Annual Aggregate shall apply on a per project/location basis
17. Worker's Compensation and Employers Liability
18. Workers Compensation insurance complying with the statutory requirements of the jurisdiction in which the property is located
19. Employers Liability insurance with limits of \$1,000,000 bodily injury by accident (each accident); \$1,000,000 bodily injury by disease (policy limit); and \$1,000,000 bodily injury by disease (each employee) The Worker's Compensation and Employers Liability Policy shall be further endorsed to:
20. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
21. All sole proprietors, partners, officers, executives, and members shall not be excluded from coverage. Any person that elects to exclude themselves from coverage shall not be allowed on site.
22. Automobile Liability
23. For all Owned, Hired and Non Owned vehicles
24. Five (5) stories or less: Combined Single Limit: \$5,000,000
25. Six (6) stories or more: Combined Single Limit: \$10,000,000 The Commercial Automobile policy shall be further endorsed to:
26. Include *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insured on a primary and non contributing basis.
27. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
28. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
29. Liquor Liability (If Applicable)
30. On Property with restaurants (whether owned or leased), bars, stores or any other operations which encompass the selling of alcoholic beverages on site require evidence of liquor liability from owner or lessee naming *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insureds on a primary and non contributing basis. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors must be included. The minimum limit required is \$5,000,000 each occurrence.

31. If a liquor license is required for alcohol available through a manager's reception (alcohol available but not sold), then liquor liability coverage will be required.
32. Umbrella Liability – Limit determined based on amount needed to meet the limit requirements stated within the General Liability, Auto Liability, Employers Liability and Liquor Liability
33. All Risk Property coverage insuring the Hotel and its contents for its full replacement cost.
34. (If applicable) Builder's Risk covering the property that is the subject of the work, including material incorporated or to be incorporated into the work, while such materials are located at the Project site, in transit to the jobsite, or in temporary storage awaiting delivery to the jobsite.
35. Cyber/Data Breach Response Insurance
36. All properties in the Choice system must have stand alone cyber/data breach response insurance in place with the following minimum limits:
  37. Data & Network Liability Coverage: \$1,000,000
  38. Regulatory & Defense Penalty Coverage: \$1,000,000
  39. Payment Card Liability & Costs Coverage: \$1,000,000
  40. Media Liability Coverage: \$1,000,000
  41. Legal & Forensic Expense: \$1,000,000
42. Breach Notification/Response: 50,000 individuals (including legal services, computer forensics, notification services, credit monitoring, call center support, public relations support and crisis management. Franchisees who fail to demonstrate coverage that meets, or exceeds, this requirement will have coverage automatically placed on their behalf. Annual Premiums range from 5053,098 depending on the deductible and includes an administrative fee.
43. *Procurement of Insurance* It is understood that *Choice Hotels International* does not in any way represent that the insurance or the limits of insurance specified herein are sufficient or adequate to protect the Franchisee's interests or liabilities. Acceptance by Choice of an improper certificate of insurance shall not constitute a waiver, release or modification of any of the insurance coverage and endorsements required under this Agreement.
44. *Certificate Of Insurance Requirements* Each property is required to provide Choice Hotels International with a current Certificate of Insurance on the Acord form. The insurance policies must contain all required elements noted above and within the Franchise Agreement, listing the following below:
45. Certificate Holder is to be named as: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* \_ 430 E. Douglas Avenue, Suites 400 Wichita, KS 67202
46. Location and property code of property. ***CERTIFICATES RECEIVED WITHOUT REFERENCING THE PROPERTY CODE AND HOTEL PROPERTY ADDRESS WILL NOT BE ACCEPTED.***
47. Certificate of Insurance is to be mailed faxed or emailed (not all) accordingly: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* 430 E. Douglas Avenue, Suite 400 Wichita, KS 67202 Phone Number: (303) 615 7690 \_ Email: [choicehotels@imacorp.com](mailto:choicehotels@imacorp.com) or [certificates@choicehotels.com](mailto:certificates@choicehotels.com)

## **200 Food & Beverage Operations**

### **Purpose and Scope**

The Franchise Agreement requires that the rules of operation established by *Choice Hotels International, Inc.* ("Choice"), as contained herein, must be observed by each hotel in the Comfort Suites system. The purpose of these Rules and Regulations (the "Rules") is to help the Franchisee provide its customers with a standardized, uniform hotel product that delivers the fine accommodations, warm hospitality and friendly service that they can expect will accompany the words "Comfort Suites". These Rules apply to all Comfort Suites hotels and are intended to help ensure quality and uniformity within the Choice system of hotels. By establishing these Rules, Choice does not assume responsibility for the acts or omissions of the Franchisee in connection thereto. Nothing in these Rules or in the breakfast manual should be interpreted as an intention on the part of Choice to control the manner in which the Franchisee executes its daily operations. All Comfort Suites hotel operations must adhere to all applicable local, state and federal laws and regulations at all times. This chapter outlines important areas of operating the breakfast program. Facility standards, customer service, food & beverage selection, utensils and equipment requirements as well as presentation standards can be found within this section. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

### **200.0 General**

#### **200.0 General**

The Comfort Breakfast is required at all Comfort Suites. Breakfast standards and compliance information is presented in full detail on the program website. Please consult the breakfast program website for requirements and best practices designed to help our Franchisees achieve these goals. It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes. Breakfast must be available to all hotel guests at no charge for three (3) continuous hours, starting no later than 7:00 a.m., on a daily basis. All menu options, required and optional, must be available for self service.

#### **200.1 Breakfast Ambassador**

1. *Breakfast Ambassador* As of 1/1/2024, it is required that a uniformed breakfast ambassador be present during the hours that the breakfast is open, provided fifteen (15) or more rooms were occupied the previous night. The Breakfast Ambassador must not have any other duties or responsibilities during breakfast hours. If fourteen (14) or less rooms were occupied during the previous night, another hotel employee may service the breakfast.

#### **200.2 Facility**

1. **Buffet**

2. The breakfast must be presented on a permanent counter or cabinet integrated in a permanent pantry or "breakfast nook" type setting. Non permanent counter space can be in the form of approved tables and carts, or other tables, baker's racks, or carts with permanent countertops and fixed bases. Banquet, folding, skirted, or traditional breakfast room tables intended for dining are prohibited.
3. A minimum of one (1) trash can is required in close proximity to the breakfast buffet. All trash cans provided in the breakfast area must be built into the counter top/buffet, or be closed, covered, or capped. Depending on the food you serve, additional requirements may be necessary to meet all sanitation and health codes. It is the Franchisee's responsibility to ensure adherence to all applicable local, state and federal laws.
4. *High Chair*
5. At least one high chair must be provided per property. See R&Rs Interior Design, 510.20.C. Fixtures, Furnishings & Equipment for interior design specifications on furniture.
6. *Artwork*
7. The complete set of brand approved wall art must be displayed in the breakfast room/area or within direct sight of the breakfast buffet

### **200.3 Food & Beverage Selection**

1. *Food, Beverage & Condiment Requirements* All menu items, required and optional, must be available for self service. Complete food and beverage requirements and available optional enhancements for the breakfast are listed on the program website. Adequate amounts and selection of all breakfast items must be available for the entire duration of the breakfast period. At no time may any required item be missing from breakfast.

***It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.***

### **200.4 Dishware/Utensils**

The dishware and utensils requirements for the breakfast are listed on the program website.

### **200.5 Equipment Requirements**

In addition to the coffee brewing equipment listed below, the required equipment for the breakfast is listed on the program website.

1. *Coffee Brewing Equipment*
2. Coffee must be brewed in one of the Choice approved equipment packages. All Comfort Suites must own and maintain service on approved brewing equipment from an approved vendor in the program. Refer to the program website for more details on equipment.

## **200.6 Presentation**

1. *Overview* To maintain a clean appearance, the breakfast buffet must be kept free of clutter. No figurines, decorative pieces, embellishments, plants of any kind are permitted on the buffet, or on any piece of equipment. White parchment paper is exclusively allowed as a liner in the breads/pastries piece and/or the chafing dish for hot foods. Only approved runners or signs with approved graphics are acceptable on the buffet or on any piece of equipment. "Tip jars" are prohibited at all times.
2. *Serving Pieces* The serving pieces for breakfast must be the Choice approved package available from the Hubert Company. If you wish to serve Optional Additions on your menu, you must serve those items in Choice approved serving pieces. Any appropriate, approved pieces in the program are acceptable. Original, factory, bulk packaging is prohibited, with the exception of canned whipped cream and syups for coffee/tea. These items must still be presented in a brand approved cold crock or tiered rack. Refer to the program website for details on all serving pieces.
3. *Signage & Graphics* There are mandatory signage and graphic components to the breakfast. Refer to the program website for details on all signage. Brand approved breakfast graphics, signage, and artwork are required. Non approved signage and graphics are prohibited. For details on the breakfast area wall art, please refer to the Reimaging Elements section of the Comfort Reimaging Hub for details, ordering information and deadlines. All graphics and signage must comply with the graphics in the program. ADA, Health Code, and Custom signs are available through SmartMarketing. Please note that hand written, unapproved or locally produced signage is strictly prohibited on any part of the buffet or serving pieces.

## **200.7 Food Safety & Storage**

**It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.**

## **200.8 Group Purchasing Organization (GPO) Food/supplies Program**

The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies.

1. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period.
2. Hotels that fail to have an active account and meet these minimum purchasing requirements may be placed in Yellow Zone in the Performance Zones Program and be subject to quarterly non compliance fees.

## **300 Construction, Project Management, and Submittal Information**

### **Purpose & Scope**

This Chapter outlines the design review and construction inspection process for new construction projects, including required submittals and site compliance visits. This process is designed to ensure general conformance with brand standards and design criteria as identified in the Interior Design and Architecture & Engineering sections of these Rules & Regulations. The Franchisee is solely responsible for detailed project specific design and project management activities with his/her own contracted design and construction professionals. Conversion and major renovation projects typically follow a parallel review process, generally with fewer submittal requirements, based on an individual property's age, condition and product quality as outlined in the scope of work defined by the Property Improvement Plan (PIP). Standards for these types of projects may vary from new construction, and commonly accepted variations are highlighted throughout the Rules & Regulations as necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **\*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn:Architectural Design Team Architectural Design Hotline: (866) 964 4887 Email:\*\*arch\_submittal@choicehotels.com**

## **300.0 Franchisee Responsibilities**

### **300.1 Code Compliance**

1. It is the sole responsibility of the Franchisee and his/her agents to produce a project which is in complete compliance with all local, state and federal building codes. Reviews performed by *Choice Hotels International* are to verify conformity to the Comfort Suites brand's Rules & Regulations.
2. All Comfort Suites properties are to be compatible with all aspects of the Americans with Disabilities Act (ADA). It is important to obtain current requirements as the codes may change. For further information, please contact the U.S. Department of Justice via telephone at (800) 514 0301, (800) 514 0383 (TTY) or online at [www.ada.gov](http://www.ada.gov).
3. All Comfort Suites properties are to be compatible with all aspects of the Occupational Safety & Health Administration (OSHA) standards. It is important to obtain current requirements as the standards may change. For further information, please contact the OSHA online at [www.osha.gov](http://www.osha.gov).

## **300.2 Insurance Requirements**

1. The Franchisee is to provide the minimum insurance requirements by the construction start and maintain until the Opening Date, at his/her expense, directly or through his/her general contractor, the following insurance coverage: Franchisee is to provide the minimum insurance requirements as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
2. Comprehensive General Liability Insurance as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
3. All risk builder's risk coverage to insure the hotel buildings under construction to 100% of their replacement cost value, protecting the Franchisee, *Choice Hotels International* and its affiliates and subsidiaries, Choice's and its subsidiaries' respective officers, directors, agents and employees as additional insured, and a worker's compensation policy as required by statute.

## **310.0 Submittal Process**

### **310.1 Preliminary Plan Drawings Submittal**

1. Within sixty (60) days of the execution of Franchisee's Franchise Agreement, a set of preliminary drawing are to be submitted to *Choice Hotels International*'s Architectural Design team at arch\_submittal@choicehotels.com.
2. *Items to be included in this submission are as follows:*
3. Site Development Plan
4. Exterior Building Elevations
5. Building floor plans for each floor level
6. Enlarged Guestroom Plans/Furniture Layout (provide all room types)
7. Enlarged Public Space Plan/Furniture Layout
8. Compliance with brand standards and overall project design will be verified.
9. Franchisee and Architect of Record will receive written comments within five (5) days of their receipt.
10. Requests for exceptions or alterations to Architecture & Engineering or Interior Design Rules & Regulations must be submitted in writing at this time via the submittal process outlined on the brand page.

### **310.2 Final Drawings Submittal**

#### **Construction Documents**

1. Within ninety (90) days of the execution of Franchisee's Franchise Agreement, a complete set of drawings are to be submitted to *Choice Hotels International*'s Architecture Design team at arch\_submittal@choicehotels.com.
2. Review of the final version of the previously submitted design intent.
3. Compliance with brand standards, technical engineering and construction principles will be verified.

4. Choice Hotels International's Product Design and Construction teams will review documents within ten (10) working days of their receipt.
5. Franchisee and Architect of Record will receive written comments and shall respond, identifying measures taken to rectify each item, within fifteen (15) days of receipt of original correspondence.
6. Final Project Approval letter must be received from Choice Hotels International before construction can commence.
7. Final documents are to be fully dimensioned and coordinated with all disciplines to ensure a compliant set of documents.
8. *Final Site Development Plan is to include but is not limited to:*
9. Parking space counts
10. Surrounding access roads and adjacent highways
11. Adjacent properties or natural conditions (e.g., ponds) impacting the Comfort Suites property
12. Sidewalk system
13. Site dimensions and area
14. Site lighting
15. Signage locations and details
16. Landscape materials and schedule
17. *Final Architectural Drawings are to include but are not limited to:*
18. Building Plans -floor plans for each floor level
19. Building Sections (floor, wall & ceiling)
20. Building Exterior Elevations identifying materials and signage
21. Back of House enlarged plans and reflected ceiling plans
22. Public Space enlarged plans, interior elevations and reflected ceiling plans
23. Guestroom/Guest Bath enlarged plans including Reflected Ceiling Plan, Furniture Plan, Architectural Plan and Interior Elevations of both guestroom and guest bath
24. Door and Window Schedule
25. *Final Interior Design Drawings are to include but are not limited to:*
26. Back of House enlarged plans identifying finishes and fixtures
27. Public Space enlarged plans identifying finishes and fixtures
28. Elevations of Back of House and Public Spaces identifying furniture, fixtures and equipment
29. Furnishings Control Number Key and Finish Legend
30. Finish Schedule
31. *Final Mechanical, Electrical and Plumbing Drawings*
32. Public Space enlarged plans identifying equipment and fixtures
33. Guestroom enlarged plans identifying equipment and fixtures
34. Back of House enlarged plans identifying equipment and fixtures
35. Structural Drawings and construction specification book are not required.

### **310.3 Interior Design Submission**

For Furniture, Fixtures and Equipment (FF&E) Interior Design submission requirements for both new construction and Property Improvement Plans (PIPs), please refer to Sections 510.1 Welcome & 510.0 Interior Design Submission.

## **320.0 Construction**

### **320.1 Site Observations**

1. Three or four observations will be made by the *Choice Hotels International* Project Manager to verify compliance with Brand design and construction standards.
2. Franchisee/General Contractor is to schedule site visits two (2) weeks in advance to coordinate phase of construction with required inspection.
3. Custom projects may require additional site visits.
4. *Scheduled observations are:*
5. Pre construction meeting with franchisee and general contractor prior to start construction
6. Pre drywall observation to view system rough in and framing
7. Finishes observation of an on site sample room
8. Final observation approximately one (1) month prior to property opening

### **320.2 Reports**

1. The Project Manager will issue a report following observation meetings. Any items identified as deficient or in error will be reviewed at the next site visit to verify that those items have been rectified.
2. Final visit and report are provided to the Franchisee and transmitted to Choice's Area Director to verify that the observation has been conducted and that there are no outstanding standards to rectify.

## **400 Architectural Design**

### **Purpose and Scope**

This Chapter reviews the architectural and engineering design criteria required to build a Comfort Suites hotel or maintain an existing property including some program elements. Comfort Suites properties are held to the same general design criteria with the exception of the guest room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and hard construction specifications at the time of deal approval when planning a new construction project. The items in this section reflect the overall direction of the brand with regard to architectural design requirements. Not all properties currently in the system will meet every one of the standards outlined. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, contract window, evaluations based on the

current rules and regulations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. Please note that you must construct your hotel in strict conformance with all applicable local, state and federal building codes, laws and regulations. In the event of a conflict between these Rules & Regulations and applicable local, state and federal building codes, laws and regulations, you must comply with all applicable local, state and federal building codes, laws and regulations. All properties are required to strictly adhere to all guidelines set forth by the ADA statute and the Occupational Safety Health Administration (OSHA) standards in the programmed areas described therein and any other applicable state, local or federal laws or codes. The Franchise Agreement issued by *Choice Hotels International* requires conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Any variances from these standards must be submitted in writing to *Choice Hotels International* for evaluation. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 \*\*\*\*Attention: Director, Architecture & Design** email: arch\_submittal@choicehotels.com

## **Introduction**

The Architectural Design Rules & Regulations are a chapter within the *Comfort Suites Rules & Regulations*. These standards govern the process and product which *Choice Hotels International* requires of all franchisees. The design of all new build hotels must follow the architectural design prototype in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Comfort branded hotel or in – system and undergoing a required renovation per a Property Improvement Plan. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the prototype drawings and architectural specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from *Choice Hotels International*. Refer to the prototype drawings and construction specifications.

## **410.0 Approach**

### **410.00 General Site**

1. *Building Orientation*
2. Provide clear visibility of the main building entrance from vehicular entry onto site.
3. Position building to maximize optimum views of adjacent sites and to minimize undesirable views.

4. Position building allowing service and trash areas to be located in the rear or side of the site, where they can be screened and accessed without direct interference with guest traffic.
5. *Site Requirements*
6. These criteria are required unless prohibited by existing site constraints:
7. Proved clear and direct access to property.
8. Provide a minimum of 10' 0" between property line and parking and/or drive aisle.
9. Provide a minimum of 10' 0" between side of building and sidewalks.
10. Provide a minimum of 21' 0" between front of building and sidewalks.

## **410.01 Hardscape Requirements**

1. *Outdoor Patio*
2. For hotels with adequate available site space, provide outdoor patio seating screened with fence and landscaping.
3. *Curb Cuts*
4. Minimum of one (1) curb cut from primary access road.
5. Minimum 24' 0" clear from face of curb to face of curb.
6. Provide concrete curb and gutter.
7. *Drive Aisles*
8. Provide double loaded parking, single loaded parking permitted with approval from *Choice Hotels International*.
9. Minimum 24' 0" clear width at double loaded parking and approach to trash enclosure.
10. Paved in concrete or asphalt.
11. *Trash Enclosure*
12. Locate out of view from site entrance, Porte Cochere and guestrooms.
13. Provide heavy duty concrete pad for trash dumpster and apron in front of enclosure.
14. Gate of solid material to completely screen view into the enclosure.
15. Enclosure should be of material and finish consistent with the exterior of the building.
16. Enclosure to be a minimum of 8' 0" high.
17. *Parking*
18. Parking is to be convenient to guest rooms and public areas, and linked to building entrances with a sidewalk system.
19. Downtown location: Number of stalls required is based on ratio of one (1) stall per two (2) rooms plus one (1) space per four (4) seats in a conference room or food facility unless ordinances dictate otherwise.
20. Highway location: Number of stalls required is based on ratio of one (1) stall per one (1) room plus one (1) space per ten (10) seats in a conference room or food facility.
21. Airport location: Number of stalls required is based on ratio of one (1) stall per four (4) rooms plus one (1) space per ten (10) seats in a conference room or food facility.

22. Minimum parking stall size required is 9' x 18', unless otherwise required by local ordinance.
23. Concrete wheels stops are not permitted.
24. Provide curb and gutter at site perimeter and throughout parking.
25. Pave in concrete or asphalt
26. Paint demarcations of parking stalls and pedestrian crossings.
27. *Accessible Parking*
28. Provide accessible parking stalls per ADA and governing code requirements.
29. *Sidewalks*
30. Minimum 5' of clear unobstructed width.
31. Broom or textured finish concrete with troweled edges and joints.
32. Provide a sidewalk system which allows guests to reach all building entrances from parking areas.
33. *Fencing*
34. Outdoor pool to be fenced for privacy
35. Solid material fencing to screen unsightly views and HVAC equipment.
36. Chain link fencing is prohibited.

## **410.02 Landscape Requirements**

1. *General Requirements*
2. Scheme should include seasonal color, local plant varieties and evergreen varieties.
3. Trees should be used along frontage to add to curb appeal while mitigating the view of large expanses of parking.
4. Create eye catching landscape features at the main curb cut, near monument brand signage and at building entrances. Approved decorative planters may be used in cases of space constraints.
5. Provide plantings scaled to their place (e.g., low massing plants below windows, groupings of ornamental plants at building entrances).
6. Use landscaping to screen mechanical, electrical, dumpster and any other undesirable views.
7. Outdoor pool to be screened with landscaping for privacy.
8. Center tree trunks on parking stall striping to prevent damage from vehicles.
9. Irrigation system is optional.
10. Landscaping must be adequate to cover all poles and wiring on monument signs. Signs must appear flush to the ground with landscaping coverage. Poles and wiring must not be visible.
11. *Site Drainage*
12. Prevent water from ponding at any part of the site, especially walkways.
13. *Parking Islands*
14. Provide curbed landscape islands within the parking aisles to break the vastness of pavement.
15. For new construction, it is required that an island occurs every 15 parking stalls.

16. *Site Area Coverage*
17. Minimum 10% of total site area to be landscaped with a combination of ground cover, lawn material, shrubs and trees.

### **410.03 Lighting Requirements**

Should conflicts arise between these Rules & Regulations and local, state or federal codes, the more stringent codes affording maximum guest and property protection shall prevail.

1. *Building Lighting*
2. Clearly illuminate the Porte Cochere and building entrances to ensure identification of access points.
3. All lighting provided as feature lighting on the building façade or in landscaped areas must be white/off white. Colored lighting of any kind is prohibited
4. *Site Lighting*
5. Pole mounted fixtures are required. Building mounted fixtures are permitted with prior written approval from *Choice Hotels International* to illuminate parking but may not interfere with guest comfort. Mount only on blank, windowless façades.
6. Locate poles to align with parking stall striping and prevent damages to pole bases from vehicles.
7. Pole bases to protrude a maximum of 12" above ground.
8. Pole height not to exceed 20'.
9. Use uniform lighting; do not mix various bulb types.
10. Fixtures to be photoelectric cell controlled.

### **410.04 Building Exterior**

The façade of any Comfort Suites property is expected to reflect the minimum standards, in design, execution, color and materials, as set forth in these Rules and Regulations and current Guideline Prototype Drawings & Construction Specifications. Façade enhancements, modifications and omissions may be required at system entry and/or at a contract window, and are to be performed in a professional manner such that the façade is similar to, or better than, a newly constructed property. Conversion properties must verify removal of all previous signature elements (e.g., signage, graphics) and correct any visible traces.

1. *Design Elements*
2. Porte Cochere directly adjacent to the vestibule
3. Tower or other prominent element for display of building signage
4. Variety of approved finish materials and paint colors per prototype in effect unless existing color palette is approved in advance by Choice Hotels International.
5. Integral window frame and PTAC grille. Separate window framed PTAC grille may be allowed based on existing conditions with prior approval from *Choice Hotels International*
6. Full height public space windows, applicable to properties

7. Unacceptable finish materials include exposed concrete block (decorative may be allowed pending review), T 111 plywood and vinyl siding.
8. Acceptable finish materials include brick, EIFS, stone, stucco and cementitious siding.
9. Exterior colors to be approved by Choice Hotels.
10. *Canopy / Porte Cochere*
11. Provide a Porte Cochere, unless a fully appointed outdoor patio, per the current prototype requirements, is provided at the front/ arrival area of the building
12. When required, provide a structure that allows two widths of traffic, minimum width of 24' 0" clear, from face of curb to face of curb.
13. Minimum height of 12' 0" clear for standard cars recommend 14' 0" for motor coaches.
14. *Pool*
15. Indoor pool areas to be designed with windows and door to the exterior.
16. Screen unsightly views while sitting at the pool.
17. Pool storage and equipment to be located in an enclosed room/building adjacent to pool deck.

See Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor and R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for further details.

## **410.05 Exterior Signage**

The exterior signage of any Comfort brand property must meet the minimum standards as set forth in these Rules and Regulations. All signage must be approved by Choice Hotels International and manufactured and installed by a Choice Hotels Qualified Vendor. All property signage must have the necessary permits if required by local and state governments Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so that signage can be installed prior to property opening. See R&Rs Service Marks/Signage, 600.1 Signage.

## **410.1 Welcome**

### **410.10 Vestibule**

A vestibule is required at the main entrance of the Comfort Suites.

1. *Design Characteristics*
2. Minimum of 80 SF.
3. Fully or semi glazed.
4. Automatic sliding doors, unless prohibited by existing conditions.
5. Drywall ceiling: height to be minimum of 8' 0" AFF.
6. Card reader required at any time the front desk is not in operation.

7. *Atmosphere*
8. Lighting
9. Recessed down light fixture. Alternate lighting in existing properties is subject to *Choice Hotels International* review and approval.
10. *Systems*
11. HVAC
12. Design as part of the central air conditioning system; PTAC unit is not permitted. See R&Rs Interior Design, 510.10 Vestibule for interior design specifications.

#### **410.11 Lobby**

1. *Design Characteristics*
2. Minimum area of 900 SF for up to 100 guest rooms for new construction.
3. The Lobby may be required to be retrofitted to meet the above standard prior to system entry or at contract window. However, if existing design parameters limit meeting this standard, retrofitted to a minimum of 500 SF up to 100 guest rooms may be allowed with prior written approval from *Choice Hotels International*.
4. Focal wall with fireplace or regional feature unless prohibited by existing conditions.
5. Adjacent to breakfast area and registration area, with direct view of front desk
6. Must be able to accommodate at least two multi functional seating groups.
7. Full height windows unless prohibited by existing conditions.
8. Vending machines of any kind are not permitted in the Lobby. They are to be located in a separate vending area as described in section R&Rs Architecture & Engineering, 410.51 Vending Areas.
9. Television at seating area is optional.
10. Smooth finish drywall ceiling; minimum height of 9' 0".
11. Provide permanent counter for coffee service.
12. *Atmosphere*
13. Lighting
14. Provide recessed down light for general lighting.
15. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval.
16. Minimum rating of 20 foot candle or better throughout
17. Minimum rating of 30 foot candle or better at reading areas
18. *Systems*
19. HVAC
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Coordinate locations of power outlets with furniture, televisions, equipment, and accessories. Exposed cords are prohibited. See R&Rs Interior Design, 510.11 Welcome Center / Lobby / Living Room for interior design specifications.

## **410.12 Registration Area**

1. *Design Characteristics*
2. Centrally locate within the Lobby to be easily identifiable upon guest entry.
3. The approved Welcome Wall and components must be installed on a wall directly behind the front desk. Refer to section 510.10 for details.
4. All removable objects within the specified space noted in 510.12 must be removed from the Welcome Wall surface. Refer to the Comfort Reimaging Hub for program guidelines and requirements, product specifications and ordering information. One of four design options is required.
5. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
6. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
7. Approved decorative wall covering or approved painted wall with approved branded signage.
8. Approved stone wall with branded logo signage.
9. Minimum counter length is 12' 0" for up to 100 rooms.
10. Standard millwork height on guest side to be between 3' 6" and 4' 0".
11. Door is required for employee access to Workroom/ Office area. Guest view into Work Area/ Back of House from guestroom side of registration desk is prohibited.
12. Fire alarm panel to be mounted on sidewall of registration desk. Prohibited on back wall unless required by code.
13. Computer equipment to be concealed by varied counter heights.
14. Night window is not permitted.
15. Conceal electrical and computer cords via properly placed grommets.
16. Smooth finish drywall ceiling height to be a minimum of 8' 0" AFF.
17. *Atmosphere*
18. Recessed down light fixtures at rear of Registration Desk.
19. Decorative lighting is subject to *Choice Hotels International* review and approval.
20. Lighting
21. Graphics
22. Franchisee statement to be posted within guest view, visible from the front desk.
23. *Systems*
24. Design as part of the central system; PTAC unit is not permitted.
25. HVAC See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
26. Electrical
27. Verify equipment requirement with Property Systems.

28. Provide power outlets, for each computer station and general use, per the final computer equipment layout.
29. Telecommunications
30. Provide data and telephone ports for each computer station, per the final computer equipment design. See R&Rs Interior Design, 510.12 Registration Area for interior design specifications.

#### **410.13 Elevator Lobby**

1. *Design Characteristics*
2. Locate in close proximity to the Registration Desk and Lobby off of the main corridor. Alternate locations require pre approval from *Choice Hotels International*.
3. Minimum of 60 square feet to allow clearance for guests to maneuver their luggage. Size may be smaller for existing properties with prior approval from *Choice Hotels International*.
4. Cart Storage alcove in close proximity to the first floor elevator lobby or in the vestibule.
5. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
6. *Atmosphere*
7. Lighting
8. Combination of recessed down light and decorative fixtures.
9. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval
10. Minimum rating of 30 foot candle
11. *Systems*
12. HVAC
13. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.13 Elevator Lobby for interior design specifications.

#### **410.14 Public Restrooms**

Convenient access from all public areas is required, including provisions for the handicapped, in accordance with all applicable codes including the ADA.

1. *Design Characteristics*
2. Locate convenient to all public space areas.
3. Minimum size of 90 SF each.
4. Separate facility for men and women.
5. A single unisex restroom is permissible if existing conditions prohibit the provision of separate facilities and it is compliant with local code. Any Comfort Suites public restroom must meet all of the standards provided herein.
6. Single compartment featuring one vanity and one toilet for up to 100 rooms. Increased room count or meeting facility may necessitate additional square footage.
7. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.

8. Plumbing fixtures include:
9. Floor mounted toilet fixture(s) is the minimum
10. Stone top vanity with apron and splash blocks. Wall hung sink is not acceptable.
11. Toilet accessories include:
  12. Framed mirror mounted above vanity.
  13. Paper towel dispenser or electric hand drying devices and waste unit are required.
  14. Permanent liquid soap dispenser.
  15. Feminine napkin vendor unit.
  16. Feminine napkin disposal unit
  17. Baked enamel or plastic laminate finished partitions (if applicable).
  18. See FF&E specifications for approved accessories.
19. *Atmosphere*
20. Lighting
21. Wall mounted fixture over vanity.
22. Additional ceiling light for oversized facilities.
23. STC Rating
24. Minimum rating of 54 at public space walls. See 440.00 Sound Transmission Coefficient (STC) for additional information.
25. *Systems*
26. HVAC
27. Design as part of central system, PTAC unit is not permitted.
28. Continuous exhaust system with noise control required. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical
30. Provide convenience power outlet above the vanity See R&Rs Rules of Operation, 110.1 Public Restrooms for operational requirements. See R&Rs Interior Design, 510.14 Public Restrooms for interior design specifications.

## 410.2 Public Space Food Service

### 410.20 Breakfast Room

1. *Design Characteristics*
2. Locate adjacent and with direct access from the Lobby in a dedicated and separate room. Separation can be signified by either a pair of glass doors or a cased opening.
3. Screen direct view into Food Prep Room from seating area.
4. Immediately adjacent to Food Prep Room.
5. Provide one (1) seat per four (4) guest rooms.
6. Minimum 8 SF per guest room unless prohibited by existing conditions. Smaller size, dictated by existing conditions, may be acceptable in retrofit situations at Choice Hotels' discretion.

7. Casework includes a permanent buffet counter and base cabinets. Locate buffet in dedicated alcove out of direct view from seating area if possible.
8. Buffet counter to be a minimum of 30 linear feet (need not be contiguous).
9. Minimum 40" flat panel HDTV flat panel, wall –mounted television, placed in direct view from most of the seating area.
10. Smooth finish drywall ceiling; height to be a minimum of 9' 0" AFF.
11. *Atmosphere*
12. Lighting
13. Recessed down light or pre approved decorative light fixtures
14. STC rating
15. Minimum rating of 54
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets at the buffet counter above splash block; per equipment requirements. See R&Rs Interior Design, 510.20 Breakfast Room for interior design specifications.

## **410.3 Meeting Space**

### **410.30 Meeting Room**

1. *Design Characteristics*
2. Locate in close proximity to the Lobby, with access from the Lobby Corridor, so that outside attendees may access the room without going through guestroom corridors.
3. Sized at one (1) guest room bay minimum. Increased room count may necessitate increased Meeting Room spatial requirements.
4. Provide coat closet. Furnish with shelf and rack system.
5. Provide storage room for furniture and equipment depending on room size and setup.
6. Provide permanent counter for food service. Breakfast counter may be used if directly adjacent to and accessible from meeting room. In cases of space constraint a temporary food service display may be allowed with prior approval from *Choice Hotels International*.
7. Acoustical ceiling: minimum ceiling height is 9' 0" AFF. Fixtures Include:
8. Projection screen
9. Television
10. *Atmosphere*
11. Lighting

12. General lighting; recessed ceiling fixtures.
13. Pre approved existing decorative lighting.
14. STC Rating
15. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
18. Design as part of central system, PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets per equipment requirements.
21. Provide power outlets along the food service counter above the splash block.
22. Telecommunication
23. Provide data and telecommunication lines as required per individual project two (2) data/phone outlets in one bay meeting room. Additional outlets may be required in larger facilities.
24. High Speed Internet Access is required. Service may be wireless or wired and must meet the standards set forth in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
25. Provide cable outlet at TV location See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Interior Design, 510.30 Meeting Room for interior design specifications.

## **410.4 Public Space Circulation**

### **410.40 Passenger Elevator**

1. *Design Characteristics*
2. One (1) elevator is required for properties up to three (3) stories and up to 100 guest rooms.
3. Two (2) elevators are required for properties four (4) stories or more with greater than 100 guest rooms.
4. Hydraulic elevator service for properties up to four (4) stories, traction elevators required for properties five (5) stories and greater.
5. Speed required of hydraulic elevator for floors 2-4 is 200 fpm (feet per minute).
6. Speed required for geared elevator for floors 4-7 is a minimum of 350 fpm.
7. Minimum load capacity of 3000 lbs.
8. Minimum cab size of 5' 0" x 7' 0"
9. Minimum ceiling height of 8' 0" AFF
10. *Atmosphere*
11. Lighting
12. Per the elevator manufacturer's specifications,

13. *Systems*
14. Electrical
15. Provide power outlet for housekeeping and maintenance needs. See R&Rs Interior Design, 510.40 Passenger Elevator for interior design specifications.

#### **410.41 Guest Room Corridor**

1. *Design Characteristics*
2. Interior and double loaded corridor required.
3. Avoid locating access to public rooms, such as meeting rooms, from the guestroom corridor.
4. Minimum corridor width is 5' 0" or per code requirement.
5. Combination of smooth drywall and tegular style acoustical ceiling tile.
6. Minimum ceiling height of 8' 0" AFF. Height of 7' 6" AFF is allowed at alternating areas in case of physical constraints.
7. *Atmosphere*
8. Lighting
9. Recessed down light or approved surface mounted ceiling and/or wall sconce fixtures
10. STC Rating
11. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. Graphics
13. Properly sized placards should be placed to direct guests to, or identify: guest rooms, vending areas, elevators, Lobby, Meeting Room and recreational amenities.
14. Back of House areas restricted to employees shall be clearly identified.
15. The graphics must comply with pre approved sign package.
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets for housekeeping and maintenance needs. See R&Rs Interior Design, 510.41 Guest Suite/Room Corridor for interior design specifications.

#### **410.5 Guest Facilities**

##### **410.50 Guest Laundry**

1. *Design Characteristics*
2. Locate in a central, first floor location for easy access.
3. Minimum 100 SF. Allowed on upper floors in existing properties.
4. Avoid adjacency to guestrooms.

5. One facility required up to 100 rooms. . Additional laundry area is recommended as room count increases.
6. Allow space for one (1) washer and one (1) dryer. Additional equipment required over 100 rooms
7. Equipment to be commercial grade and coin operated.
8. Provide wall mounted, coin operated dispenser of laundry detergent and fabric softener.
9. Provide permanent wall hung counter that is able to fold against the wall if needed. Counter size is dependent upon room size and shape.
10. Door with vision glass or full glass door with optional card reader
11. Acoustical ceiling tile: height to be a minimum of 8' 0" AFF.
12. *Atmosphere*
13. Lighting
14. Recessed ceiling light fixtures. Decorative lighting requires prior approval from Choice Hotels International.
15. STC rating
16. Minimum rating of 54 at public space walls and 60 at shared guestroom walls.
17. *Systems*
18. HVAC
19. Provide continuous exhaust fan with noise control.
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Provide convenience power outlet over counter for guest use.
23. Provide power outlets per equipment requirements.
24. Plumbing
25. Locate a floor drain to prevent any ponding water. See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Interior Design, 510.50 Guest Laundry for interior design specifications.

#### **410.51 Vending Areas**

1. *Design Characteristics*
2. Minimum area is 90 SF.
3. Required on every floor, unless prohibited by existing conditions.
4. On the first floor, provide an ice machine, a soft drink machine and a food/snack vending machine. Soft drink and food vending machines are not required if a marketplace is provided.
5. On the upper floors, provide an ice machine and a soft drink machine at a minimum. Guests must be able to get ice without leaving their floor.
6. Position/screen machines, so they are not directly visible by guests from the corridor.

7. Access to the space must be through a cased opening, unless a door is required by code. If door is required, provide full glass door or with glass insert.
8. Ice machine to feature a closed bin and a dispenser chute.
9. Smooth finish drywall ceiling height is a minimum of 8' 0".
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted ceiling mounted light fixtures, unobstructed by equipment.
13. STC Rating
14. Minimum rating of 34 at adjacent interior spaces
15. Minimum rating of 54 at corridor See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
  18. Design as part of the central system; PTAC unit is not permitted.
  19. Provide continuous exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
20. Electrical
21. Provide power outlet per equipment requirements.
22. Plumbing
23. Locate a floor drain to prevent ponding water. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Interior Design, 510.51 Vending Areas for interior design specifications.

## **410.52 Business Center**

1. *Design Characteristics*
2. Minimum 100 SF.
3. Locate with direct access from the Lobby or Lobby corridor, in view of the Front Desk.
4. Semi enclosed area or fully enclosed with a glass door.
5. Minimum 4 linear feet of counter per work station for up to 100 rooms.
6. Minimum length of counter is 8' 0" with at least one hotel provided computer (see R&R 110.5 Business Center for Rules of Operations)
7. Countertop finish to be consistent with lobby finishes. Provide grommet holes in countertop for cord management.
8. Smooth finish drywall ceiling: height to be a minimum of 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed down lights or approved decorative pendant fixture.
12. STC Rating
13. Minimum rating of 54 if business center is enclosed.
14. *Systems*

15. HVAC
16. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
17. Electrical
18. Provide power outlets per equipment requirements.
19. Provide power outlets above the counter for guest provided devices
20. Telecommunications
21. Provide data and telecommunication outlets for hotel and guest provided equipment.
22. High speed internet access must be available at all computer stations. See R&Rs Rules of Operation, 110.5 Business Center for operational requirements. See R&Rs Interior Design, 510.52 Business Center for interior design specifications.

#### **410.53 Marketplace Area**

All Comfort Suites must implement the Marketplace program. Dedicated alcove type space is required for all contracts executed on or after 9/1/2012 and will be required as determined by PIPs for existing hotels. If the property already has a dedicated alcove, including built in shelving and cabinetry, a separate *snack cabinet* will not be required. See R&R 110.8 for Rules of Operation and additional requirements for the Marketplace program.

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk, with access from the main corridor.
3. Minimum of 80 SF
4. Fully open to the registration area, semi opened or fully enclosed.
5. Provide millwork shelving in a finish consistent with lobby finishes or specified cabinet per Marketplace program details
6. When semi opened or enclosed, provide opening between Registration Desk and Marketplace for transactions
7. Smooth finished drywall ceiling: height to be a minimum of 8' 0" AFF.
8. *Atmosphere*
9. Lighting
10. Recessed down lighting or approved decorative lighting.
11. STC Rating
12. Minimum rating of 50.
13. *Systems*
14. HVAC
15. Design as part of the central system; PTAC unit is not permitted.
16. Provide exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.53 Your Suite Success Marketplace for interior design specifications. See R&Rs 110.8 Marketplace Operations for equipment and product requirements.

## **410.6 Recreation**

### **410.60 Fitness Center**

Every Comfort Suites property is to provide a Fitness Center for guest use as stated in R&Rs Rules of Operation, 110.3 Fitness Center. For additional, valuable information, please refer to the **Fitness Center Hot Topic& Key Brand Initiative.**

1. *Design Characteristics*
2. Locate on first floor in close proximity to the Elevator, Vending Area, Pool area and Public Restrooms.
3. Minimum of 500 SF Smaller size may be allowed in existing properties with prior approval from Choice Hotels International.
4. Accent painted wall with vinyl graphic.
5. As of 4/1/2021, optional for existing hotel with contract prior to 1/1/2021, but could be required upon any contractual event or renovation
6. Exterior windows for natural light, unless existing conditions do not allow
7. Provide a 40" wall or ceiling mounted flat panel HD television is required. Television must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues.
8. Approved Accent wall and field walls
9. Approved LVT flooring
10. Decorative full height mirrors along entire length of one wall.
11. If a flat mirror is provided, locate power outlets occurring along this mirror surface in the wall base.
12. Exercise Equipment as described in R&Rs Rules of Operation 110.3 Fitness Center.
13. Single entry door with vision panel or full glass door with optional card reader
14. Smooth finished drywall or acoustical ceiling tile: height to be a minimum of 8' 0".
15. *Atmosphere*
16. Lighting
17. Recessed down lights or surface mounted ceiling fixtures
18. Controlled by key switch
19. STC Rating
20. Mitigate sound transmission if Fitness Room is adjacent to guestrooms
21. Minimum rating of 56 See 440.00 Sound Transmission Coefficient (STC) for additional information.

22. Graphics
23. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
24. Required signage per R&Rs Rules of Operation, 110.3 B
25. *Systems*
26. HVAC
  - 27. Provide separate exhaust fan; ensure ventilation and climate controls maintain a comfortable environment during workouts.
  - 28. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical
  - 30. Provide power outlets per equipment requirements. Floor mounted outlets are preferred however wall mounted ones are allowed based on existing conditions.
  - 31. Provide floor mounted power outlets as required for exercise equipment. Wall mounted power outlets allowed based on existing conditions.
32. Plumbing
  - 33. Provide a drinking fountain (a water cooler with cups may be provided in lieu of fountain). See R&Rs Rules of Operation, 110.3 Fitness Center for operational requirements. See R&Rs Interior Design, 510.60 Fitness Center for interior design specifications.

## **410.61 Swimming Pool**

### **Indoor & Outdoor**

1. *Design Characteristics*
2. Minimum size of 400 SF of water surface for up to 100 rooms.
3. Pool materials:
4. Body: gunite with approved finish
5. Coping: pre cast concrete with integral depth and “No Diving” indicators
6. Drain: continuous, perimeter deck drain
7. Depth from per code requirements
8. Provide adequate deck space for furniture placement and guest circulation.
9. Indoor Pool:
10. Locate along the main public corridor, leading from the Lobby. Access is required from the elevator and stairs, without passing through public spaces.
11. Electronic card reader is required.
12. Provide air lock vestibule at entry from corridor.
13. Indoor ceiling height to be a minimum of 10' 0" AFF unless existing structure prohibits it.
14. Maximize natural light with full height windows.
15. Smooth finish drywall ceiling

16. Provide mechanical and storage rooms for pool equipment, furnishings, and chemicals.
17. Owner should confer with pool design specialists to determine the dehumidification needs for the pool area.
18. **Outdoor Pool:**
19. Outdoor pool requires metal fencing and gate(s) with childproof latch meeting all local, state and applicable safety codes.
20. Provide mechanical and storage building for pool equipment, furnishings and chemicals.
21. Chain link fence is not permitted
22. Final finishes should be coordinated with overall project scheme.
23. *Atmosphere*
24. **Lighting (Indoor)**
25. Recessed, surface ceiling mounted or walls sconces. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
26. Underwater lighting required.
27. **Lighting (Outdoor)**
28. Provide decorative fixtures that light only pool area. Avoid illuminating guestroom areas with pool deck fixtures.
29. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
30. **STC Rating (Indoor)**
31. Minimum rating of 54 to be maintained at walls adjacent to public space rooms.
32. Minimum rating of 60 if pool area is adjacent to guest rooms See 440.00 Sound Transmission Coefficient (STC) for additional information.
33. **Graphics**
34. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.61 B.3. Graphics.
35. Verify compliance with all applicable state, federal, local, and municipal regulations, codes and laws.
36. **Systems**

See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.

  1. Electrical
  2. Provide water and moisture proof power outlets per applicable codes.
  3. Plumbing
  4. Provide a drinking fountain or water cooler in close proximity to the pool area.
  5. Telecommunications
  6. Provide house telephone for guest assistance.
  7. Equipment

8. Make provisions to mitigate noise produced by equipment.

Pool equipment and storage is detailed in R&Rs Architecture & Engineering, 430.40 Pool Equipment Room and 430.41 Pool Storage Room/Building.

See R&Rs Rules of Operation, 110.2 Swimming Pool Indoor & Outdoor for operational requirements.

See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

## **410.62 Whirlpool**

Optional

1. *Design Characteristics*
2. Whirlpool materials:
3. Body: gunite with approved finish
4. Coping: pre cast concrete with integral depth and “No Diving” indicators
5. Drain: continuous, perimeter deck drain
6. *Atmosphere*
7. Graphics
8. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.62.B.1. Graphics.
9. Verify compliance with all governing codes.

See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements.

See R&Rs Interior Design, 510.62 Whirlpool Optional for interior design specifications.

## **420.0 Guest Suite/Room**

### **420.00 Suite Room Mix/Types**

All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein. For existing and opened Comfort Suites hotels, evaluations will be performed at significant life cycle events – which may include but are not limited to renovations, relicensing, contract window and design exceptions or waivers granted based on individual properties’ age, physical constraints and condition as well as product quality. All furniture, finishes, and fixtures shall comply with the brand approved Décor package in effect at the time of execution of contract, or other contractual event, or upon renovation, whichever is most recent.

1. *Room Mix*
2. Room mix depends on the specific market condition. Refer to the current prototype for guideline room mixes.

3. Accessible varieties of each room type must be designed in each project. Consult ADA standards and local governing codes for the correct number of accessible guest rooms to be included.
4. 100% of all guest rooms to be designated as "Non Smoking". See R&Rs Rules of Operation, 100.4. A. Number of Designated Rooms.
5. For new construction, shower – only bathrooms in single – bedded room types and bathtub in double – bedded room types, unless prohibited by existing conditions.
6. *Guest Suite/Room Types*
7. King suite is minimum 325 SF clear.
8. Queen/Queen suite is minimum 370 SF clear.
9. Minimum of 11' 6" clear width is required for all room types
10. Alternate room types and sizes in existing properties are subject to Choice Hotel International approval.

## **420.01 Guest Suite**

1. *Design Characteristics*
2. Separate sleeping and seating area
3. Separation between sleeping and seating area may be achieved through a solid full height wall, semi open wall, or casegoods/desk assembly. Existing solid wall design is subject to Choice Hotels International's approval.
4. Living area to be at least 8' deep when a casegoods divider is provided; at least 9' deep when a solid wall is provided.
5. Minimum 6 square feet semi open or fully enclosed closet with a solid door, unless prohibited by structural constraints. If space does not allow a built in closet, an approved wardrobe may be provided with prior written permission from Choice Hotels International.
6. Closet to include shelf, rod and support bracket for iron and ironing board.
7. Refrigerator and microwave are required in either a furniture cabinet or a built in niche.
8. Media panel required for wall hung television.
9. Minimum 4' 0" x 5' 0" operable window. Non operable windows allowed in existing properties with prior approval from Choice Hotels international.
10. Self closing entry door with approved door hardware including but not limited to electronic door lock, door viewer and safety hardware. See Architectural Specifications for Door Hardware
11. Textured drywall ceiling: height to be a minimum of 8' 0" AFF
12. *Atmosphere*
13. Lighting
14. Combination of recessed down lights, wall sconce and decorative ceiling fixture.
15. STC Rating
16. Minimum rating of 54
17. Graphics

18. Room identification plaque. Signage is attached to corridor wall adjacent to room door. See 440.00 Sound Transmission Coefficient (STC) for additional information.
19. *Systems*
20. HVAC
21. Through wall PTAC unit internal drainage system highly recommended.
22. Electrical
23. Night Stand Re charge A minimum of two (2) approved, dedicated standard AC power source outlets must be open and available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Comfort Suites Brand page under the Deadlines & Brand Programs Tab.
24. Provide no fewer than one (1) duplex outlets as listed:
25. Lamp at each nightstand
26. Lamp at seating area
27. Desk lamp
28. Clock
29. Television
30. Housekeeping
31. Coffee niche
32. Luggage bench
33. Telecommunications
34. Phone outlet at desk is optional. Coordinate location with media panels if provided. No outlet should be located within the coverage area of the panels. See R&Rs Rules of Operation, 120.2 D. Guest Room Telephones.
35. One (1) phone outlet at nightstand is required.
36. High Speed Internet Access is a standard feature in all guest rooms. See R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA). See R&Rs Interior Design, 520.0 Guest Room and 520.2 Guest Room/Bath Finishes & Furnishings for interior design specifications.

## **420.1 Guest Bath**

### **420.10 Guest Bath**

1. *Design Characteristics*
2. Minimum size of 50 SF.
3. Single compartment bath including shower or bath, free standing vanity, and toilet.
4. Shower with frameless glass door per Architectural specifications may be provided in single bedded rooms and suites.
5. Bath tubs are required in double bedded rooms and suites.

6. Minimum 30" w x 60" shower pans. Minimum 30" W x 60" L tubs.
7. Vanity to be a minimum of 4' 0" long. Alternate lengths may be permitted based upon existing conditions.
8. Vanity countertop to be granite or quartz at a minimum.
9. Tub surround to be decorative cultured marble at minimum. One piece fiberglass tub/ surround unit is prohibited.
10. Tub and shower surround to be a full height above tub and shower pan for ceiling heights up to 7' 6".
11. Facial tissue dispenser to be displayed in an approved tissue box. Dispenser located in vanity apron is subject to approval by Choice Hotels International based on existing conditions.
12. Smooth finish drywall ceiling: height is a minimum of 7' 6".
13. *Atmosphere*
14. Lighting
  15. Decorative vanity light or lighted mirror
  16. Ceiling mounted fixtures for general lighting
17. STC Rating
  18. Minimum rating of 34 at Guest Room Bath to Guest Room partition wall
  19. Minimum rating of 51 at Guest Room Bath to corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
20. *Systems*
21. HVAC
22. Through the roof exhaust fan, unless prohibited by existing conditions, switched independently from the light fixture.
23. Electrical
24. Provide a convenience outlet to accommodate appliances above the vanity splash block.
25. Plumbing
  26. A minimum of two (2) to five (5) gallons of hot and cold water must be accessible to all guest rooms and back of house areas upon demand.
  27. Pressure must be designed to maintain maximum capability during peak use at 100% capacity.
  28. Hot water must maintain 115o F during peak use hours or per code requirements.
29. Telecommunications
30. Recommend wall mount telephone in accessible baths See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

#### **420.11 Accessories & Plumbing Fixtures**

1. *Bath Accessories*
2. Framed vanity mirror.

3. A stainless steel or chrome curved shower rod must be installed in all bathrooms with tubs. Shower door is required in all "shower only" bathrooms. See FF&E specifications for approved products. Must be permanently affixed.
4. Double robe hook
5. Wall mounted toilet paper holder with extra roll stored on vanity base shelf. When a vanity base is not present, a dual roll dispenser is required.
6. 24" towel bar. Towel bar may be integral to glass shower door.
7. 18" towel bar in the vanity area unless millwork shelving is provided.
8. Two (2) soap dishes, one corner mounted and one centered on length of tub. One soap dish at showers. No handles are allowed on any soap dish. See Interior Design specifications for style.
9. Detachable, commercial grade, wall mounted hair dryer.
10. *Plumbing Fixtures*
11. Commercial grade tank style toilet with closed front seat and cover.
12. Injection – molded seat to remain upright without assistance.
13. Enameled cast iron or steel bathtub. Acrylic tubs require prior written approval from Choice Hotels International. One piece tub surround is prohibited unless waived in advanced by Choice Hotels International.
14. Sink to be under mounted vitreous china. . Wall hung models are not permitted.
15. Sink drain to be pop up style and in place at all times. Rubber stoppers are not permitted.
16. Shower trim to be single handle, pressure balancing unit with anti scalding protection and hot and cold temperature indicators.
17. Tub/shower drain to be pop up or trip variety and in place at all times. Rubber stoppers are not permitted.
18. Faucet set to be commercial grade per Plumbing Fixtures Schedule in Architectural Specifications.
19. Showerhead to be commercial grade with minimum 3 spray massaging settings feature. See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

## 430.0 Administration

### 430.00 Employee Break Room

1. *Design Characteristics*
2. The Break Room must have a minimum of 115 SF unless existing conditions dictate otherwise.
3. Locate in back of house area.
4. Provide a minimum of 5' 0" long counter with sink.
5. Provide full size refrigerator and microwave.
6. Provide seating area with table and stacking chairs
7. Provide base and wall cabinets

8. Provide employee lockers
9. Minimum ceiling height of 8' 0" AFF.
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted lighting.
13. STC Rating
14. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
15. *Systems*
16. HVAC
17. Design as part of the central system depending on location.
18. Electrical
19. Coordinate power outlets with equipment locations. Provide additional outlets as needed. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.00 Employee Break Room for interior design specifications.

## **430.01 Employee Restroom**

Optional

1. *Design Characteristics* The following standards apply if an employee restroom is provided:
  2. Locate in back of house area near break room and offices.
  3. Single compartment restroom
  4. Minimum of 55 SF
  5. Plumbing fixtures include:
    6. Toilet
    7. Wall hung sink or vanity
    8. Bath accessories include:
      9. Mirror
      10. Wall mounted soap dispenser
      11. Paper towel dispenser / disposal unit
      12. Toilet paper dispenser
      13. Minimum ceiling height is 8' 0" AFF.
  14. *Atmosphere*
  15. Lighting
  16. Recessed or decorative wall mounted vanity strip light or sconces
  17. STC Rating
  18. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  19. *Systems*
  20. HVAC

21. Design as part of the central system depending on location. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
22. Electrical
23. Provide convenience outlet at vanity over the sink. See R&Rs Interior Design, 530.01 Employee Restroom for interior design specifications.

## **430.02 Workroom**

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk.
3. Minimum 100 SF
4. Provide millwork counter and cabinets.
5. Smooth drywall or acoustical ceiling tile; minimum ceiling height is 8' 0 " AFF.
6. *Atmosphere*
7. Lighting
8. Recessed or surface mounted ceiling lighting fixtures.
9. STC Rating
10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide outlets per equipment requirements
16. Telecommunications
17. Provide data/telephone jacks at the desk per equipment requirements. See R&Rs Interior Design, 530.02 Work Room for interior design specifications.

## **430.03 Office**

Comfort Suites is designed to accommodate a General Manager's office and a Sales office.

1. *Design Characteristics*
2. Locate adjacent to the Work Room.
3. Minimum of 110 square feet per office
4. Minimum ceiling height is 8' 0" AFF
5. *Atmosphere*
6. Lighting
7. 2' x 4' recessed ceiling fixtures, recessed down lights, or surface mounted ceiling light fixtures.
8. Desk lamp
9. STC Rating

10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide electrical outlets per equipment requirements.
16. Telecommunications
17. Provide data/telephone jacks per equipment requirements. See R&Rs Interior Design, 530.03 Offices for interior design specifications.

## 430.1 Back of House Food Service

### 430.10 Kitchen

#### Food Preparation

1. *Design Characteristics*
2. Design must comply with all governing health and safety codes.
3. Locate adjacent to and with direct access to the Breakfast Room.
4. Minimum 170 SF.
5. Provide adequate counter space base and overhead cabinets.
6. Kitchen equipment to include reach in refrigerator, reach in freezer, microwave oven, three compartment sink, wall shelving, dishwasher.
7. All equipment to be commercial grade
8. Changeable acoustical ceiling tile: minimum height is 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed or surface mounted ceiling light fixtures
12. STC Rating
13. Minimum rating of 56 at Public space See 440.00 Sound Transmission Coefficient (STC) for additional information.
14. *Systems*
15. HVAC
16. Design as part of the central system. PTAC units are prohibited.
17. System design must assure proper ventilation. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
18. Electrical
19. Provide power outlets per equipment requirements.
20. Plumbing

21. Provide floor drain. See R&Rs Interior Design, 530.10 Kitchen Food Preparation for interior design specifications.

## 430.2 Housekeeping

### 430.20 Hotel Laundry

1. *Design Characteristics*
2. Laundry
3. Minimum 550 SF for the main laundry, dryer enclosure, linen chute, cart storage, and supplemental water heating equipment if needed.
4. Locate the facilities adjacent to the Employee Workroom and Break Room Workroom/Office area with direct access from the main corridor. Avoid proximity to guest rooms due to noise and traffic.
5. Equipment includes a minimum of two (2) washers and two (2) dryers unless existing conditions prohibit it. Properties with room greater than 100 rooms should provide additional equipment proportionate to the Guest Room increase.
6. Additional items are table(s) for folding and general use, laundry sink and linen chute.
7. Sound and vibration from equipment, must be minimized by appropriate slab design.
8. Provide 8" raised slab for washer equipment mounting. Additional items are table(s) for folding and general use, laundry sink and linen collection cart.
9. Drywall ceiling: minimum ceiling height of 8' 0" AFF
10. Main Linen Storage
11. Locate linen storage area or room within the Main Laundry room.
12. Minimum 90 SF for up to 100 rooms
13. Entire room to be lined by floor to ceiling shelving
14. Ceiling finish consistent with Laundry Room ceiling: Minimum height is 8' 0" AFF.
15. *Atmosphere (All)*
16. Lighting
17. Minimum strip lighting
18. STC Rating
19. Minimum rating of 56 at corridor wall
20. Minimum rating of 34 at interior separation walls

See 440.00 Sound Transmission Coefficient (STC) for additional information.

1. *Systems (All)*
2. HVAC
3. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
4. Electrical
5. Provide power outlets as required by equipment needs.

6. Plumbing
7. Provide a floor drain within the main laundry space.
8. Provide trench drain at rear of washers within raised slab. See R&Rs Interior Design, 530.20 Laundry/Linen Storage for interior design specifications.

### **430.21 Auxiliary Housekeeping/Linen Storage (Floors 2 and Above)**

1. *Design Characteristics*
2. Locate in back of house area off of upper floor guest room corridor.
3. Minimum 100 square feet including linen chute for up to 100 rooms.
4. Room to include the linen chute.
5. Floor to ceiling shelving.
6. Acoustical ceiling tile; minimum height is 7' 6"
7. *Atmosphere*
8. Lighting
9. Minimum strip lighting
10. STC Rating
11. Minimum rating of 54 at corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
15. Electrical
16. Provide power outlets and other electrical service as needed. See R&Rs Interior Design, 530.21 Auxiliary Linen Storage (Floors 2 and above) for interior design specifications.

### **430.22 General Storage Room**

1. *Design Characteristics*
2. Provide on each floor, preferably in back of house area. May be combined with hotel Housekeeping/Linen storage room.
3. Minimum 160 SF of general storage for up to 100 rooms
4. Provide floor to ceiling shelving
5. Acoustical ceiling tile: minimum height to be 8' 0".
6. *Atmosphere*
7. Lighting
8. Strip light fixtures
9. *Systems*
10. HVAC
11. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
12. Electrical

13. Provide outlets and other electrical service as needed.

## 430.3 Back of House Circulation

### 430.30 Stairwells

1. *Design Characteristics*
2. Compliance with all governing codes is mandatory
3. Stairs are located directly off of the Guest Suite/Room Corridors with exits on grade.
4. Building stairs are not to be tied into parking garage or multi use stairs. If situation exists, provide electronic card reader for security.
5. If entry door at corridor is omitted, provide electronic card reader at stair door.
6. Handrail finish to comply with approved Décor package requirements.
7. *Atmosphere*
8. Lighting
9. Ceiling or wall mounted light fixtures.
10. STC Rating
11. Minimum rating of 51 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.30 Stairwells for interior design specifications.

### 430.31 Service Elevator

#### Optional

1. Design Characteristics
2. Locate elevator adjacent to back of house areas. Personnel must not cross public spaces from service areas, to access the service elevator.
3. Provide a minimum of one (1) service elevator for properties four (4) or more stories. Provide a minimum of two (2) service elevators for properties with 8 or more stories and/or 300 guest rooms. General rule is one (1) service elevator for every two (2) passenger elevators.
4. Minimum cab size is 5' x 7'.
5. Minimum load capacity of 3500 lbs.
6. Minimum ceiling height of 8' 0" AFF
7. *Atmosphere*
8. Lighting
9. Per the elevator manufacturer's specifications
10. Systems

11. Electrical
12. Provide power outlet for housekeeping and maintenance needs.
13. Telecommunications
14. Provide house telephone.

## 440.0 System Information

### 440.00 Sound Transmission Coefficient (STC)

1. Materials with sound absorption properties, separation of ductwork, vibration isolation devices, caulk and other strategies must be used to limit sound transmission and meet the specified ratings put forth in this document.
2. Acoustics must be considered to avoid background noise, reverberation, resonance, echo and conversation travel.
3. Sound transmission between adjacent public areas or public areas to service areas, must maintain a minimum STC rating of 54. Higher STC rating of 60 is required between guestrooms and noise inducing public space and mechanical rooms. Folding or similar folding partitions must maintain the same rating.
4. Provide sound – mitigating measure as noted by *Choice Hotels International* for properties near highways, airports, and other outside noise inducing sources. Consider windows in addition to floors and walls in these locations.

## 500 Interior Design

### Purpose and Scope

This Chapter reviews the interior design criteria required to build or renovate a Comfort Suites hotel. All Comfort Suites properties are held to the same general design criteria with the exception of the guest suite/room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and pre approved decor specifications at the time of deal approval when planning a new construction project. The Comfort pre approved décor package has been created to give hotels stylish and high quality products that meet the design requirements for each element specified. Using the approved décor package gives hotel operators a smooth path to renovation plan approval. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, and contractual windows, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements

contained herein in accordance with local market, design requirements, or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules and Regulations may be addressed by contacting: **Choice Hotels International**  
**915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Procurement Services** Interiordesign@choicehotels.com or Procurement\_help@choicehotels.com

## 510.1 Interior Design Submission

### 510.0 Interior Design Submission

All not – yet – open new build hotels must follow the design guidelines detailed in the Guideline Prototype Drawings & Construction Specifications and Approved FF&E Specifications in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Choice Hotels branded hotel or with a contract window. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the Guideline drawings and specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from Choice Hotels International.

1. Interior design approval from Choice Hotels International is required for guest room and public space Furniture, Fixtures and Equipment (FF&E) items based on the following contractual events and/or renovation schedule.
  2. Contractual Events:
  3. Execution of Franchise Agreement for a new construction or conversion property to enter the Comfort brand; or
  4. Addendum to the Franchise Agreement based on the following lifecycle events:
  5. Product refresh at the contractual window (Property Improvement Plan, or PIP)
  6. Relicensing agreement
  7. Repositioning agreement
  8. Addendum to the Franchise Agreement or Product Improvement Plan (PIP) to correct Quality Assurance Review (QAR) failures; or
  9. Non PIP related property renovations (not new construction).
  10. Schedule: Complete interior design submissions and all necessary approvals from Choice Hotels must be finalized:
    11. No less than six (6) months prior to:
    12. New construction hotel expected opening date;
    13. Conversion hotel expected opening date;
    14. Repositioning hotel expected opening date;
    15. Property Improvement Plan (PIP) item due date(s)
    16. Within thirty (30) days after:
    17. Execution of a Relicensing agreement;
    18. QAR failure
    19. Interior Design Submission Process

20. **Pre Approved Interior Design Package** The pre approved interior design package has been developed specifically for the Comfort brand in support of the brand vision and interior design guidelines for public space and guest rooms. The most up to date information and illustrations of the Comfort pre approved design package can be found on the Comfort brand page under the Architecture & Design tab. The pre approved design package has been developed to give owners and developers flexibility and guests the decor they expect at an upper midscale level. The pre approved package captures the essence of the brand, evoking Comfort's warm and welcoming personality. All products and materials specified in the package have been vetted for performance and quality. Adopting the pre approved Design Package will offer your guests a design that is modern, cohesive, and timeless from day one. For hotels completing a PIP or non PIP renovation (not new construction), additional tools and resources can be found on the Architecture & Interior Design resource page to assist you in melding the brand pre approved package with your existing FF&E. To ensure products meet the quality and standards required by the brand, and to assist with the design submission process, the use of a Choice Qualified Procurement Company is highly recommended.
21. **Interior Design Submission Process** Whether your property is a new construction, conversion, PIP driven renovation or self driven renovation the submission process outlined herein must be observed. As of January 1, 2021, franchisees have the option to select from three different submittal paths, each involving specific submittal and fee requirements. Following these steps will allow the Franchisee to communicate more efficiently the design intent while allowing the Choice Design team to expeditiously process and return the reviewed documents. The three submittal paths are as follows:
  22. **Path 1: Submittal of Pre Approved Design Package** This path requires the adoption of the pre approved design package in its entirety. No changes are permitted on this path. No fee is assessed, and the submittal process consists of completing a simple Design Intent Form.
  23. **Path 2: Submittal of Modified Pre Approved Design Package** This path requires the use of the pre approved package, modified within acceptable guidelines published by Choice Hotels. The allowed modifications have been designated to provide more flexibility to franchisees while maintaining the integrity of the pre approved FF&E package as designed. A design review fee will be assessed as follows to cover the time needed to review the modifications.
24. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
25. A design review fee of \$4,000 is required to process submittals from a Choice qualified procurement company.
26. A design review fee of \$6,000 is required to process submittals from a non – qualified procurement company.
27. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.

28. Only items marked "Approved" are permitted to be ordered, purchased and/or installed. Items marked "Denied", or not approved, must be re submitted within ten (10) business days to Choice's Interior Design.
29. **Path 3: Submittal of a Custom Design Package** This path allows the use of a custom design package. In Path 3, all FF&E categories are open to customization except casegoods, which are required to be from the pre approved design package. The custom design including FF&E specifications must comply with brand standards for look and feel, performance and quality. A design review fee will be assessed as follows to cover the time required to review the custom FF&E selections.
30. Submittal requirements for Path 3 include the following documents: Business case, design intent form, 3D renderings and/ or décor boards and specifications
31. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
32. A design review fee of \$8,000 is required to process submittals from a Choice qualified procurement company.
33. A design review fee of \$10,000 is required to process submittals from a non - qualified procurement company.
34. Casegoods is not customizable and will not be waived.
35. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
36. Compliance Franchisees are required to maintain an Interior Improvement File that will be available for reviews by CHI agents. The file must include:
37. Supporting documents from the Design team documenting the approvals such as design submission forms and design intent forms.
38. Addendum to the Franchise Agreement with the interior improvement items identified
39. Any correspondence between Choice agents and the property related to the interior improvement including, but not limited to:
40. Approvals/Denials for changes or modifications to the originally approved Design Approval Letter
41. Revised Design Approval Letter
42. E mail correspondence of shipping/installation status.
43. Order and installation receipts acknowledging delivery and or installation of the agreed upon improvement items. Representatives of Choice Hotels International, including Quality Assurance representatives, will conduct reviews to ensure compliance with the interior improvement plan and items selected as outlined on the Design Approval Letter. Reviews may be conducted by any CHI representative and can include:
44. Physically checking the interior improvements implemented at the property.
45. Reviewing the paperwork outlined above in the Interior Improvements File. The reviews may occur during a Brand Standards Inspection as part of a review before allowing a property to come online, during a product evaluation at a lifecycle event

or during any other appropriate contact with CHI representatives. The reviews may occur during an Opening Inspection or as part of a review before allowing the property to come online, during a Quality Assurance Review, or produce improvement plan (PIP) inspection at a life cycle event or during any other appropriate contact with CHI representatives. **Note: Failure to comply with the items listed on the design approval letter could result in a delay in the opening process or a default under the Franchise Agreement; should the purchase or installation of unapproved items occur, a Franchisee will also be required to replace those items with the approved items outlined in the design approval letter at the cost to the Franchisee.**

## 510.1 Move to Modern Public Space

The Comfort Suites Public Space is designed to welcome our guests with a sense of warmth and character to create a positive first impression of the hotel. The products and design elements in this space combine with signature brand programs, elements and service to create the Comfort Welcome Experience, which will help Comfort guests relax and begin to enjoy their stay. Our brand promise is to ensure that guests feel refreshed and ready to take on the day – and one vital way we deliver on this promise is by providing a physical product that is warm, welcoming, and up to date at every Comfort hotel. All Comfort Suites hotels must comply with the following Move to Modern Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to R&R 510.0 for details.

1. General Lobby Area Flooring: Aside from the soft seating area(s), all flooring in the lobby area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.11A
2. Flooring under Soft Seating Area(s): All carpet, bound area rugs, or carpet insets under soft seating in the lobby are the brand approved items. Refer to R&R 510.11B.
3. Public Area Sofa(s): All sofas in the lobby and all public areas are the brand approved public space sofas. Refer to R&R 510.11 C2.
4. Public Area Lounge Chairs: All chairs in the lobby and all public areas are the brand approved lounge chairs. Refer to R&R 510.11 C2.
5. Lobby Area Walls: All walls in the lobby area, including walls behind the front desk (excluding Welcome Wall stone, if present) and all areas not covered in another brand standard, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.11A4.
6. Lobby Area Window Treatments: All window treatments in the lobby and front desk area are the brand approved window treatments. Refer to R&R 510.11 B2.
7. Public Area Ottomans: All ottomans in the lobby and all public areas are the brand approved ottomans. Refer to R&R 510.11C2.
8. Public Area Furniture: All free standing case goods in the lobby and all public areas are the brand approved casegoods. Prohibited items include china cabinets and armoires. Refer to R&R 510.11C7.

9. Public Area portable lamps: All tabletop lamps and floor lamps in the lobby and elevator landings are brand approved lamps. Refer to R&R 510.11 B1.
10. Breakfast Area Flooring: All flooring in the breakfast area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.20 A1.
11. Breakfast Area Dining Chairs: All seating in the breakfast area (including chairs, bar stools, and banettes) are the brand approved seating. Refer to R&R 510.20 C3.
12. Breakfast Area Dining Tables: All breakfast area dining tables are the brand approved tables. Refer to R&R 510.20 C2.
13. Breakfast Area Walls: All walls in the breakfast area have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.20 A3.
14. Breakfast Area Window Treatments: All breakfast area windows treatments are the brand approved window treatments. Refer to R&R 510.20 B2.
15. Interior Corridors: All interior corridors have the brand approved carpet installed. (Elevator landing areas and first floor corridors may have the brand approved carpet and/or brand approved hard flooring installed. Refer to R&R 510.41 A1.
16. Interior Corridor Walls: All interior corridors walls, including elevator land ings, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.41 A3.
17. Interior Corridor Window Treatments: All window treatments in the interior corridors are the brand approved window treatments. Refer to R&R 510.41 B2. See R&Rs 510.7 Public Space Finishes & Furnishings for finish standards for all public space. All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein.

## **510.10 Vestibule**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Base to match pre approved floor finish.
6. Walls
7. Pre approved vinyl wall covering.
8. Ceiling
9. Smooth painted drywall ceiling See R&Rs Architecture & Engineering, 410.10 Vestibule for architectural specifications.

## **510.11 Lobby**

1. Materials
2. Flooring
3. Pre approved wood look porcelain tile or luxury vinyl tile/planks

4. Pre approved carpet inset or brand approved bound rug under all soft seating groupings.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Ceilings
10. Smooth painted drywall ceiling.
11. Atmosphere
12. Lighting
13. Pre approved decorative lighting including wall sconces, pendants, or ceiling mounted fixtures.
14. Window Covering
15. Pre approved roller sheers or shades. Drapery may be approved if existing conditions prohibit roller sheers/shades.
16. Fixtures, Furnishings & Equipment (FF&E)
17. All FF&E to comply with current pre approved package standards. Design exceptions may be considered based on existing conditions. See R&Rs Architecture & Engineering, 410.11 Lobby for architectural specifications.

## **510.12 Registration Area**

1. Materials
2. Floor
3. Pre approved porcelain tile or luxury vinyl tile.
4. Carpet or mat at employee side of registration desk.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. The Welcome Wall, is a signature component of the design initiative for the Comfort Family of brands. Links for guidelines, specifications, and ordering information can be found on the Comfort Suites Brand page under the Reimaging Hub Inside Your Hotel section. One of four options is required. All removable objects must be removed from the Welcome Wall wall.
9. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
10. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.

11. Approved decorative wall covering or approved painted wall with approved branded signage.
12. Approved stone wall with branded logo signage. If a door is located on back wall, it is to blend with wall color.
13. Counter Tops
14. Granite or quartz counter at upper and accessible tops for guest use and at employee counter if exposed to guest view from the lobby.
15. Minimum of plastic laminate lower top at employees' side of desk if concealed from guest view.
16. Millwork
17. Front desk façade to be stained wood veneer to match lobby finishes.
18. Plastic laminate base cabinets, storage shelves, printer base cabinets, and a lockable cash drawer.
19. Ceiling
20. Smooth painted drywall ceiling.
21. Atmosphere
22. Lighting
23. Decorative lighting per pre approved FF&E package.
24. Graphics
25. Franchisee Statement as specified in R&Rs Rules of Operation, 100.1 A.1 is to be posted within guest view.
26. Comfort Suites the brand approved logo is required behind registration desk. See the Reimaging Hub Inside Your hotel on the Comfort Suites brand page. See R&Rs Architecture & Engineering, 410.12 Registration Desk Area for architectural specifications.

### **510.13 Elevator Lobby**

1. Materials
2. Floor
3. First floor elevator landing flooring to be consistent with lobby flooring.
4. Upper floor elevator landings to be either consistent with lobby flooring or guestroom corridor flooring.
5. Base
6. Base to match flooring.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Full height base to ceiling corner guards.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting

14. Pre approved surface mounted ceiling lights and/or wall sconces. See R&Rs Architecture & Engineering, 410.13 Elevator Lobby for architectural specifications.

## **510.14 Public Restrooms**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
8. Door
9. Door and frame finishes per pre approved design package.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting
14. Decorative lighting above vanity mirror per pre approved design package.
15. Fixtures, Furnishings & Equipment
16. Artwork and vanity mirror(s) to be per the pre approved design packages. See R&Rs Rules of Operation, 110.1 Public Restrooms for operational compliance. See R&Rs Architecture & Engineering, 410.14 Public Restrooms for architectural specifications.

## **510.2 Public Space Food Service**

### **510.20 Breakfast Room**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Ceiling
9. Smooth painted drywall ceiling.
10. Buffet Millwork
11. Granite or quartz stone top and backsplash at serving buffet and beverage areas
12. Stained wood veneer wall and base cabinets

13. Atmosphere
14. Lighting
15. Decorative lighting per pre approved design package.
16. Window Covering
17. Roller sheer or shade window treatments per pre approved design package.
18. Fixtures, Furnishings & Equipment
19. Furniture to be per pre approved design package.
20. A minimum 40" flat panel HDTV television. All televisions must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room. All TV functionality must be controlled using a single remote control.
21. Pre approved artwork set must be displayed on breakfast serving wall(s) or on a wall within direct sight of the breakfast buffet. Refer to the Comfort Re imaging Hub Inside Your Hotel for details.
22. Additional pre approved artwork. See R&Rs Architecture & Engineering, 410.20 Breakfast Room for architectural specifications.

## **510.3 Meeting Space**

### **510.30 Meeting Room**

1. Materials
2. Floor
3. Pre approved carpet over specified pad or wood look luxury vinyl tile.
4. Base
5. Carpet base to coordinate or match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Millwork
9. Stained wood veneer wall and base cabinets with adjustable shelves in each cabinet
10. Granite or quartz counter top and backsplash
11. Door
12. Door and frame finishes to be per pre approved design package.
13. Ceiling
14. Smooth painted drywall or acoustical ceiling tile.

15. Atmosphere
16. Lighting
17. Pre approved decorative lighting is acceptable.
18. Window Covering
19. Pre approved blackout lined shade or drapery.
20. Fixtures, Furnishings & Equipment
21. Furniture to be commercial/hospitality grade
22. Board room or conference room tables and ergonomic or stackable chairs.
23. Built in plastic laminate base and wall cabinets.
24. Granite or quartz top and splash blocks at built in cabinet
25. Artwork per pre approved design package. See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Architecture & Engineering, 410.30 Meeting Room for architectural specifications.

## **510.4 Public Space Circulation**

### **510.40 Passenger Elevator**

1. Materials
2. Floor
3. Pre approved carpet over specified pad to match or coordinate with corridor carpet
4. Pre approved porcelain or luxury vinyl tile
5. Approved carpet tile is acceptable
6. Base
7. Pre approved porcelain or rubber base.
8. Walls
9. Plastic laminate panels with brushed stainless steel backing
10. Handrails to be brushed stainless steel
11. Door
12. Brushed stainless steel with matching frame
13. Ceiling
14. Vinyl or metal egg crate prefabricated panels
15. Atmosphere
16. Lighting
17. Per the elevator manufacturer's standard. See R&Rs Architecture & Engineering, 410.40 Passenger Elevator for architectural specifications.

### **510.41 Guest Room Corridor**

1. Materials
2. Floor
3. Pre approved carpet over specified pad per pre approved design package.
4. Base

5. Pre approved carpet or rubber base.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Door
10. Service doors located off of corridor to receive the guest room door finish; painted or stained.
11. Painted door frame.
12. Ceiling
13. Combination smooth painted drywall and acoustical ceiling tile.
14. Atmosphere
15. Lighting
16. Pre approved decorative lighting per pre approved design package.
17. Window Covering (when applicable)
18. Pre approved coverings per design package.
19. Graphics
20. Graphics package is to include all public, back of house and guest room wall markers in one consistent style and color. Consult interior design specifications for the approved signage package.
21. Graphics are not to be placed on any door surface, rather on wall adjacent to door. See R&Rs Architecture & Engineering, 410.41 Guest Suite/Room Corridor for architectural specifications.

## 510.5 Guest Facilities

### 510.50 Guest Laundry

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile to match or coordinate with flooring.
6. Walls
7. Pre approved wall vinyl wall. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Counter
10. Plastic laminate built in counter or free standing casegoods table.
11. Fixtures, Furnishings and Equipment

12. A minimum of one side chair for guest usage See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Architecture & Engineering, 410.50 Guest Laundry for architectural specifications.

### **510.51 Vending Areas**

1. Materials
2. Floor
3. Pre approved porcelain tile flooring.
4. Base
5. Pre approved porcelain tile to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guard.
9. Ceiling
10. Smooth painted drywall ceiling or acoustical tile if existing. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Architecture & Engineering, 410.51 Vending Areas for architectural specifications.

### **510.52 Business Center**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile to match or coordinate with lobby flooring.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Counter top
9. Granite or quartz counter with backsplash.
10. Ceiling
11. Smooth painted drywall or acoustical ceiling tile if existing.
12. Atmosphere
13. Lighting
14. Pre approved decorative lighting.
15. Window Covering (if window exists)
16. Pre approved roller sheer or shades.
17. Fixtures, Furnishings & Equipment
18. Furniture to be commercial hospitality grade and pre approved. See R&Rs Rules of Operation, 110.5 Business Center for operational details. See R&Rs Architecture & Engineering, 410.52 Business Center for architectural specifications.

## **510.53 The Comfort Suites Marketplace**

1. Materials
2. Floor
3. Pre approved wood look plank tile.
4. Base
5. Base to match flooring.
6. Walls
7. Pre approved vinyl wall covering.
8. Atmosphere
9. Lighting
10. Recessed down lighting or decorative lighting.

If there is not currently a dedicated alcove in operation, a minimum of one approved snack cabinet must be installed for implementation of the Marketplace. Please refer to the R&Rs section 110.8 for Rules of Operation of the Marketplace. See R&Rs Architecture & Engineering, 410.53 Marketplace Area for architectural specifications.

## **510.6 Recreation**

### **510.60 Fitness Center**

A Fitness Center is required at all Comfort Suites hotels. In addition to the Rules and Regulations noted below, please refer to section 110.3 Comfort Suites Fitness Center and section 410.60 Fitness Center for Architectural requirements. For complete Fitness Center program information including the standards below, you can also refer to the Hot Topic & Key Brand Initiative on the Comfort Suites Brand page for details.

1. Materials
2. Floor
3. Wood look luxury vinyl tile or rubber flooring per current design package.
4. Base
5. Vinyl or rubber base
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Option 1: One wall to be approved accent painted wall with approved vinyl graphic. Mirrored wall to have approved wood look vinyl and all other walls to be brand approved neutral vinyl. Option 2: Previously approved for existing hotels: one wall to have an approved accent color and all other walls neutral OR all other walls can be neutral. Hotels must adopt option1 upon renovation.
9. Pre approved decorative framed mirrors or full height, full width wall mirror. Install from top of base to ceiling on the wall.

10. Door
11. Door and frame finishes per pre approved design package.
12. Ceiling
13. Smooth painted drywall or acoustical ceiling tile.
14. Atmosphere
15. Window Covering
16. Pre approved roller shades. Wood blinds are acceptable if existing.
17. Graphics
18. A posted notice pertaining to liability in compliance with all local, state, and/or federal codes must be located in clear view of guests.
19. Fixtures, Furnishings & Equipment Equipment to be commercial grade. Pre approved artwork per pre approved design package. Refer to the Reimaging Hub Inside Your Hotel for details on artwork requirements. Only approved artwork is permitted. See R&Rs Rules of Operation, 110.3 The Comfort Suites Fitness Center for FF&E items as well as operational requirements. See R&Rs Architecture & Engineering, 410.60 Fitness Center for architectural specifications.

## **510.61 Swimming Pool**

**Indoor & Outdoor** It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's pool.

1. Materials
2. Floor (Outdoor)
3. Concrete with troweled finish
4. Floor (Indoor)
5. Pre approved porcelain tile.
6. Alternate flooring finishes will be considered.
7. Coping
8. Coping should be of coordinating style.
9. Pool walls
10. Glazed tile with accent tile pattern above water line.
11. Walls (Indoor)
12. Field tile wainscot, accent tile banding above wainscoat.
13. Ceiling (Indoor)
14. Smooth painted drywall ceiling.
15. Atmosphere
16. Lighting (Indoor and Outdoor)
17. Pre approved decorative lighting.
18. Graphics
19. Graphics package should state the Pool Use Guidelines including but not limited to, "No Lifeguard on Duty", "No Glass Containers" and "No Diving" are to be part of the

project's graphics package. The design should be consistent with the overall project graphics.

20. Additionally, should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics.
21. Window Covering (Indoor)
22. Pre approved roller sheers or shades.
23. Fixtures, Furnishings & Equipment
24. Furniture to be commercial hospitality grade – refer to interior design specifications. Provide a combination of seating types including lounge chairs, chaises (where space allows), as well as dining and side tables. See R&Rs Rules of Operation, 110.2 Swimming Pool for operational requirements. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for architectural specifications.

## **510.62 Whirlpool**

Optional It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

1. Materials
2. Floor
3. Concrete with troweled finish
4. Coping
5. Pre cast concrete of coordinating color with depth indicators, and "no diving" demarcations per code requirements
6. Atmosphere
7. Graphics
8. The design of all pool/whirlpool graphics should be consistent with the overall project graphics.
9. Provide medical warnings and guest use responsibilities signage at whirlpool area.
10. Graphics package should state the Pool Use Guidelines including but not limited to "No Lifeguard on Duty" and "No Glass Containers". The design should be consistent with the overall project graphics.
11. Additionally, hotel should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics. See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements. See R&Rs Architecture & Engineering, 410.62 Whirlpool Optional for architectural specifications.

## **520.0 Guest Suite**

### **520.0 Guest Suite**

The Comfort Suites pre approved design packages have been developed specifically for the Comfort brand. They include solutions for all of the design elements for guestroom along with satisfying the brand's vision and guidelines related to interior design. Please also refer to the interior design submittal requirements in section 510.0 as all FF&E selected for these areas, require prior written approval from Choice Hotels International. All properties are required to strictly adhere to all guidelines set forth by the ADA in the programmed areas described herein. All FF&E items must be approved pieces of the pre approved package in effect at the time of contract execution, or at the time of a contractual event, or renovation whichever is most recent. All Comfort Suites hotels must comply with the Move to Modern Guest Room Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to section 510.0 Interior Design Submission for details on the submission process.

1. Guestroom flooring: All flooring (carpet and/or hard flooring) is the brand approved flooring. Carpet is required, but approved hard flooring is acceptable at the entrance area and/or the soft seating/living area in suites.
2. Guestroom walls: All walls must have either brand approved wall vinyl OR paint color(s) exclusively installed. Painted wall vinyl is prohibited. If an accent wall(s) is present, it must have the brand approved wall vinyl or a brand approved paint color. Wall borders are prohibited, but crown molding is acceptable.
3. Guestroom lighting/lamps: All lighting and lamps in the guest room including table top lamps, floor lamps, wall and headboard sconces, and ceiling mounted fixtures are the brand approved lamps and lighting.
4. Guestroom lounge chairs & lounge chair ottomans: All lounge chairs in the guestroom are the brand approved lounge chairs. An ottoman is optional at the lounge chair, but if an ottoman is present with the lounge chair, it must be the brand approved ottoman specifically for the lounge chair. Accent pillows are optional, but if present, must be the brand approved accent pillows.
5. Guestroom desk chairs and activity chairs: The chair at the desk is the brand approved ergonomic chair. All chairs at the activity table are the brand approved activity chairs.
6. Guestroom sofas/sectionals: All sofas/sectionals in the guestroom are the brand approved sofas/sectionals. Accent pillows are optional, but if present, are the brand approved accent pillows.
7. Guestroom Sofa Ottomans: If a sofa/sectional is present in the room, two (2) brand approved sofa ottomans are required, or a brand approved round top table with brand approved nested ottoman is required, or a brand approved cocktail table is acceptable.
8. Guestroom Case Goods: All case goods in the guestroom are the brand approved case goods. This includes but is not limited to headboards, console table, C table, nightstands, desks, media boards, dressers/chests, end/side tables, luggage

benches, activity tables, and wardrobes. Microwaves and/or refrigerator are in brand approved pieces or presented in a built in nook.

9. Guestroom Artwork & Full length mirror: Brand approved artwork is present in all rooms and matted and in the approved framed. It must be regional (or other brand approved) color photography artwork or brand approved abstract artwork. Additional, previously installed brand approved "Flourish" and "Breeze" patterned artwork is also acceptable at the desk, activity table, or luggage bench along with regional color photography artwork only. "Poster art", additional non approved artwork, and/or any artwork above the headboards is prohibited. If present, the full length mirror is an approved framed or approved closet door mirror.
10. Guestroom Window Treatments: All window treatments are the brand approved window treatments.

## **520.00 Guest Suite Types & Furnishing**

1. King Room (or one bedded room) Accessible King Room (or one bedded Accessible suite/room)
2. Mattress, boxspring and bed base per *Choice Hotels International* specifications.
3. Mattress, boxspring and bed base
4. Casegoods
5. One (1) Wall mounted headboard with side panels; may be with or without integrated lighting depending on pre approval.
6. Two (2) nightstands
7. Desk
8. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
9. Approved stand alone microfridge cabinet if built in or millwork niche is not provided.
10. One (1) cocktail table with nested ottoman; or one (1) cocktail table is acceptable based on previous package installation .See below for sofa ottoman option.
11. End table at sofa and space availability.
12. Media panel for wall hung television
13. Softgoods
14. A full size sleeper sofa or sectional sofa with full size sleeper is required.
15. Two (2) Cocktail ottomans at sectional if casegood above are not provided
16. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
17. Ergonomic chair at desk
18. Fixtures
19. Two (2) headboard sconces
20. One (1) desk lamp
21. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixture in entry area.

22. Floor lamp and wall sconce at sectional sofa or table lamp on side table if sofa sleeper and lounge chair exist.
23. Ceiling light over living area if floor lamp and wall sconce are omitted.
24. Other wall mounted fixture in lieu of lamps with pre approval.
25. Approved alarm clock with battery backup. See R&Rs 150.2 Guest Room Amenities & Supplies for specified information on the alarm/clock radio.
26. Television with remote control
27. Television cloning unit to program television
28. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Room Amenities & Supplies for details.
29. Approved full length framed mirror at entry
30. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two smaller approved pieces stacked above luggage bench per pre approved package requirements.
31. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
32. Double Queen Room (rooms with 2 beds) Accessible Double Queen Room (accessible rooms with 2 beds)
33. Mattress/Boxspring/Bed Base
34. Mattress, boxspring and bed base per Choice Hotels International specifications.
35. Casegoods
36. Two (2) Wall mounted headboards with (1) center panel; may be with or without integrated lighting depending on PIP evaluation.
37. One (1) nightstand
38. Television chest with two (2) drawers and microfridge combination or media panel used in combination with under desk cubby.
39. Writing desk
40. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
41. One (1) cocktail table with nested ottoman; or one (1) cocktail table based on installation of previously approved package.
42. Microwave and refrigerator must be housed in an approved stand alone microfridge cabinet, built in niche, or millwork cabinet.
43. End table at sofa if space is available.
44. Softgoods/Seating
45. A full sized sleeper sofa or sectional is required.
46. Two (2) sofa ottomans at sofa or sectional or c
47. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
48. Ergonomic chair at desk.
49. Fixtures

50. Two (2) headboard sconces with reading lights.
51. One (1) lamp at desk.
52. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixtures in entry area.
53. Other wall mounted fixtures in lieu of lamps with pre approval.
54. Floor lamp and wall sconce at sectional or table lamp on side table if sofa and lounge chair exists. Ceiling light over living area if floor lamp and wall sconce are omitted.
55. Alarm clock with battery backup. See R&Rs 150.2 Guest Amenities & Supplies for specified information on the alarm/clock radio.
56. Television with remote control with batteries
57. Television cloning unit to program television
58. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Amenities & Supplies for details.
59. Approved full length framed mirror at entry
60. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two (2) pieces stacked above luggage bench per pre approved design package.
61. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). Also see 520.02 Guest Suite/Room Fixtures, Furnishings & Equipment for detailed specifications. See R&Rs Architecture & Engineering, 420.00 Room Mix/Types for architectural specifications.

## **520.01 Bedding Standards**

The Comfort bedding program is required for all Comfort Suites hotels. In addition to the Rules and Regulations stated below, please review the *Comfort Bedding Program Information on the Comfort Suites brand page for additional details on the standards and how to properly arrange the bed.*

1. *Bedding*
2. *Bed Sizing Standards*
3. Double 54" x 80"
4. Queen 60" x 80"
5. King 76" x 80"
6. *Bed Base Construction*
7. Finished base is 8 " high
8. Industrial fiberboard panels with three (3) cross braces and extra center rail
9. Steel finish with dark "wood grain" look
10. *Mattress*
11. All Comfort Hotels are required to install and use a Choice Hotels International approved mattress by Serta or Simmons.

12. Mattress protectors are acceptable in addition to the required mattress pad. If a mattress protector is present, it must be placed directly on the mattress under the approved mattress pad.
13. *Boxspring Criteria*
14. All Comfort Hotels are required to install and use a Choice Hotels International approved box spring by Serta or Simmons.
15. Box spring protectors are acceptable. They must be placed directly on the box springs below all other bedding elements.
16. *Mattress Pad*
17. Required for all beds, not including rollaway beds and sleep sofas.
18. One of the following tagged products must be exclusively used on all beds.
19. 24 oz. per square yard mattress topper by Keeco
20. 24 oz. per square yard Microfiber mattress topper by Hospitalogy products, fitted
21. 24 oz. per square yard Pillow Topper Mattress Pad, fitted and anchor band, by Pacific Coast Feather/Restful Nights no longer available for purchase
22. 24 oz. per square yard Super Topper, fitted and anchor band, by Guest Supply
23. 24 oz. per square yard Fitted Mattress Topper, fitted and anchor band, by Startex, fitted and anchor band no longer available for purchase
24. 24 oz. per square yard Registry Pillow Topper, fitted and anchor band, by American Hotel Register
25. *Pillows*
26. The following approved soft and firm, tagged pillows are exclusively required on all beds:
27. Luminesse Soft by Keeco (Green CHI tag)
28. Luminesse Firm by Keeco (Blue CHI tag)
29. Microfil® Soft by Pacific Coast Feather (Green CHI tag)
30. Microfil® Firm by Pacific Coast Feather (Blue CHI tag)
31. Pillow protectors are acceptable when placed directly on pillows.
32. Number of pillows: (See #12 below for arrangement details).
33. King Bed
34. Option 1: When king pillows are used (Firm only blue tag), two king sized firm pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
35. Option 2: When standard size pillows are used, three firm (blue tag) pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
36. Double/Queen bed: Two standards size firm (blue tag) pillows PLUS two standard size soft (green tag) pillows on each bed.
37. Twin bed (when approved): One standard size firm (blue tag) pillow PLUS one standard size soft (green tag) pillow on each bed.
38. *Blanket*
39. One of the following filled blankets is required on all beds.
40. Keeco brand *TrueClean Down* (as of 2/12/2024, this option is no longer available for purchase but remains acceptable for prior purchases until further notice.)

41. Keeco brand *Assure*
42. Keeco brand *TrueLoft*
43. Ultra Essence ™ by Pacific Coast Feather
44. Duralux ™ by Pacific Coast Feather
45. Hospitality Down with Hyperclean ® Down fill by Pacific Coast Feather
46. Additional blankets are to be provided in the guest room or in storage and must be available to the guest upon request.
47. Bed Sheet and Pillow Cases \_ All sheets installed at the hotel must be from the Choice approved Eclipse Collection. Refer to the Eclipse Collection hot topic for details on this program.
48. *Decorative Top sheet Cover:*
49. One approved decorative top sheet is required on all beds.
50. *Bed Skirt/Wrap*
51. An approved, appropriate bed skirt is required on all beds, not including rollaway beds and sleep sofas. (Long bed skirts on beds with bed frames. Short bed skirts on beds with bed bases.) Bed skirts/wraps in the same room must match.
52. *Bed Scarf (prohibited as of 1/1/2024)*
53. As of 1/1/2024, all bed scarves are prohibited on all beds.
54. Bedding Arrangement \_ Only Comfort approved bedding is acceptable and must be arranged as follows:
  55. Bed skirts/wraps are present on all beds with bed bases and bed frames (not required on beds with approved wooden purpose built platform beds that match the casegoods).
  56. Flat sheet, blanket, and decorative top sheet are folded down together from the top of the bed with the bottom fold of the sheet covering (encasing) all layers. Top edge of the fold is no further than 4" below pillows.
  57. Decorative top sheet, blanket and flat sheet are tucked in on all sides.
  58. Pillow case ends are tucked envelope style; pillows standing touching in two centered rows flat against head board with correct number as outlined below. Placement: firm pillows in the back row; soft pillows in the front row.
  59. As of 1/1/2024, bed scarves are prohibited.
  60. Pillow arrangement and number requirements: In addition to the details noted above, there are certain details regarding pillow number and placement that are required.
    61. King beds Standard size approved, tagged pillows placed in two rows: three approved firm pillows placed in the back row centered on the bed and standing touching flat against the headboard PLUS two or three approved soft pillows placed centered, flat against the back row of pillows, standing touching in the front row. Approved king sized firm pillows are acceptable as follows: If used, two must be used to substitute for the three firm pillows in the back row. King size pillows are only acceptable on King beds.
    62. Queen/Double beds Four standard size approved pillows placed in two rows: Two approved firm pillows placed in the back row, centered on the bed standing

touching flat against the headboard. Two approved soft pillows placed standing touching directly in front. King sized pillows are not acceptable on Queen or Double beds.

63. Twin beds Two standard size pillows placed in two rows. One approved firm pillow placed centered on the bed, standing flat against the headboard; one approved soft pillow placed directly in front. King size pillows are not acceptable on Twin beds.
64. Non approved decorative items are not permitted and include, but are not limited to, lumbar pillows, shams or unapproved throws.
65. Mattress and/or box spring protectors are permitted when placed directly on the mattress or box spring. Pillow protectors are also permitted when placed directly on pillows.
66. Purchasing \_For all bedding items except linens and mattress pads, the products and vendors are listed in the bedding guide located on the Comfort Bedding Program section on the brand programs page located on the Comfort Suites brand page. Franchisees may not purchase mattress pads, pillows, blankets, or fabricated items from vendors outside the list. See R&Rs Rules of Operation, 150.2 Guest Suite/Room Amenities & Supplies for required quantities of bedding items.

## **520.02 Guest Room Fixtures & Equipment**

1. Drapery
2. Three part drapery system to include the following:
  3. a. Stationary side panels blackout lined.
  4. Sheers; may be drapes or roller sheer.
  5. Blackout, mounted on separate track from stationary side panels
  6. Drapery tracks to be ceiling mounted unless ceiling height is over 9" 0".
7. Electronics
8. Alarm Clock: An alarm clock is required. The unit shall be located on the nightstand, but not attached.
9. Television with remote control
10. All guestroom televisions must be hospitality grade, minimum 40" flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, including HD content as specified in the Rules & Regulations. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted for commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room.
11. Separate or attached in room set back boxes are acceptable only if they cannot be seen (back of TV, back of furniture, wall mounted behind TV, etc.). Visible separate in room set top boxes will not be allowed after the program implementation deadline. All TV functionality must be controlled using a single remote control.

12. Mounting/Placement and display. Televisions may be mounted on top of furniture or on a wall. The television set should be positioned in the room to promote convenient viewing from a variety of room positions and angles.

1. Top Mount/Placement (Recommended) It is recommended that Flat panel TVs are displayed on top of guest room credenza, cabinet, or chest with a secure, swivel base mount.

\* **Visible holes, indentations, or markings from previous top** of furniture TV mounts are prohibited. Seamless/professional repairs or full furniture replacement will be required in order to display flat panel TVs.

\* **Flat**

panel TVs cannot be displayed inside a traditional TV armoire/enclosure.

\* **Flat**

Panel TVs are to be situated towards the rear depth of the furniture top, closest to the wall. Swivel mounts should be restricted so that when TV is swiveled in either direction, the outer frame of the TV unit should remain at a distance of at least 2" from wall.

2. Wall Mount Flat panel TVs may be wall mounted. New Construction and renovation projects with wall mounted TVs must mount them on a media board. Consideration must be made of potential noise reverberation issues due to adjoining guestroom walls, construction materials, architectural design, and insulation. Only hotels that can maintain a Sound Transfer Class (STC) rating of 54 or better between guest room walls will be allowed to wall mount TVs.

The following items are required for wall mounted flat panel TVs:

\* **Professional installation is required, using commercial** grade mounting bracket systems according to manufacturer's recommended instructions.

\* **Wires and cables must be completely concealed within the wall or within a seamless media**

board mounting device designed specifically to match furniture.

\* **Mounting location will vary by room size, shape, and furniture arrangement.** TV should be wall

mounted to allow for unobstructed viewing from varied positions and angles within guestroom.

\* **Ideal mounting height will vary by room. Generally accepted standard is 4' 6"** (measured from the floor to the middle of the TV

4. Television cloning unit to program television.
5. Lighting must be Truly Your specified

6. Guest rooms with two beds: lamps/sconces at bedside are to provide a minimum 75 watt incandescent equivalent CFL or LED bulb. Dual Socket lamp/sconce or a double arm with shade lamp required.
7. Guest rooms with one bed: lamps or sconces at bedside are to provide a minimum 100 watt incandescent equivalent CFL or LED bulb.
8. Desk lamp to provide a minimum 100 watt incandescent in equivalent CFL or LED bulb.
9. Table/Floor lamps to have weighted bases. Single bulb lamps are to have a minimum of 100 watt incandescent equivalent in CFL or LED bulb. When two (2) bulbs are present in one fixture, bulbs must be a minimum of 75 watt incandescent equivalent in CFL or LED bulbs.
10. Lampshades to be white with hard backed linen

## **520.2 Guest Suite Finishes & Standards**

### **520.20 Guest Suite Finishes**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Materials
2. Floor
3. Carpet over specified pad or combination of capret and luxury vinyl tile over underlayment
4. Base
5. Base material to match flooring.
6. Walls
7. Textured knockdown wall finish or optional wall vinyl covering.
8. Signature accent wall vinyl as required by PIP.
9. Door
10. Stain finish on door
11. Paint finish on frame
12. Ceiling
13. Textured drywall ceiling finish.

### **520.21 Guest Suite Finish Standards**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Carpet
2. Minimum carpet standard of 32 oz. cut/loop pile.

3. Content to be 100% solution dyed nylon.
4. Carpet Pad
5. 100% synthetic fiber, minimum density is 8.4lbs./cubic foot.
6. Prototypical weight of 24oz./square yard.
7. Porcelain Tile
8. Minimum hardness rating of 7 per Mohs Scale.
9. Coefficient of slip rating to be greater than or equal to 0.6 when wet.
10. Base
11. Base materials to match flooring.
12. Carpet base to have a bound edge.
13. Vinyl Wall Covering
14. Knockdown texture to be 100% acrylic.
15. Vinyl wall covering to be minimum Type II, 54" wide and 20 21 oz / linear yard.
16. Graphics
17. Clearly mark the emergency exit and procedures for evacuation.
18. Graphics package is to include all guest room wall markers in one consistent style and color. Verify the mounting heights with the *Choice Hotels International* Interior Design Department.
19. Graphics are not to be placed on any door surface, rather on wall adjacent to door.

## **521.0 Guest Bath Finishes & Standards**

### **521.01 Guest Bath Fixtures & Furnishings**

1. *Softgoods*
2. Shower Curtains Only brand approved shower curtains are permitted. Approved shower curtains are required on all guest bathroom shower curtain rods. See R&R 150.3 for details.
3. *Accessories*
4. Bath fixtures are to be polished chrome or brushed nickel in appearance.
5. Framed vanity mirror.
6. Curved shower rod mounted per manufacturer's directive. Tension spring loaded and alloy rods are not permitted.
7. *Artwork*
8. Framed and matted to coordinate with overall package.
9.
  4. *Lighting*
10. *Vanity Sconces:*
11. Decorative wall sconces or lighted mirror. Decorative vanity strip light mounted above mirror is acceptable if existing.
12. Vanity fixture to provide a minimum of 1700 lumens.
13. Decorative surface mounted ceiling fixture if existing.

14. Night light required. At minimum, provide wall mounted hairdryer with integral nightlight. Also see R&Rs Architecture & Engineering, 420.10 Guest Bath and 420.20 Guest Room/Bath Finishes & Furnishings

## **521.02 Guest Bath Finishes**

1. Materials
2. Floor
3. Porcelain tile
4. Base
5. Porcelain tile to match flooring
6. Walls
7. Smooth textured wall finish OR vinyl wall covering.
8. Door
9. Stain or paint finish
10. Ceiling
11. Smooth drywall finish
12. Vanity
13. Granite or quartz
14. Base to be stained wood with shelving for towel storage per prototype; finish to match casegoods.
15. Shower and Tub Surround
16. Approved cultured marble Also see R&Rs Architecture & Engineering, 420.1 Guest Bath.

## **530.0 Administration**

### **530.00 Employee Break Room**

1. Materials
2. Floor
3. Vinyl or porcelain tile flooring.
4. Base
5. Rubber or tile base.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on door and frame.
10. Ceiling
11. Smooth drywall or acoustical ceiling tile.
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shade

15. Fixtures, Furnishings & Equipment
16. Minimum of four stacking chairs.
17. 36" diameter dining table.
18. Wall mounted time clock
19. Lockers See R&Rs Architecture & Engineering, 430.00 Employee Break Room for architectural specifications.

## **530.01 Employee Restroom**

Optional

1. Materials
2. Floor
3. Porcelain tile flooring.
4. Base
5. Base to match flooring.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint on door and frame
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Lighting
14. Recessed or decorative surface mounted ceiling light, wall sconces, or vanity strip light fixture
15. Fixtures, Furnishings & Equipment
16. Framed vanity mirror See R&Rs Architecture & Engineering, 430.01 Employee Restroom for architectural specifications.

## **530.02 Workroom**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base with bound edge
6. Walls
7. Textured wall coating or vinyl wall covering
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets
10. Plastic laminate counter and backsplash
11. Door

12. Paint finish on doors and frames.
13. Ceiling
14. Smooth finish drywall or acoustical ceiling tile.
15. Fixtures, Furnishings & Equipment
16. Upholstered task chairs See R&Rs Architecture & Engineering, 430.02 Work Room for architectural specifications.

### **530.03 Offices**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on doors and frames
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shades.
15. Fixtures, Furnishings & Equipment
16. One (1) ergonomic office task chair with casters.
17. Two (2) stationary upholstered guest chairs. See R&Rs Architecture & Engineering, 430.03 Offices for architectural specifications.

### **530.1 Back of House Food Service**

#### **530.10 Kitchen**

##### Food Preparation

1. Materials
2. Floor
3. Porcelain tile flooring
4. Base
5. Rubber base or porcelain tile base
6. Walls
7. Semi gloss enamel paint
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets

10. Plastic laminate counter and back and side splashes
11. Door
12. Semi gloss enamel paint finish on doors and frames See R&Rs Architecture & Engineering, 430.10 Kitchen Food Preparation for architectural specifications.

## **530.2 Housekeeping**

### **530.20 Laundry/Linen Storage**

1. Materials
2. Floor
3. Vinyl tile or ceramic/ porcelain tile flooring.
4. Concrete flooring acceptable.
5. Base
6. Rubber or porcelain/ceramic tile base.
7. Walls
8. At minimum painted walls.
9. b.Full height corner guards.
10. Door
11. Painted or stained door face to match guestroom door finish.
12. Ceiling
13. Smooth finish drywall or acoustical ceiling tile.
14. Fixtures, Furnishings & Equipment
15. Owner supplied carts See R&Rs Architecture & Engineering, 430.20 Laundry/Linen Storage for architectural specifications.

### **530.21 Auxiliary Linen Storage (Floors 2 and Above)**

1. Materials
2. Floor
3. Vinyl tile or ceramic/porcelain tile.
4. Concrete flooring acceptable.
5. Base
6. Rubber base or porcelain/ceramic tile cove base.
7. Walls
8. At minimum painted walls.
9. Full height corner guards.
10. Door
11. Painted or stained door face to match Guest Room door finish
12. Ceiling
13. Flat latex textured paint finish over non textured gypsum board
14. Atmosphere
15. Lighting

16. Ceiling or wall mounted decorative fixture
17. Graphics
18. Clearly mark the emergency exits and procedures for evacuation
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.21 Auxiliary Linen Storage (Floors 2 and above) for architectural specifications.

## 530.3 Back of House Circulation

### 530.30 Stairwells

1. Materials
2. Floor
3. Vinyl flooring with rubber nosing or carpet over specified pad.
4. Base
5. Rubber or carpet base.
6. Walls
7. At minimum painted walls.
8. Railings
9. Semi gloss paint on handrails, vertical pickets, and stringers.
10. Door
11. Paint finish on doors and frames.
12. Ceiling
13. Painted drywall finish.
14. Atmosphere
15. Lighting
16. Ceiling or wall mounted decorative fixtures.
17. Graphics
18. Clearly mark the emergency exit and procedures for evacuation.
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.30 Stairwells for architectural specifications.

## 600 Service Marks/Signage

### Purpose and Scope

This section of the Standards Manual specifies the requirements for the use of certain service marks and signage of the Comfort Suites hotel system. All visual communications using service marks of the Comfort Suites hotel system must comply strictly with the

requirements of this section. Waivers or variances will be considered on an individual basis upon receipt of a written request, which must include the rationale for such waiver/variance request. Refer questions concerning these standards to: \*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000 \*\*

## 600.0 Service Marks/Signage

### 600.0 Service Marks & Usage

A service mark works as a tool that guests use to visually differentiate a specific brand from others. In the service industry, the appropriate use of service marks is even more important. In a guest's mental picture of a brand, the logo or mark tends to take on more importance than goes beyond just the physical product. To ensure appropriate use of its service marks, *Choice Hotels International* has set forth standards to which all Choice hotels must adhere.

1. *Authorized Proprietary and Service Mark Standards*
2. Comfort Suites Proprietary Marks
3. The following is a list of proprietary marks owned by Choice, which are used in conjunction with the Comfort Suites brand name in text as well as logo form.
4. Comfort Suites®
5. All Choice brands and their line extensions are registered proprietary marks of *Choice Hotels International* that the Franchisee is authorized to use pursuant to, and in strict accordance with, the registered mark of the brand, the Franchise Agreement and current Advertising Standards which are found on SmartMarketing.
6. *Choice Hotels International* strictly limits the use of its marks to those items outlined in the Brand Style Guide found on SmartMarketing.
7. Stationery (business & guest), envelopes and business cards
8. Marketing materials such as rack cards, sales flyers, post cards, advertising and billboards and specific items provided by our Qualified Vendors. All graphics in public spaces and guest rooms must comply with the most current identity standards found on Choicentral and in SmartMarketing. Permitted items include:
9. Authorized property signage, flags and telephone faceplates
10. Stationery (business & guest), envelopes and business cards
11. Invoices, folios and registration cards
12. Guest Room directories
13. No franchisee may register or apply to register any mark owned by *Choice Hotels International*, including web site URLs.
14. Hotels and their vendors must use the marks (logos) supplied on the SmartMarketing without any alterations whatsoever and may not create their own versions of any Choice owned marks without the express written authorization of *Choice Hotels International*.

15. The Choice Hotels brand endorsement is included in the brand logo artwork and may not be altered in any manner.
16. Marks must accurately conform to the authorized colors or in black and white as per the Brand Style Guide found on SmartMarketing.
17. Trademark symbols (e.g., ®, SM, TM) are embedded in the logo artwork and may not be altered or removed for any reason without the express written permission of *Choice Hotels International*.
18. Secondary Names: secondary names may not be used without the written permission of *Choice Hotels International* and must be in accordance with the hotel's franchise agreement and identity standards including typeface, scale and placement as set forth by *Choice Hotels International*.
19. There are three types of secondary names:
20. Directional (e.g., North, West, Southeast)
21. Locational (e.g., Bayside, Mountain View, Downtown)
22. Descriptive of facilities (e.g., Conference Center, Amusement Center)
23. Below are restrictions on the use of secondary names:
24. Except under very rare circumstances, hotels are not granted exclusivity to a city name. Some other descriptor must be added along with the city name.
25. Names of businesses, national parks, military bases/posts or other federal entities cannot be used without the expressed written permission from the owner of that registered business or federal name. To avoid this issue, you may use descriptors such as "near", "next to", or "area" in a secondary name (e.g., Comfort Suites & Suites Ft. Bliss Area.)
26. Trademarks cannot be used without the express written permission from the trademark owner even when used with descriptors such as "near," "next to" or "area" (e.g. Comfort Suites Baylor University Area and Comfort Inn & Suites Near Disneyworld would NOT be allowed without the written permission of Baylor University and Disneyworld).
27. Depending on where used especially in the central reservation system Choice retains the right to abbreviate the names granted due to space considerations.
28. Previous hotel names are not allowed as secondary names.
29. Choice retains the right and ability to change or rescind secondary names should conditions change.
30. *Permanent Marks*
31. No brand mark/logo may be etched in glass or any other construction material where it becomes permanent and cannot be easily removed.
32. *Authorized Substitute for Trademark*
33. The words 'Comfort Suites,' specified in the Franchise Agreement using the brand typeface specified in the Brand Style Guide found on SmartMarketing, can be used as a substitute for the trademark or service mark when the mark cannot be used because of limited space requirements, or to represent 'Comfort Suites' in a headline.
34. *Changes to Standards by Choice Hotels International*

35. *Choice Hotels International* may, without prior notification, create, modify or update graphic or layout standards for its brand marks, marketing communications and advertising standards, and marketing programs and promotions. *Choice Hotels International* will provide adequate notice of changes and information regarding phase in and compliance requirements.
36. When *Choice Hotels International* adopts a new mark, some or all of its franchisees may be permitted to use the new mark in the operation of the franchised hotel.
37. A new mark must not be used unless the franchisee has received express written authorization from *Choice Hotels International*.
38. *Property Website Requirements* Any property that would like to employ an independent (third party) property website must use a Qualified Vendor. The list of approved vendors can be found here: Choicebuys Property Website Vendors. Properties that currently utilize a Non Qualified Vendor for their independent websites will be allowed to continue with that service until their existing agreement expires, at which time they will be required to switch to a Qualified Vendor to manage the website. The following requirements apply to all property independent websites. They do not apply to management company websites. Additional information on property website requirements for Choice properties is available on ChoiceCentral.com, under Departments, e Commerce: Property Website Guidelines.
39. Domain Name Policy
40. A property website using a domain name that contains a Choice's trade or service mark (e.g., "www.comfortinngaslamp.com") must comply with Choice's Domain Name Policy. The full policy is available on Choice Central: US Domain Name Policy and International Domain Name Policy.
41. E mail Addresses
42. E mail should be directed to the hotel, not to a third party (such as the firm that developed the property website).
43. Wherever possible, all hotel e mail addresses used for customer correspondence through the property website should use only the official domain name approved by Choice (e.g., "msmith@comfortinngaslamp.com").
44. Logos and Logo Usage
45. The brand logo, including the Choice Hotels parent brand endorsement, must be featured in a prominent location on the homepage and on every page of the property website
46. Logos can be downloaded from SmartMarketing.
47. Online/Web Usage Logo Standards are available on ChoiceBuys.com on SmartMarketing.
48. Creative and Design Standards
49. The property website must incorporate the core creative elements of the current Choice marketing campaign (e.g., the yellow ribbon and tagline "We'll see you there.").
50. Instructions for the yellow ribbon and tagline, including the required font, can be found on the SmartMarketing.

51. Please note that the Choice campaign artwork (ribbon and tagline) cannot be resized or changed in any way.
52. *Choice Privileges ®* Program
53. The main navigation of the property web site must feature a link to the *Choice Privileges ®* on [www.choicehotels.com](http://www.choicehotels.com). The link can be designed to open in a new browser window.
54. You may not provide your own description or details on these programs.
55. Best Internet Rate Guarantee
56. If you are using the Choice booking engine, the property website must feature Choice's Best Internet Rate Guarantee. You may link directly to the Best Internet Rate Guarantee at [www.choicehotels.com](http://www.choicehotels.com).
57. This link can be designed to open in a new browser window. If you are using a third party booking engine, you may not use the Best Internet Rate Guarantee.
58. Privacy & Security Information
59. Property websites should provide customers with privacy and security information.
60. Property websites may NOT be linked to the Choice Hotels Privacy & Security Policy featured on [www.choicehotels.com](http://www.choicehotels.com). Instead, the property website should contain its own, localized privacy and security policy.
61. Website Navigation
62. All property websites must feature a consistent, tiered navigation based on the guidelines in Section V of the Property Website Guidelines document available on Choice Central.
63. Website Content
64. All content (including hotel descriptions, destination information) featured on the property website must be significantly different from the content (including hotel descriptions and destination information) featured in the hotel's property page on choicehotels.com and the individual Choice brand website.
65. Property websites that duplicate content found on choicehotels.com or the Choice brand websites can cause the property website, as well as choicehotels.com, to be banned by search engines. For information on Google's content policy, see [www.google.com](http://www.google.com).
66. Copying or "scraping" destination content (e.g., current events, destination overviews, maps, point of interest listings and descriptions) featured on the hotel brochure and on choicehotels.com is a violation of Choice's licensing agreements with the destination content providers.
67. Owner/Operator Information
68. All property websites using a domain name under the Choice Domain Name Policy must include the following disclaimer on the homepage: "*This website is owned and maintained by [Franchisee's Legal Name], a franchised user of certain proprietary trademarks and service marks of Choice Hotels International, Inc.*"

## 600.1 Signage

All properties must meet all Exterior Signage specifications. All property signage must have the necessary permits if required by local or state governments. Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so signage can be installed prior to property opening. Refer to the Comfort Reimaging hub for full details and requirements

1. Exterior Property Signage
2. \*\*All\*\* exterior signage must be approved by Choice Hotels International.
3. All exterior signage identifying the building and/or property must be manufactured and installed by a Choice Hotels' Qualified Vendor.
4. All hotels must have at least two (2) signs:
5. All hotels must have a brand approved primary identity sign – monument, mid rise or pylon – placed in a location that optimizes visibility and wayfinding.
6. All hotels must have a brand approved building mounted channel letter sign placed on the front of the hotel.
7. Additional brand approved signage, including monument, mid rise, channel letters, directional, pylon and blade, entrance and awning is optional and must be approved by *Choice Hotels International*.
8. All exterior signs must comply with the approved brand mark and signage designs, including faces, returns, bases, cases, poles, pole covers, lighting/illumination, size, proportionality, heights, colors, fonts and spacing.
9. Placement and number of signs must be aligned with recommendations from the site survey conducted by a Choice Hotels Qualified Vendor and must be approved by *Choice Hotels International* prior to installation.
10. Signs may not include non Choice brands unless specifically approved by *Choice Hotels International*.
11. At removal or replacement of any existing exterior signs and/or signage structures, there must be no evidence of signage change. Any sign changes, including face replacements, must go through the approval process.
12. All exceptions to exterior signage rules and regulations must be approved by *Choice Hotels International*.
13. *Choice Hotels International* reserves the right to inspect and require replacement of non compliant signage at any time.
14. Signage must be illuminated from sunset to sunrise.
15. The following are prohibited:
16. Manual reader boards
17. Electronic moving message boards (attached to the building, associated with any other signs, or stand alone.)
18. Amenity signs
19. Non approved signs or banners of any kind
20. LED digital signs
21. "Vacancy" or "no Vacancy" signs

22. Room rate notification signs
23. Embellishments of any kind
24. All signs must conform to established specifications. Drawings depicting the design of all new signs, on premises signs, off premises signs and directional signs, must be submitted to *Choice Hotels International* by the Qualified Vendor for written approval prior to fabrication. Photos of all existing on premises signs must be submitted for review and approval.
25. *Choice Hotels International* reserves the right to regulate the manufacture and installation of exterior signage, including but not limited to, use of *Choice Hotels International* qualified vendors, installers and manufacturing techniques, at its sole discretion.
26. Department of Transportation (DOT)/Highway Signs
27. DOT/Highway signage is available through SmartMarketing. A DOT information file must be kept permanently at the property for review by any representative of Choice Hotels International upon request. The file must contain the following information for each current billboard/public highway off premises sign:
  28. Exact location of the DOT signage with a provided map or written directions of location
  29. Date when the DOT signage was last updated or refreshed
  30. Dated photos of the DOT sign(s)
31. Billboards
32. Strict graphic and templates standards governing the design, copy and content of billboards are provided on SmartMarketing. Billboards must comply with such standards; any exceptions must be authorized in writing from *Choice Hotels International*.
33. A billboard information file must be kept permanently at the property for review by an authorized representative of Choice Hotels. The file must contain the following information for each current billboard:
  34. Exact location of the billboard(s) with a provided map or written directions of location
  35. Date when the billboard(s) was last updated or refreshed
  36. Dated photos of the billboard(s)
37. Shared Billboards
38. Any Choice property desiring to share a billboard with a business from another industry must have prior written approval from *Choice Hotels International*.
39. When permission is given for a shared board, the visuals/copy must be distinctive and separate for the Choice hotel brand and other business. No exceptions to this rule will be granted. All visuals/copy must adhere to the graphic templates and standards governing the design, copy and content of billboards provided in SmartMarketing.
40. Shared billboards with non Choice hotel brands are expressly prohibited.
41. Interior Signage

42. All directional and guest information signage must be provided throughout the property, including 'employees only' signs at the back of house entry.
43. All signage must be professionally prepared and be consistent in size, lettering and style.
44. Properly lighted directional and informational signage must be strategically placed throughout the corridors. This signage shall be professionally prepared. These signs must include:
45. Ice and vending locations
46. Elevator locations
47. Directional arrows to room numbers, recreational facilities and location of lobby and meeting rooms.

## **600.2 Vehicle Graphic Standards**

Hotels vehicles are not required. However, if a hotel vehicle is provided, it must meet the following standards:

1. The approved property logo must be placed on all vehicles used in the course of business and viewed by guests.
2. All printed or display materials advertising any Choice brand within an airport must comply with the published graphic standards that govern the design of vans including logo size, van color and secondary names. Strict graphic templates and standards are provided on SmartMarketing.
3. The property logo, including the Choice Hotels parent brand endorsement, may be silk screened, wrapped or painted on the vehicle in compliance with all identity standards, including accuracy of color reproduction. Damaged, cracked or faded logos must be replaced immediately.
4. Vehicles awaiting permanent signage construction/delivery may use temporary or magnetic vehicle markings for ninety (90) days.
5. State issued vanity license plates using any variation of a Choice mark is strictly prohibited.

## **600.3 Compliance**

1. Compliance with Law
2. Each Franchisee is required to comply with applicable federal, state or local laws and/or ordinances relating to signs or other marketing, advertising and promotional material.
3. It is the responsibility of the Franchisee to obtain all necessary permits for the sign installation.
4. False/Misleading/Offensive Signs
5. False or misleading signs, or any other marketing/advertising materials with respect to any matter including but not limited to marketing programs, promotions, room rates, accommodations or services is prohibited.

6. Use of offensive, misleading and discriminatory phrases such as, but not limited to, 'American Owned and Operated" is strictly prohibited and may not be used on signs, billboards or any other marketing or communications materials.
  7. Hand written signs are prohibited at all times.
  8. Qualified Vendors
  9. Use of Qualified Vendors for logo embossed materials is required unless the Qualified Vendors do not carry those materials.
  10. Additional Signage
  11. The attachment of any additional signage to on premise signs is strictly prohibited.
  12. American Automobile Association (AAA) signs may be installed on the primary sign pole but not attached to the signature sign.
  13. Unapproved Signage
  14. Unapproved signage could result in immediate default and if unresolved in the time period specified in the notice of default, could lead to termination of your franchisee agreement. It could also lead to Fail results for Brand Standards on a Quality Assurance Review (QAR.) See R&R Section 180.1 Reviews/Compliance for details on an Fail result for a QAR.
  15. Secondary Name Signage
  16. When permission is granted to use a secondary name to the Comfort property, this additional designation may not receive more than 70% of the prominence of the name Comfort. This applies to all secondary name designations, whether they are on highway signs, brochures, or in any other advertising media.
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## **Outage**

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## **Interior Design**

### **510.1 Interior Design Submission**

#### **510.1 Move to Modern Public Space**

The Comfort Suites Public Space is designed to welcome our guests with a sense of warmth and character to create a positive first impression of the hotel. The products and design elements in this space combine with signature brand programs, elements and service to create the Comfort Welcome Experience, which will help Comfort guests relax and begin to enjoy their stay. Our brand promise is to ensure that guests feel refreshed and ready to take on the day – and one vital way we deliver on this promise is by providing a physical product that is warm, welcoming, and up to date at every Comfort hotel. All Comfort Suites hotels must comply with the following Move to Modern Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to R&R 510.0 for details.

1. General Lobby Area Flooring: Aside from the soft seating area(s), all flooring in the lobby area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.11A
2. Flooring under Soft Seating Area(s): All carpet, bound area rugs, or carpet insets under soft seating in the lobby are the brand approved items. Refer to R&R 510.11B.
3. Public Area Sofa(s): All sofas in the lobby and all public areas are the brand approved public space sofas. Refer to R&R 510.11 C2.
4. Public Area Lounge Chairs: All chairs in the lobby and all public areas are the brand approved lounge chairs. Refer to R&R 510.11 C2.
5. Lobby Area Walls: All walls in the lobby area, including walls behind the front desk (excluding Welcome Wall stone, if present) and all areas not covered in another brand standard, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.11A4.
6. Lobby Area Window Treatments: All window treatments in the lobby and front desk area are the brand approved window treatments. Refer to R&R 510.11 B2.
7. Public Area Ottomans: All ottomans in the lobby and all public areas are the brand approved ottomans. Refer to R&R 510.11C2.
8. Public Area Furniture: All free standing case goods in the lobby and all public areas are the brand approved casegoods. Prohibited items include china cabinets and armoires. Refer to R&R 510.11C7.
9. Public Area portable lamps: All tabletop lamps and floor lamps in the lobby and elevator landings are brand approved lamps. Refer to R&R 510.11 B1.
10. Breakfast Area Flooring: All flooring in the breakfast area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.20 A1.
11. Breakfast Area Dining Chairs: All seating in the breakfast area (including chairs, bar stools, and banettes) are the brand approved seating. Refer to R&R 510.20 C3.

12. Breakfast Area Dining Tables: All breakfast area dining tables are the brand approved tables. Refer to R&R 510.20 C2.
  13. Breakfast Area Walls: All walls in the breakfast area have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.20 A3.
  14. Breakfast Area Window Treatments: All breakfast area windows treatments are the brand approved window treatments. Refer to R&R 510.20 B2.
  15. Interior Corridors: All interior corridors have the brand approved carpet installed. (Elevator landing areas and first floor corridors may have the brand approved carpet and/or brand approved hard flooring installed. Refer to R&R 510.41 A1.
  16. Interior Corridor Walls: All interior corridors walls, including elevator land ings, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.41 A3.
  17. Interior Corridor Window Treatments: All window treatments in the interior corridors are the brand approved window treatments. Refer to R&R 510.41 B2. See R&Rs 510.7 Public Space Finishes & Furnishings for finish standards for all public space. All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein. Top
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## **Architecture & Engineering**

### **420.1 Guest Bath**

#### **420.11 Accessories & Plumbing Fixtures**

1. *Bath Accessories*
2. Framed vanity mirror.
3. A stainless steel or chrome curved shower rod must be installed in all bathrooms with tubs. Shower door is required in all “shower only” bathrooms. See FF&E specifications for approved products. Must be permanently affixed.
4. Double robe hook
5. Wall mounted toilet paper holder with extra roll stored on vanity base shelf. When a vanity base is not present, a dual roll dispenser is required.
6. 24" towel bar. Towel bar may be integral to glass shower door.
7. 18" towel bar in the vanity area unless millwork shelving is provided.
8. Two (2) soap dishes, one corner mounted and one centered on length of tub. One soap dish at showers. No handles are allowed on any soap dish. See Interior Design specifications for style.
9. Detachable, commercial grade, wall mounted hair dryer.
10. *Plumbing Fixtures*
11. Commercial grade tank style toilet with closed front seat and cover.
12. Injection – molded seat to remain upright without assistance.
13. Enameled cast iron or steel bathtub. Acrylic tubs require prior written approval from Choice Hotels International. One piece tub surround is prohibited unless waived in advanced by Choice Hotels International.
14. Sink to be under mounted vitreous china. . Wall hung models are not permitted.
15. Sink drain to be pop up style and in place at all times. Rubber stoppers are not permitted.
16. Shower trim to be single handle, pressure balancing unit with anti scalding protection and hot and cold temperature indicators.
17. Tub/shower drain to be pop up or trip variety and in place at all times. Rubber stoppers are not permitted.
18. Faucet set to be commercial grade per Plumbing Fixtures Schedule in Architectural Specifications.
19. Showerhead to be commercial grade with minimum 3 spray massaging settings feature. See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications. Top

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## Architecture & Engineering

### 410.6 Recreation

#### 410.60 Fitness Center

Every Comfort Suites property is to provide a Fitness Center for guest use as stated in R&Rs Rules of Operation, 110.3 Fitness Center. For additional, valuable information, please refer to the **Fitness Center Hot Topic & Key Brand Initiative**.

1. *Design Characteristics*
2. Locate on first floor in close proximity to the Elevator, Vending Area, Pool area and Public Restrooms.
3. Minimum of 500 SF Smaller size may be allowed in existing properties with prior approval from Choice Hotels International.
4. Accent painted wall with vinyl graphic.
5. As of 4/1/2021, optional for existing hotel with contract prior to 1/1/2021, but could be required upon any contractual event or renovation
6. Exterior windows for natural light, unless existing conditions do not allow
7. Provide a 40" wall or ceiling mounted flat panel HD television is required. Television must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues.
8. Approved Accent wall and field walls
9. Approved LVT flooring
10. Decorative full height mirrors along entire length of one wall.
11. If a flat mirror is provided, locate power outlets occurring along this mirror surface in the wall base.
12. Exercise Equipment as described in R&Rs Rules of Operation 110.3 Fitness Center.
13. Single entry door with vision panel or full glass door with optional card reader
14. Smooth finished drywall or acoustical ceiling tile: height to be a minimum of 8' 0".
15. *Atmosphere*
16. Lighting
17. Recessed down lights or surface mounted ceiling fixtures
18. Controlled by key switch

19. STC Rating
  20. Mitigate sound transmission if Fitness Room is adjacent to guestrooms
  21. Minimum rating of 56 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  22. Graphics
  23. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
  24. Required signage per R&Rs Rules of Operation, 110.3 B
  25. *Systems*
  26. HVAC
  27. Provide separate exhaust fan; ensure ventilation and climate controls maintain a comfortable environment during workouts.
  28. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  29. Electrical
  30. Provide power outlets per equipment requirements. Floor mounted outlets are preferred however wall mounted ones are allowed based on existing conditions.
  31. Provide floor mounted power outlets as required for exercise equipment. Wall mounted power outlets allowed based on existing conditions.
  32. Plumbing
  33. Provide a drinking fountain (a water cooler with cups may be provided in lieu of fountain). See R&Rs Rules of Operation, 110.3 Fitness Center for operational requirements. See R&Rs Interior Design, 510.60 Fitness Center for interior design specifications. Top
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## Service Marks/Signage

### 600.0 Service Marks/Signage

#### 600.1 Signage

All properties must meet all Exterior Signage specifications. All property signage must have the necessary permits if required by local or state governments. Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so signage

can be installed prior to property opening. Refer to the Comfort Reimaging hub for full details and requirements

1. Exterior Property Signage
2. \*\*All\*\* exterior signage must be approved by Choice Hotels International.
3. All exterior signage identifying the building and/or property must be manufactured and installed by a Choice Hotels' Qualified Vendor.
4. All hotels must have at least two (2) signs:
5. All hotels must have a brand approved primary identity sign – monument, mid rise or pylon – placed in a location that optimizes visibility and wayfinding.
6. All hotels must have a brand approved building mounted channel letter sign placed on the front of the hotel.
7. Additional brand approved signage, including monument, mid rise, channel letters, directional, pylon and blade, entrance and awning is optional and must be approved by *Choice Hotels International*.
8. All exterior signs must comply with the approved brand mark and signage designs, including faces, returns, bases, cases, poles, pole covers, lighting/illumination, size, proportionality, heights, colors, fonts and spacing.
9. Placement and number of signs must be aligned with recommendations from the site survey conducted by a Choice Hotels Qualified Vendor and must be approved by *Choice Hotels International* prior to installation.
10. Signs may not include non Choice brands unless specifically approved by *Choice Hotels International*.
11. At removal or replacement of any existing exterior signs and/or signage structures, there must be no evidence of signage change. Any sign changes, including face replacements, must go through the approval process.
12. All exceptions to exterior signage rules and regulations must be approved by *Choice Hotels International*.
13. *Choice Hotels International* reserves the right to inspect and require replacement of non compliant signage at any time.
14. Signage must be illuminated from sunset to sunrise.
15. The following are prohibited:
16. Manual reader boards
17. Electronic moving message boards (attached to the building, associated with any other signs, or stand alone.)
18. Amenity signs
19. Non approved signs or banners of any kind
20. LED digital signs
21. "Vacancy" or "no Vacancy" signs
22. Room rate notification signs
23. Embellishments of any kind
24. All signs must conform to established specifications. Drawings depicting the design of all new signs, on premises signs, off premises signs and directional signs, must be

submitted to *Choice Hotels International* by the Qualified Vendor for written approval prior to fabrication. Photos of all existing on premises signs must be submitted for review and approval.

25. *Choice Hotels International* reserves the right to regulate the manufacture and installation of exterior signage, including but not limited to, use of *Choice Hotels International* qualified vendors, installers and manufacturing techniques, at its sole discretion.
26. Department of Transportation (DOT)/Highway Signs
27. DOT/Highway signage is available through SmartMarketing. A DOT information file must be kept permanently at the property for review by any representative of *Choice Hotels International* upon request. The file must contain the following information for each current billboard/public highway off premises sign:
  28. Exact location of the DOT signage with a provided map or written directions of location
  29. Date when the DOT signage was last updated or refreshed
  30. Dated photos of the DOT sign(s)
  31. Billboards
  32. Strict graphic and templates standards governing the design, copy and content of billboards are provided on SmartMarketing. Billboards must comply with such standards; any exceptions must be authorized in writing from *Choice Hotels International*.
  33. A billboard information file must be kept permanently at the property for review by an authorized representative of *Choice Hotels International*. The file must contain the following information for each current billboard:
    34. Exact location of the billboard(s) with a provided map or written directions of location
    35. Date when the billboard(s) was last updated or refreshed
    36. Dated photos of the billboard(s)
    37. Shared Billboards
    38. Any *Choice* property desiring to share a billboard with a business from another industry must have prior written approval from *Choice Hotels International*.
    39. When permission is given for a shared board, the visuals/copy must be distinctive and separate for the *Choice hotel* brand and other business. No exceptions to this rule will be granted. All visuals/copy must adhere to the graphic templates and standards governing the design, copy and content of billboards provided in SmartMarketing.
    40. Shared billboards with non *Choice* hotel brands are expressly prohibited.
    41. Interior Signage
    42. All directional and guest information signage must be provided throughout the property, including 'employees only" signs at the back of house entry.
    43. All signage must be professionally prepared and be consistent in size, lettering and style.

44. Properly lighted directional and informational signage must be strategically placed throughout the corridors. This signage shall be professionally prepared. These signs must include:
  45. Ice and vending locations
  46. Elevator locations
  47. Directional arrows to room numbers, recreational facilities and location of lobby and meeting rooms. Top
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### **Choice Hotels | Comfort Suites - Rules & Regulations**

#### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16100>

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## **Interior Design**

### **530.0 Administration**

#### **530.01 Employee Restroom**

Optional

1. Materials
  2. Floor
  3. Porcelain tile flooring.
  4. Base
  5. Base to match flooring.
  6. Walls
  7. Textured wall coating or vinyl wall covering
  8. Door
  9. Paint on door and frame
  10. Ceiling
  11. Smooth finish drywall or acoustical ceiling tile
  12. Atmosphere
  13. Lighting
  14. Recessed or decorative surface mounted ceiling light, wall sconces, or vanity strip light fixture
  15. Fixtures, Furnishings & Equipment
  16. Framed vanity mirror See R&Rs Architecture & Engineering, 430.01 Employee Restroom for architectural specifications. Top
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## **Outage**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCI.asp?Cat=150.0&SectionID=4000>

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The page you have attempted to access is no longer available. Details: outage, en US

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## **Local Marketing Support Suite**

**URL:** <https://apps.choicecentral.com/choicebuys/brandstandards/CS/logos.asp?v=cb>

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## **Collateral & Photography**

Home // Collateral & Photography // Collateral SmartMarketing is a quick and convenient way for you and your team to ensure you're following your brand's visual and identity standards in your local sales and marketing efforts, and on property.

*SmartMarketing is available on your Okta homepage ([choicehotels.okta.com](http://choicehotels.okta.com))*

In SmartMarketing, you can:

- Customize templates including business cards, sales flyers, digital ads, billboards and more to use in your local sales and marketing efforts.
- Access Choice Privileges materials to showcase our loyalty program on property and in your local sales and marketing activities.
- Order logoed merchandise for in hotel use, handing out at tradeshows or gifting to employees.
- Kick off a custom request project to ensure you have what you need for an upcoming event.
- Click here (6 Page PDF) to view a SmartMarketing overview including FAQs.
- Click here if you need to request (or remove) SmartMarketing access for a hotel team member. (link to ChoiceNow form) If you are experiencing technical issues with SmartMarketing, please contact the SmartMarketing support team provided by SupplyLogic (SLWM) by dialing 1.800.891.8501 or emailing [ChoiceHotels@slwmco.com](mailto:ChoiceHotels@slwmco.com). The SmartMarketing site has relaunched and is available for use. As we continue the refresh, you will see new templates and items added regularly, thanks for your patience as we move all 22 of our brands on to one system. A few notes:
- For legacy Radisson hotels, you will recognize the site, as DataSource (DAT) is now called SmartMarketing!

- For legacy Choice hotels, this is a new platform under the same known name of SmartMarketing.
  - For US hotels, Choice Privileges materials formerly provided by Valo are now in SmartMarketing.
  - Access to the refreshed SmartMarketing site is available via Okta.
  - If you do not have access, it can be requested via ChoiceNow.
  - Legacy Radisson if you have not updated your QR Code Piece / Guest Service Directory since January 2024, please do so today to remove dated information (ie Radisson Rewards Americas information). Click here (2 Page PDF) for instructions on how to do this.
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/?Cat=180.0&SectionID=4650>

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## Comfort Suites Rules & Regulations by Categories

### 1. Preface & Introduction

### Operating Standards

#### 1. Rules of Operation

- 100 Introduction
- 100.0 General Rules of Operation
- 110.0 Guest Facilities
- 120.0 Hotel Services
- 130.0 Guest Service Programs & Standards
- 140.0 Marketing Programs
- 150.0 Guest Amenities & Supplies
- 160.0 Staffing & Training
- 170.0 Hotel Technology & Reservation Standards
- 180.0 Quality Assurance
- 190.0 Safety, Security & Risk Control

#### 2. Food & Beverage Operations

- 200 Introduction
- 200.0 General

## **Product Standards**

### **1. Construction/Project Management**

- 300 Introduction
- 300.0 Licensee Responsibilities
- 310.0 Submittal Process
- 320.0 Construction

### **2. Architectural Design**

- 400 Introduction
- 410.0 Approach
- 410.1 Welcome
- 410.2 Public Space Food Service
- 410.3 Meeting Space
- 410.4 Public Space Circulation
- 410.5 Guest Facilities
- 410.6 Recreation
- 420.0 Guest Suite
- 420.1 Guest Bath
- 430.0 Administration
- 430.1 Back of House Food Service
- 430.2 Housekeeping
- 430.3 Back of House Circulation
- 440.0 System Information

### **1. Interior Design**

- 500 Introduction
- 510.1 Interior Design Submission
- 510.2 Public Space Food Service
- 510.3 Meeting Space
- 510.4 Public Space Circulation
- 510.5 Guest Facilities
- 510.6 Recreation
- 510.7 Public Space Finishes & Furnishings
- 520.0 Guest Suite
- 520.2 Guest Suite Finishes & Standards
- 521.0 Guest Bath Finishes & Standards
- 530.0 Administration
- 530.1 Back of House Food Service
- 530.2 Housekeeping
- 530.3 Back of House Circulation

## Identity Standards

### 1. Service Marks/Signage

- 600 Introduction
  - 600.0 Service Marks & Usage Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=4100>

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## Rules of Operation

### 150.0 Guest Amenities & Supplies

#### 150.5 Terry

1. *Guest Bathroom* All Comfort Suites properties are required to have the new approved, tagged, EnduraWeave™ terry made for the Comfort brands exclusively in all guestrooms. All terry must be white. Additional specifications are on the Hot Topic located on the Comfort Suites brand page. Bath Towels Hand Towels Wash Cloths Bathmats **Quantity** : All Rooms Minimum Four (4) Minimum Four (4) Minimum Four (4) Minimum One (1) **Minimum Weight**: 15.0 lbs. (#) 3.5 lbs. (#) 1.5 lbs. (#) 10 lbs. (#) **Logo Required** Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag **Minimum Size** 27" x 58" 16" x 27" 13" x 13" 20" x 30" Additional towels must be readily available and supplied to the guest at no additional charge.
  2. *PAR Levels* A "three PAR" stock of terry and guest room linens must be available at all times. PAR is a standard unit of measurement for the inventory required for each available room. Three PAR refers to the number of items or turns of inventory needed. Linen/Terry PAR/turns are typically located as follows:
  3. One complete PAR/Turn is being used in the guest room,
  4. A second complete PAR/Turn will be located in the laundry and
  5. The final third PAR/Turn is secured in storage to be pulled as needed. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=8400>

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## **Architecture & Engineering**

### **410.3 Meeting Space**

#### **410.30 Meeting Room**

1. *Design Characteristics*
2. Locate in close proximity to the Lobby, with access from the Lobby Corridor, so that outside attendees may access the room without going through guestroom corridors.
3. Sized at one (1) guest room bay minimum. Increased room count may necessitate increased Meeting Room spatial requirements.
4. Provide coat closet. Furnish with shelf and rack system.
5. Provide storage room for furniture and equipment depending on room size and setup.
6. Provide permanent counter for food service. Breakfast counter may be used if directly adjacent to and accessible from meeting room. In cases of space constraint a temporary food service display may be allowed with prior approval from *Choice Hotels International*.
7. Acoustical ceiling: minimum ceiling height is 9' 0" AFF. Fixtures Include:
8. Projection screen
9. Television
10. *Atmosphere*
11. Lighting
12. General lighting; recessed ceiling fixtures.
13. Pre approved existing decorative lighting.
14. STC Rating
15. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
18. Design as part of central system, PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets per equipment requirements.
21. Provide power outlets along the food service counter above the splash block.
22. Telecommunication
23. Provide data and telecommunication lines as required per individual project two (2) data/phone outlets in one bay meeting room. Additional outlets may be required in larger facilities.
24. High Speed Internet Access is required. Service may be wireless or wired and must meet the standards set forth in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).

25. Provide cable outlet at TV location See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Interior Design, 510.30 Meeting Room for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=2100>

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## Rules of Operation

### 120.0 Hotel Services

#### 120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)

1. Compliance **All properties are required to be HSIA certified.** Certifications will be maintained by the hotel's choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:
  2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
  3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
  4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
  5. Areas of Installation:
  6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
  7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
  8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.

9. Equipment
10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
11. Bandwidth
12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.
13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps 75 - 149 rooms 100 Mbps 150 - 350 rooms 250 Mbps 350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
14. Wireless Signal
15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.
17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. Connection/Configuration – The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. *User Authentication* – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.
21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel’s WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
  3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
  4. Increased Bandwidth
  5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
  6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
  7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
  8. HSIA Non Compliance Procedure
  9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non compliance penalties as well as possible default and termination of the franchise agreement. Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=3900>

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## Rules of Operation

### 150.0 Guest Amenities & Supplies

#### 150.2 Guest Room Amenities & Supplies

Quantity Item Logo Required Minimum One (1) **Wastebasket** Minimum 13 qt. No At least two (2) per bed **Drinking Cups \*\* Disposable, individually wrapped plastic or paper cups; minimum 7 oz. are required. The cups are to be placed next to the ice bucket on the room tray. Glasses are prohibited. No Minimum Eight (8) Removable Hangers are required in all guest room closets. At least two (2) of the hangers must have standard bars and at least two (2) of the hangers must have skirt/trouser hanger clips.**

**Hangers must be manufactured from wood or heavy duty contoured plastic; wire or metal hangers are not permitted. A mixture of color and/or material is not allowed.**

**No One (1) Ice Container:** A minimum 3 qt. size insulated ice container with a lid and disposable, plastic liner must be placed on the room tray with the tumblers. Paper or cardboard containers are not permitted.

**No One (1) Each guestroom must have one brand approved In room Experience card.** Yes One (1) One brand approved in room technology card.\*\*

**Yes One (1) Room Tray:** The tray must be matched to the ice bucket package. Coffee accessories are not permitted on the room tray. No One set per phone

**NotePad or Notecard and Pen:** Until 12/31/2024, each guest room is required to have a Comfort Suites approved note pad or note card and pen. As of 1/1/1025, each guestroom must have a brand approved **note card and pen**. The note card must be placed face up along with the pen by a telephone in each room.

**Yes One (1) Do Not Disturb Sign:** Each guestroom is required to have the currently approved Comfort Suites brand "Do Not Disturb" door insert or door hanger. The use of a "Maid Request" is not permitted.

**Yes In Room Organizer:** In room organizers are prohibited (Optional but if provided) additional visible, collateral provided in the guest rooms will be limited to:

1. One "visitor" type, magazine or book, located on a table or desk top
2. One (1) hotel specific promotional piece [Ex. Brochure, tip card, Welcome letter.]  
Additional items may be present, but if present must either be placed in pockets of the GSD, bound into the GSD or placed in a drawer. Items in the GSD must not exceed the size of the binder  
**No One (1) The approved desk RE CHARGE DEVICE** is required in all guest suites. See R&Rs Rules of Operation, 150.3 Guest Suite Re Charge Device.
3. Yes One (1) **Alarm Clock:** One brand approved alarm clock is required. The unit shall be located on the nightstand, but not attached. No Minimum Two (2) outlets  
**\*\*Night Stand Re charge:** \*\* A minimum of two (2) approved, dedicated standard AC power source outlets must be available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Hot Topic on the Comfort Suites Brand page.
4. **One (1) Laundry Bag:** A laundry bag with the approved Choice Privileges graphic must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
5. **Yes One (1) Refrigerator:** A counter height refrigerator is required. The refrigerator is to be UL (Underwriters Laboratory) approved or equivalent.
6. **No One (1) Microwave Oven:** It is required that a microwave oven approved by UL (Underwriters Laboratory) or equivalent.
7. **No One (1) Iron & Ironing Board:** Full sized ironing board and iron, located in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
8. **No One (1) Coffee Maker/Brewer:** A single cup coffee makers/brewers that brew into a single cup is required.
9. **No Four (4) of each condiments;** 2 servings of regular tea, and 2 servings of decaf tea
10. **Coffee Condiments:** Non dairy creamer, sugar, sugar substitute, stir sticks and napkins for a minimum of 4 servings are required. Must also have a minimum of 2 tea bags, one regular and one decaf. Condiments must be presented on a coffee tray or in a basket.
11. **No Four Cup:** One (1) Decaf and One (1) Regular Single and dual cup: Two(2) individual servings each of regular and decaf

**Coffee:** All in room coffee must be “Room with a Brew” coffee. **Single cup makers :** At least two (2) servings of regular and two (2) servings of decaf must be provided. Must be presented on a coffee tray or in a basket. **No Four (4) Hot Beverage Cups:** Brand approved, individually wrapped, paper Choice Privileges hot beverage cups are required exclusively for use as hot beverage cups. Two (2) per bed. They must be presented on a tray or in a basket. Glass mugs are prohibited. No Top

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/?Cat=170.0&SectionID=4400>

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## Comfort Suites Rules & Regulations by Categories

### 1. Preface & Introduction

## Operating Standards

### 1. Rules of Operation

- 100 Introduction
- 100.0 General Rules of Operation
- 110.0 Guest Facilities
- 120.0 Hotel Services
- 130.0 Guest Service Programs & Standards
- 140.0 Marketing Programs
- 150.0 Guest Amenities & Supplies
- 160.0 Staffing & Training
- 170.0 Hotel Technology & Reservation Standards
- 180.0 Quality Assurance
- 190.0 Safety, Security & Risk Control

### 2. Food & Beverage Operations

- 200 Introduction
- 200.0 General

## Product Standards

### 1. Construction/Project Management

- 300 Introduction
- 300.0 Licensee Responsibilities

- 310.0 Submittal Process
- 320.0 Construction

## **2. Architectural Design**

- 400 Introduction
- 410.0 Approach
- 410.1 Welcome
- 410.2 Public Space Food Service
- 410.3 Meeting Space
- 410.4 Public Space Circulation
- 410.5 Guest Facilities
- 410.6 Recreation
- 420.0 Guest Suite
- 420.1 Guest Bath
- 430.0 Administration
- 430.1 Back of House Food Service
- 430.2 Housekeeping
- 430.3 Back of House Circulation
- 440.0 System Information

### **1. Interior Design**

- 500 Introduction
- 510.1 Interior Design Submission
- 510.2 Public Space Food Service
- 510.3 Meeting Space
- 510.4 Public Space Circulation
- 510.5 Guest Facilities
- 510.6 Recreation
- 510.7 Public Space Finishes & Furnishings
- 520.0 Guest Suite
- 520.2 Guest Suite Finishes & Standards
- 521.0 Guest Bath Finishes & Standards
- 530.0 Administration
- 530.1 Back of House Food Service
- 530.2 Housekeeping
- 530.3 Back of House Circulation

## **Identity Standards**

### **1. Service Marks/Signage**

- 600 Introduction
- 600.0 Service Marks & Usage Top

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## Choice Hotels | Comfort Suites - Compliance

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/compliance/index.asp?PageID=PIPInspection&v=cb>

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Performance Zones Program Quality Assurance Review (QAR) Property Improvement Plan (PIP) Inspections Non Compliance Penalties Rules & Regulations

### Property Improvement Plan (PIP) Inspections

We work with EcoSure, a global leader in Quality Assurance (QA) services, to conduct inspections at Comfort Suites® brand hotels to ensure franchisees are in compliance with their contractual obligations and meeting guest expectations.

[Expand All](#) [Collapse All](#)

#### What is a Property Improvement Plan (PIP)

To bring a hotel in compliance with brand Rules and Regulations, we may create a Property Improvement Plan (PIP) – a franchise contract addendum requiring completion of property improvement work by certain deadlines. If your hotel signed a PIP with Choice, it will be evaluated by a EcoSure Brand Protection Advisor (BPA). Please review your hotel's PIP in detail, paying close attention to individual PIP item deadlines. Your hotel may be inspected as soon as the first deadline commences.

#### What to Expect on the Day of the Inspection

All PIP inspections are unannounced and can occur at any time. Here is what you can expect on the day of the inspection, and shortly after it:

- A PIP inspection can occur in the morning *OR* in the afternoon
- It can be a stand alone inspection or combined with a hotel's Quality Assurance Review (QAR)
- The EcoSure BPA will walk the property with you and/or a member of your staff, visiting up to 4 rooms and public areas. Please allow the BPA access to all rooms and areas of the hotel during the walk through
- Following the walk through, the EcoSure BPA will review the *preliminary* results of the inspection with you or a member of your staff
- Final inspection results will be sent to you via email. Please note that PIP inspection results may require extra time to review, therefore, the final report is often emailed a few weeks after the PIP inspection with EcoSure
- Once you receive your hotel's final inspection results, please review them carefully and address the deficiencies, if any, noted by the EcoSure BPA. High Guest Impact

(HGI) PIP items highly influence guest's level of satisfaction with their hotel stay and should be prioritized

- Non compliant hotels are subject to non compliance penalties and a follow up re inspection As a reminder, the reversal of room charges for an inspection *is a requirement* under the brand's Rules and Regulations. Unless you were 100% occupied on the night prior to the inspection, please ensure that the room charge for the EcoSure representative is reversed. Download the Instructions for Reversing Room Charge (2 Page PDF). No hotel is permitted to refuse an inspection. In the event a PIP inspection is refused, the hotel will automatically fail the inspection and will be charged a non compliance penalty. If you have questions regarding the PIP inspection process, please refer to the PIP Inspection FAQ (1 Page PDF) document for more information or you may reach out to your Owner Portfolio Strategy Operations Director (1 Page PDF). Top
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### Choice Hotels | Comfort Suites - Product Information Reports

#### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/reports/report.asp?ID=230&Brand=CS>

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Performance Zones Program Quality Assurance Review (QAR) Property Improvement Plan (PIP) Inspections Non Compliance Penalties Rules & Regulations

### Product Information Reports

This Product Information Report contains sections that have been extracted from the full version of the current Rules & Regulations for this brand based on the product you selected — as well as a listing of the Qualified Vendors who sell this product.:

### Mattresses

- Vendors Who Sell This Product
- Rules & Regulations Pertaining to This Product
- Print this report \*\* Please note: It is your responsibility to make sure the products you purchase meets the specifications. The vendor cannot absolve you of this responsibility.

## Vendors Who Sell This Product

### Champion Supply LLC

1120 N. Vermont Ave. Oklahoma City, OK 73107 USA **Customer Service:** (405) 681 5551

**Sales Assistance:** (888) 681 4001 8am 6pm CST M F **Website:**

<http://www.championok.com> **Email:** choicesales@championok.com Read more...

Champion Supply LLC is a leading hospitality supply and FF&E company in North America. We began operations in 1998 and now have distribution centers in Georgia, Houston, Missouri and Oklahoma. We are one stop shop for hospitality products, housekeeping supplies, full service interior design and procurement services. We represent many recognizable quality brand name manufacturers with proven products and supplies. We look to deploy our resources in order to meet the changing needs of our customers, while maintaining our service and quality so that your guest has a pleasant stay. Finally we offer person to person interaction through our inside or outside Sales Professionals.

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### Consolidated Hospitality Supplies

544 Lakeview Parkway, Suite 300 Vernon Hills, IL 60061 USA **Customer Service:** (800) 323 5286 **Website:** <http://www.chsupplies.com/> Read more... CHS is a leading hospitality supplier with full distribution coverage across the industry. Through our brands – American Hotel Register and Amtex – we serve every market segment as well as customers in related verticals such as vacation rentals, healthcare, and education. CHS was created in 2021 by a private equity firm, HCI Equity Partners, to serve as the distribution parent of our supplier brands. American Hotel Register's market segments range from mid scale properties to luxury hotels and resorts. Its OS&E and FF&E offerings are curated to meet distinct customer needs and its project specialists guide property openings and renovations. Amtex is a lodging supply leader serving budget, economy, and mid scale hotels and resorts. Its core OS&E and FF&E offerings include bed and bath linens, amenities, guest room accessories, and housekeeping supplies.

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### Curve Hospitality

3455 S. Dairy Ashford Suite 180 Houston, TX 77082 USA **Customer Service:** (281) 619

1800 Ext. 120 **Sales Assistance:** (281) 948 5044 9am 6pm CST M F **Website:**

<http://www.curvehospitality.com> **Email:** hp@curvehospitality.com Read more... Curve Hospitality is a one stop shop for all FFE needs for Hoteliers. We are a full service interior design firm, and procurement agency. Let our staff of 9 degreed professional interior designers handle all of your franchise brand submittals. Our projects range from 5 star boutique to Economy independent. We also manufacture our own Casegoods, Lighting, Seating, Artwork, Mirrors, Bedding, and Drapery. This allows us to offer custom looks at

very competitive pricing. We complete over 100 properties per year, allowing us to have great negotiating power with companies who manufacture the items we do not make, and pass those savings on to you. Our in house Logistics and Quality Assurance team insure well organized hassle free deliveries, and quality that is to the highest standards of quality in the hospitality industry. Call us for a free PIP analysis at (281)619 1800 and one of our staff will be happy to discuss with you the specifics of your project. We know that your time is precious, and we pride ourselves on quick accurate, line by line detailed bids. There is no guesswork, as each item is priced separately. Once we have a PIP and floorplans, we can typically get you a bid within 1 2 weeks. Our designers are also ready to put together design boards for you at no cost to allow you to visualize your hotel's renovation.

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#### **Design Environments**

476 Brighton Dr Bloomingdale, IL 60108 USA **Customer Service:** (800) 858 6565 **Sales Assistance:** (800) 858 6565 8.30am 7pm EST M F **Website:** <https://www.designenvironments.com/> **Email:** connect@designenvironments.com Read more... Design Environments is an award winning and industry leading national commercial interior design and procurement company. Our diverse and dynamic team is committed to collaboration and innovation and has a deep understanding of the markets we serve. With more than four decades of experience in design, sourcing and procurement, and warehousing, logistics and installation, we are ready to help you design for life.

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#### **DFW Motel Supply & Textiles Inc.**

4220 Shilling Way Dallas , TX 75237 USA **Customer Service:** (951) 788 0000 **Sales Assistance:** (951) 788 0000 8am 5:30pm PST M F **Website:** <http://www.gowithdfw.com> **Email:** sales@dfwmotelsupply.com Read more... DFW Motel Supply is a premier one stop hospitality supplier, located in Dallas, TX with warehouses in California and New Jersey. Established in 1995, our company has grown from an idea into a thriving enterprise that provides our clients with products that are luxurious, innovative, and fresh, while still being reasonably priced, delivered in a timely manner and, made from high quality materials. We are Doing Fabulous Work call us for all your hospitality needs! CALIFORNIA: 951 788 0000 TEXAS: 214 745 8866 NEW JERSEY: 856 423 3400

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#### **Guest Supply FF&E Division**

3725 Champion Hills Drive #1500 Memphis, TN 38125 USA **Customer Service:** (800) 642 9086 Ext. 105 **Sales Assistance:** (800) 642 9086 Ext. 105 8:30am 5pm CDT M F **Website:** <http://www.guestpurchasing.com> **Email:** FFE\_Projects@guestsupply.com Read more...

Guest Purchasing Services, established by Sysco Guest Supply in 2000, is an industry leader in FF&E procurement and project management. We are a recognized partner with top management companies and Hotel Brands across the country and value the long term relationships we have built with our clients. By leveraging Sysco Guest Supply's financial stability, existing local territory managers and national account team, GPS provides our clients with a comprehensive One Stop Shop experience. GPS provides our customers with a full range of services including design, purchasing, bid management, installation coordination, and project management for new construction and hotel renovation projects. Choose Guest Purchasing Services when Financial Stability, Experience, and One on One attention at a local level are important to you and your property.

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### **HD Supply**

3400 Cumberland Blvd SE Atlanta, GA 30339 USA **Customer Service:** (800) 431 3000

**Sales Assistance:** (800) 431 3000 6am 8pm CST M F **Website:**

<http://www.hdsupplysolutions.com/choice> **Email:** [customercare@hdsupply.com](mailto:customercare@hdsupply.com) Read more... Exceeding Guests Expectations Begins with Us™ Count on HD Supply to quickly deliver your branded textiles, amenities, MRO and janitorial supplies, and hospitality supplies. We're your trusted supplier for industry best dilution systems including Ecolab® products and more, and we offer expert advice from our team on how to get started. People – You can depend on our team, today and every day. Products – We offer a curated assortment of branded textiles, amenities, hospitality supplies, and industry specific products you can't find anywhere else. Services Property improvement solutions, professional training and certification, and brand conversion products and expertise. Solutions – We offer a customized web experience and mobile app.

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### **Hersha Purchasing & Design**

44 Hersha Drive Harrisburg, PA 17102 USA **Customer Service:** (412) 389 6450 **Sales**

**Assistance:** (412) 389 6450 **Website:** <http://www.hpdlp.com> **Email:**

[vince.coppola@hersha.com](mailto:vince.coppola@hersha.com) Read more... At Hersha Purchasing & Design, we provide value based design and procurement services to all phases of the hospitality industry. We purchase directly from manufacturers on behalf of our clients, keeping costs low and eliminating time consuming negotiations. Design fees can be waived if the FF&E purchasing is done through Hersha Purchasing & Design. Hersha Purchasing & Design can provide a complete range of architectural, design, and purchasing services allowing us to offer complete turnkey hotel development and renovation.

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## Hospitality Designs

11720 Horseshoe Way Richmond, BC V7A 4V5 Canada **Customer Service:** (877) 468 3588

**Sales Assistance:** (877) 468 3588 7:30am 4:00pm PST **Website:**

<http://www.hospitalitydesigns.com> **Email:** info@hospitalitydesigns.com Read more...

Hospitality Designs offers a full hotel interior service experience to hotel owners and designers through in house procurement, interior design and durable case good manufacturing. Founded in 1993, Hospitality Designs' reputation of providing long lasting, wood hotel furniture has given its status of qualified vendor by many leading international hotel chains. Hospitality Designs offers the full range of custom case good collections including headboards, nightstands, desks, media consoles, dressers, tables, luggage benches and vanity bases. We stand by our long lasting all wood hotel furniture by providing clients with a 5 year warranty; going above and beyond industry standards. Whether you solely require case goods customized to any size, shape and finish or are in need of the full FF&E package, we work with you to support the design through to the hotel opening.

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## Hospitality Furnishings & Design

146 Chestnut Street Zelienople, PA 16063 USA **Customer Service:** (877) 452 2117 **Sales**

**Assistance:** (724) 452 2114 Ext. 2211 8am 5pm EST M F **Website:**

<http://www.HFDcorp.com> **Email:** info@HFDCorp.com Read more... \*\*Hospitality Furnishings & Design, Inc \*\*is an award winning interior design and procurement company focused on the hospitality industry. HFD is a leading FF&E firm, delivering custom hotel experiences that are in line with brand standards and budgets. We value commitment and promise to protect you, your brand, and your project. Founded in 2001 by a hotel operator, this ownership legacy has molded the company into a **customer first organization**. Our entire team is trained to *think like an owner and act as an ally and partner* on every project. HFD's **25+ accredited interior designers** deliver innovative solutions for branded and luxury hospitality clients. *Our goal is to deliver your project on time and on budget*. Our company's proprietary project management platform features real time connectivity with manufacturers and logistics companies to provide project updates through the web and a mobile app. HFD leverages this platform as the \*\*only true single source FF &E provider \*\*in the industry.

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## Hospitality Plus

8200 S. Quebec St. Ste A3519 Centennial, CO 80112 USA **Customer Service:** (949) 276

**5300 Sales Assistance:** (949) 276 5300 8am 5pm PST M F **Website:**

<http://www.hospitalityplus.biz> **Email:** albert@hospitalityplus.biz Read more... Hospitality Plus, Inc. was formed to provide the Lodging and Hospitality Industry with a "single source" for guest room and common area furniture, fixtures and equipment without the

expense of designer and purchasing firm fees. We offer design service and installation of all products. Hospitality Plus brings over 50 years of industry experience to our customers. Contact us today and ask about our customized financing programs!

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### **Hotel Design Services**

400 H Corporate Court South Plainfield, NJ 07080 USA **Customer Service:** (908) 222 9383

**Sales Assistance:** (908) 222 9383 Ext. 100 8:30am 5pm EST M F **Website:**

<http://www.hoteldesignservices.com> **Email:** amishi@hdesignservices.com Read more...

HDS is a full service FF&E Design and Procurement company specializing in the Hospitality Industry. Our experience with a wide range of hotels allows us leverage to obtain top quality sourcing, selection, design, purchasing and management of all FF&E needs.

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### **Innvision**

504 Carver Road Griffin, GA 30224 USA **Customer Service:** (888) 465 0111 Ext. 3 **Sales Assistance:** (888) 465 0111 Ext. 3 8am–6pm EST M F **Website:** <http://www.innvision.net> **Email:** sales@innvision.net Read more... Innvision is a unique, single source provider of design driven furniture, fixture, equipment, linen, and interior design solutions to hotel owners and operators. Its team of hospitality professionals prides itself on its unparalleled level of customer service, ensuring that each project is completed on time and on budget. Innvision is committed to delivering the highest quality of products, project management and communication throughout its relationship with each customer. The company offers hoteliers the full benefit of its strong purchasing power, and its team of professionals possesses a long history of industry experience and reliability in new construction, renovation, and conversion projects. Innvision's ultimate goal is to help Choice licensees make their properties more competitive, reduce procurement risks, and better serve their hotel guests.

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### **NewGround**

15450 S. Outer Forty Rd Chesterfield, MO 63017 USA **Sales Assistance:** (919) 524 6380 8 am 6pm EST M F **Website:** <http://www.newground.com> **Email:** rchoplin@newground.com Read more... NewGround is the industry leader in creating Branded Spaces across North America. Over our 100 year history, we have completed over 15,000 projects spanning multiple industries. We offer a completely in house team of dedicated professionals specializing in architecture, construction management, interior design, and procurement services.

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### Pacific Lodging Supply

840 S Wanamaker Ave Ontario, CA 91761 USA **Customer Service:** (800) 537 7915 **Sales Assistance:** (800) 537 7915 7am 5pm PST M F **Website:** <http://www.pactex.com> **Email:** sales@pactex.com Read more... Since 1987, Pacific Lodging Supply has been a specialized distributor focused on the hospitality, healthcare, and public facility sectors. We offer a wide range of products such as hotel textiles, guestroom amenities, electronics, appliances, food service, and more. We deal with over 15,000 products and are constantly implementing eco friendly operations by minimizing water and electricity usage while utilizing recycled and biodegradable packaging materials. At Pacific Lodging Supply, it is our mission to set the standard in innovation, superb customer service and to provide the best quality products at the lowest prices, and above all, on time delivery. Each order is confirmed with the best pricing, term, and delivery date before shipment so you can order with confidence. Get to know us and we promise we will deliver!

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### Pinnacle South

114 West Solomon Street Griffin, GA 30223 USA **Customer Service:** (800) 781 9010 **Sales Assistance:** (800) 781 9010 8am 5 pm EST M F **Website:** <http://www.pinnaclesouth.net> **Email:** sharrell@pinnaclesouth.net Read more... Pinnacle South provides a full and flexible menu of FF&E services – design, procurement, and installation – from which you can select what is right for your specific project. We are a convenient and accountable “single source” for all FF&E needs because we plan and manage the entire process from start to finish with an in house staff, no sub contractors and no temporary staff. The benefits to owners: major savings of time and money, plus more options and more control. Our team includes some of the top talent in the hospitality industry:

- interior designers who create a hotel that is inviting and rewarding
- product buyers who negotiate the best price, quality and durability based on our long term relationships with major manufacturers
- project managers who make sure that the proper products arrive at the proper site at the proper time in proper condition
- installers with special training and certification who ensure that products such as draperies, carpeting, wallpaper, and electronics are installed properly according to manufacturer specifications so warranties remain in effect Yes, our team is very good at “what” we do. But we are truly exceptional in “how” we do it. We understand that projects are not about us – they are about what is valuable to the owner. That’s why the most important thing we deliver on every job is service. Quite simply, we are never satisfied until you are. Our experience includes all brands, all sizes of properties, and all style of hotels. We are a preferred vendor for Choice as well as other leading hotel brands such as Hilton, IHG, and Marriott because we do

business in a preferred way. In a way that's unmatched by any other FF&E company. Founded in 2003 by hospitality veterans Tommy Howle and Jason Allen, Pinnacle South today has offices in Franklin, Tennessee and Griffin, Georgia. We are ready to bring our people and our services together to create a beautiful hotel for you and with you.

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### Serta

2600 Forbs Avenue Hoffman Estates, IL 60192 USA **Customer Service:** (877) 737 8245

**Sales Assistance:** (920) 268 3873 8am 5pm CST M F **Website:**

<http://www.sertahospitality.com> **Email:** bmork@sertasimmons.com Read more... Furnish your properties with a top selling Hospitality mattress from Serta. Your guests will thank you! We understand how important it is to provide your guests with the best sleep experience possible – it's a big part of overall guest satisfaction. To do this, you need mattresses that offer superior comfort and support so they wake up feeling rested and refreshed. Serta has been supplying mattresses to the hotel industry for over 25 years. In fact, we are the number one hotel mattress supplier in the United States. We achieved this distinction by supplying a superior product, greater options, and the best overall hospitality program in conjunction with the best dedicated sales and support team in the business. Partner with the number one selling mattress supplier to the Hospitality industry. Contact your local sales representative to determine the right product for your property. Serta offers a complete line up of products to meet the needs of all hotel brands. Use the Serta Representative Locator at [www.sertahospitality.com](http://www.sertahospitality.com) or call (877) 737 8245 to speak to a knowledgeable sales representative in your area.

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### Simmons Bedding Company

1 Concourse Parkway, Suite 800 Atlanta, GA 30328 USA **Customer Service:** (770) 821

**0441 Sales Assistance:** (920) 268 3873 8:30am 5:30pm EST M Th; 8:30am 3pm F

**Website:** <http://www.simmonshospitality.com> **Email:** bmork@sertasimmons.com Read more... **The Beautyrest® Advantage** In 1925, we created the Simmons Beautyrest® and it certainly was revolutionary for its time. But it's how we've innovated that Beautyrest Pocketed Coil® product to deliver not only an exceptional guest sleep experience, but also amazing durability that makes our products truly special. Each coil works independently, contouring to the curve of the body and preventing motion from being transferred from one side of the bed to the other. The design is the reason why the bed is comfortable, performs and lasts a long time. **Why Simmons?** We believe hospitality is an extension of our brand. We understand and support the needs of all segments of the market from luxury to economy, with innovative bedding solutions designed to deliver a lower total cost of ownership and exceptional guest sleep experience. We listen to the needs of hospitality clients and guest and innovate around both. Our focus? Ensuring our beds stay in hotels

longer and deliver reliable, durable performance from the first day in a hotel room to its last.

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### **SouthEast Hospitality**

311 England Place Spartanburg, SC 29303 USA **Customer Service:** (800) 477 1247 **Sales Assistance:** (800) 477 1247 8.30am 5.00 pm EST M F **Website:** <http://www.southeasthospitality.net> **Email:** mervyn@southeasthospitality.net Read more... SouthEast Hospitality offers complete design and purchasing services for FF&E. We have partnered with all the major manufacturers to offer quality products that are specifically tailored for each Brand.

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### **Total Hotel Concept**

4725 University Drive Huntsville, AL 35816 USA **Customer Service:** (256) 653 6969 **Sales Assistance:** (256) 603 0861 8am 5pm CST 7 days **Website:** <http://www.thcllc.net> **Email:** vijay@thcllc.net Read more... Total Hotel Concept, LLC was founded in 2005, however, the founders have been part of the American lodging Industry since the 1970s. As developers and owners of major hotel brands in the Southeast United States, the THC founders have a special talent for understanding the individual FF&E needs of hoteliers. Over the last 10 years, the founders have traveled the world to secure key relationships with hotel furniture and equipment manufacturers and have proven those relationships by establishing direct hotel furniture contracts for their own portfolio and properties. Through this proven personal knowledge and understanding, THC was formed to help support other hoteliers that need quality furniture and equipment goods while eliminating high overhead costs. THC expertise was recently recognized by being awarded preferred vendor status with Choice Hotels International.

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### **US Hospitality Group**

3479 Lawrenceville Suwanee Rd Suwanee, GA 30024 USA **Customer Service:** (678) 714 3930 **Sales Assistance:** (678) 714 3930 9am 5pm EST M F **Website:** <http://www.ushospitalitygroup.com> **Email:** info@ushospitalitygroup.com Read more... US Hospitality Group provides full service FF&E Procurement, Purchasing and Interior Design. We are experts at budgeting PIPs and managing the phases of a hotel renovation. Our team sources products that will stand the test of time and meet not only your budget, but the necessary lead times. We understand the needs and concerns of a hotel owner and approach our projects with an operator's point of view. Whether you are building a new hotel or renovating an existing one, we will save you time and money!

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## Valiant Products

2727 West 5th Avenue Denver, CO 80204 USA **Customer Service:** (800) 347 2727 Ext. 375  
**Sales Assistance:** (800) 347 2727 Ext. 375 8am 5pm MST M F **Website:**

<https://www.valiantproducts.com/> **Email:** mwooten@valiantproducts.com Read more...

When it comes to hotel furnishings and design, Valiant stands alone. For almost 60 years, we have been the hospitality industry's premier provider of everything from furniture to draperies, bed and bath linens, floor coverings, lamps, artwork, appliances and more. By combining in house manufacturing, award winning interior design, superior levels of quality control, value and reliability, Valiant offers resources unmatched in the business. Whether you are building a new property, renovating, or just need to replace a few items. The Choice brand specialists from Valiant will find a solution that will meet your budget and your time frame. Rely on the experienced Valiant team to manage your next project.

- Product Manufacturing & Procurement
- Project Management
- Freight & Logistics
- Interior Design and Choice approved room packages
- Installation
- Lease & Finance Programs We hope to have the opportunity to serve you in the future & don't forget visit our Online Catalog.
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## Rules & Regulations Pertaining to This Product

### 520.00 Guest Suite Types & Furnishing

Read more...

1. King Room (or one bedded room) Accessible King Room (or one bedded Accessible suite/room)
2. Mattress, boxspring and bed base per *Choice Hotels International* specifications.
3. Mattress, boxspring and bed base
4. Casegoods
5. One (1) Wall mounted headboard with side panels; may be with or without integrated lighting depending on pre approval.
6. Two (2) nightstands
7. Desk
8. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.

9. Approved stand alone microfridge cabinet if built in or millwork niche is not provided.
10. One (1) cocktail table with nested ottoman; or one (1) cocktail table is acceptable based on previous package installation .See below for sofa ottoman option.
11. End table at sofa and space availability.
12. Media panel for wall hung television
13. Softgoods
14. A full size sleeper sofa or sectional sofa with full size sleeper is required.
15. Two (2) Cocktail ottomans at sectional if casegood above are not provided
16. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
17. Ergonomic chair at desk
18. Fixtures
19. Two (2) headboard sconces
20. One (1) desk lamp
21. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixture in entry area.
22. Floor lamp and wall sconce at sectional sofa or table lamp on side table if sofa sleeper and lounge chair exist.
23. Ceiling light over living area if floor lamp and wall sconce are omitted.
24. Other wall mounted fixture in lieu of lamps with pre approval.
25. Approved alarm clock with battery backup. See R&Rs 150.2 Guest Room Amenities & Supplies for specified information on the alarm/clock radio.
26. Television with remote control
27. Television cloning unit to program television
28. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Room Amenities & Supplies for details.
29. Approved full length framed mirror at entry
30. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two smaller approved pieces stacked above luggage bench per pre approved package requirements.
31. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
32. Double Queen Room (rooms with 2 beds) Accessible Double Queen Room (accessible rooms with 2 beds)
33. Mattress/Boxspring/Bed Base
34. Mattress, boxspring and bed base per Choice Hotels International specifications.
35. Casegoods
36. Two (2) Wall mounted headboards with (1) center panel; may be with or without integrated lighting depending on PIP evaluation.
37. One (1) nightstand

38. Television chest with two (2) drawers and microfridge combination or media panel used in combination with under desk cubby.
  39. Writing desk
  40. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
  41. One (1) cocktail table with nested ottoman; or one (1) cocktail table based on installation of previously approved package.
  42. Microwave and refrigerator must be housed in an approved stand alone microfridge cabinet, built in niche, or millwork cabinet.
  43. End table at sofa if space is available.
  44. Softgoods/Seating
    - 45. A full sized sleeper sofa or sectional is required.
    - 46. Two (2) sofa ottomans at sofa or sectional or c
    - 47. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
  48. Ergonomic chair at desk.
  49. Fixtures
    - 50. Two (2) headboard sconces with reading lights.
    - 51. One (1) lamp at desk.
    - 52. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixtures in entry area.
    - 53. Other wall mounted fixtures in lieu of lamps with pre approval.
    - 54. Floor lamp and wall sconce at sectional or table lamp on side table if sofa and lounge chair exists. Ceiling light over living area if floor lamp and wall sconce are omitted.
    - 55. Alarm clock with battery backup. See R&Rs 150.2 Guest Amenities & Supplies for specified information on the alarm/clock radio.
    - 56. Television with remote control with batteries
    - 57. Television cloning unit to program television
    - 58. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Amenities & Supplies for details.
    - 59. Approved full length framed mirror at entry
    - 60. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two (2) pieces stacked above luggage bench per pre approved design package.
    - 61. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). Also see 520.02 Guest Suite/Room Fixtures, Furnishings & Equipment for detailed specifications. See R&Rs Architecture & Engineering, 420.00 Room Mix/Types for architectural specifications.
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## **520.01 Bedding Standards**

Read more... The Comfort bedding program is required for all Comfort Suites hotels. In addition to the Rules and Regulations stated below, please review the *Comfort Bedding Program Information on the Comfort Suites brand page for additional details on the standards and how to properly arrange the bed.*

1. *Bedding*
2. *Bed Sizing Standards*
  3. Double 54" x 80"
  4. Queen 60" x 80"
  5. King 76" x 80"
6. *Bed Base Construction*
  7. Finished base is 8 " high
  8. Industrial fiberboard panels with three (3) cross braces and extra center rail
  9. Steel finish with dark "wood grain" look
10. *Mattress*
  11. All Comfort Hotels are required to install and use a Choice Hotels International approved mattress by Serta or Simmons.
  12. Mattress protectors are acceptable in addition to the required mattress pad. If a mattress protector is present, it must be placed directly on the mattress under the approved mattress pad.
13. *Boxspring Criteria*
  14. All Comfort Hotels are required to install and use a Choice Hotels International approved box spring by Serta or Simmons.
  15. Box spring protectors are acceptable. They must be placed directly on the box springs below all other bedding elements.
16. *Mattress Pad*
  17. Required for all beds, not including rollaway beds and sleep sofas.
  18. One of the following tagged products must be exclusively used on all beds.
    19. 24 oz. per square yard mattress topper by Keeco
    20. 24 oz. per square yard Microfiber mattress topper by Hospitality products, fitted
    21. 24 oz. per square yard Pillow Topper Mattress Pad, fitted and anchor band, by Pacific Coast Feather/Restful Nights no longer available for purchase
    22. 24 oz. per square yard Super Topper, fitted and anchor band, by Guest Supply
    23. 24 oz. per square yard Fitted Mattress Topper, fitted and anchor band, by Startex, fitted and anchor band no longer available for purchase
    24. 24 oz. per square yard Registry Pillow Topper, fitted and anchor band, by American Hotel Register
  25. *Pillows*
    26. The following approved soft and firm, tagged pillows are exclusively required on all beds:
      27. Luminesse Soft by Keeco (Green CHI tag)

28. Luminesse Firm by Keeco (Blue CHI tag)
29. Microfil® Soft by Pacific Coast Feather (Green CHI tag)
30. Microfil® Firm by Pacific Coast Feather (Blue CHI tag)
31. Pillow protectors are acceptable when placed directly on pillows.
32. Number of pillows: (See #12 below for arrangement details).
33. King Bed
34. Option 1: When king pillows are used (Firm only blue tag), two king sized firm pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
35. Option 2: When standard size pillows are used, three firm (blue tag) pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
36. Double/Queen bed: Two standards size firm (blue tag) pillows PLUS two standard size soft (green tag) pillows on each bed.
37. Twin bed (when approved): One standard size firm (blue tag) pillow PLUS one standard size soft (green tag) pillow on each bed.
38. *Blanket*
39. One of the following filled blankets is required on all beds.
40. Keeco brand *TrueClean* Down (as of 2/12/2024, this option is no longer available for purchase but remains acceptable for prior purchases until further notice.)
41. Keeco brand *Assure*
42. Keeco brand *TrueLoft*
43. Ultra Essence ™ by Pacific Coast Feather
44. Duralux ™ by Pacific Coast Feather
45. Hospitality Down with Hyperclean ® Down fill by Pacific Coast Feather
46. Additional blankets are to be provided in the guest room or in storage and must be available to the guest upon request.
47. *Bed Sheet and Pillow Cases* \_ All sheets installed at the hotel must be from the Choice approved Eclipse Collection. Refer to the Eclipse Collection hot topic for details on this program.
48. *Decorative Top sheet Cover:*
49. One approved decorative top sheet is required on all beds.
50. *Bed Skirt/Wrap*
51. An approved, appropriate bed skirt is required on all beds, not including rollaway beds and sleep sofas. (Long bed skirts on beds with bed frames. Short bed skirts on beds with bed bases.) Bed skirts/wraps in the same room must match.
52. *Bed Scarf (prohibited as of 1/1/2024)*
53. As of 1/1/2024, all bed scarves are prohibited on all beds.
54. *Bedding Arrangement* \_ Only Comfort approved bedding is acceptable and must be arranged as follows:
55. Bed skirts/wraps are present on all beds with bed bases and bed frames (not required on beds with approved wooden purpose built platform beds that match the casegoods).

56. Flat sheet, blanket, and decorative top sheet are folded down together from the top of the bed with the bottom fold of the sheet covering (encasing) all layers. Top edge of the fold is no further than 4" below pillows.
57. Decorative top sheet, blanket and flat sheet are tucked in on all sides.
58. Pillow case ends are tucked envelope style; pillows standing touching in two centered rows flat against head board with correct number as outlined below. Placement: firm pillows in the back row; soft pillows in the front row.
59. As of 1/1/2024, bed scarves are prohibited.
60. Pillow arrangement and number requirements: In addition to the details noted above, there are certain details regarding pillow number and placement that are required.
  61. King beds Standard size approved, tagged pillows placed in two rows: three approved firm pillows placed in the back row centered on the bed and standing touching flat against the headboard PLUS two or three approved soft pillows placed centered, flat against the back row of pillows, standing touching in the front row. Approved king sized firm pillows are acceptable as follows: If used, two must be used to substitute for the three firm pillows in the back row. King size pillows are only acceptable on King beds.
  62. Queen/Double beds Four standard size approved pillows placed in two rows: Two approved firm pillows placed in the back row, centered on the bed standing touching flat against the headboard. Two approved soft pillows placed standing touching directly in front. King sized pillows are not acceptable on Queen or Double beds.
  63. Twin beds Two standard size pillows placed in two rows. One approved firm pillow placed centered on the bed, standing flat against the headboard; one approved soft pillow placed directly in front. King size pillows are not acceptable on Twin beds.
  64. Non approved decorative items are not permitted and include, but are not limited to, lumbar pillows, shams or unapproved throws.
  65. Mattress and/or box spring protectors are permitted when placed directly on the mattress or box spring. Pillow protectors are also permitted when placed directly on pillows.
  66. Purchasing - For all bedding items except linens and mattress pads, the products and vendors are listed in the bedding guide located on the Comfort Bedding Program section on the brand programs page located on the Comfort Suites brand page. Franchisees may not purchase mattress pads, pillows, blankets, or fabricated items from vendors outside the list. See R&Rs Rules of Operation, 150.2 Guest Suite/Room Amenities & Supplies for required quantities of bedding items.

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/?Cat=120.0&SectionID=2775>

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## Comfort Suites Rules & Regulations by Categories

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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

**URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=10800>

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## Architecture & Engineering

### 430.3 Back of House Circulation

#### 430.30 Stairwells

1. *Design Characteristics*
  2. Compliance with all governing codes is mandatory
  3. Stairs are located directly off of the Guest Suite/Room Corridors with exits on grade.
  4. Building stairs are not to be tied into parking garage or multi use stairs. If situation exists, provide electronic card reader for security.
  5. If entry door at corridor is omitted, provide electronic card reader at stair door.
  6. Handrail finish to comply with approved Décor package requirements.
  7. *Atmosphere*
  8. Lighting
  9. Ceiling or wall mounted light fixtures.
  10. STC Rating
  11. Minimum rating of 51 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  12. *Systems*
  13. HVAC
  14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.30 Stairwells for interior design specifications. Top
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#### Choice Hotels | Comfort Suites - Rules & Regulations

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=7700>

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## Architecture & Engineering

### 410.1 Welcome

#### 410.10 Vestibule

A vestibule is required at the main entrance of the Comfort Suites.

1. *Design Characteristics*
2. Minimum of 80 SF.
3. Fully or semi glazed.

4. Automatic sliding doors, unless prohibited by existing conditions.
  5. Drywall ceiling: height to be minimum of 8' 0" AFF.
  6. Card reader required at any time the front desk is not in operation.
  7. *Atmosphere*
  8. Lighting
  9. Recessed down light fixture. Alternate lighting in existing properties is subject to *Choice Hotels International* review and approval.
  10. *Systems*
  11. HVAC
  12. Design as part of the central air conditioning system; PTAC unit is not permitted. See R&Rs Interior Design, 510.10 Vestibule for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=110.0&SectionID=1750>

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## Rules of Operation

### 110.0 Guest Facilities

#### 110.8 Comfort Marketplace

All Comfort Suites must offer a Comfort Marketplace with an approved Marketplace sign. Guests must be able to access the Marketplace items directly via a dedicated alcove space OR the lobby implementation method described below. Approved snack cabinets cannot be behind the front desk. The minimum Marketplace items must be available for guest purchase 24 hours per day, seven days per week. The standards listed in this section are the **operational** requirements for the Comfort Suites Marketplace. Refer to the Marketplace website for product specifications and how to order as needed.

1. Approved display methods; must choose Option 1 or Option 2 below:
2. Dedicated Alcove Method – defined as dedicated alcove type space with built in cabinetry/shelving (millwork), located adjacent to the lobby and purpose built for a marketplace type retail operation.
3. Approved Snack Cabinet with shelf management system is permitted as an option for the cabinetry if built in cabinetry is not available.
4. Slat wall, wire pegs and/or wire rack display systems are prohibited.
5. Lobby Free Standing Method with brand approved Snack Cabinet(s). The brand approved cabinet(s) must be located in the lobby area, not behind the front desk.
6. A refrigerator and freezer are required

7.
  1. If present in the lobby or public space where guests access these items, the unit(s) must be commercial grade with a glass front door and interior lighting.
  8. If limited space is available for the lobby implementation method, refrigerated and frozen items may be stored in a back of house area and those units do not have to have the specifications noted in item "a" above.
  9. Additional Rules of Operation
  10. Brand approved "Marketplace" signage must be present at the entrance to the Marketplace (alcove method) or on one of the brand approved snack cabinets (Lobby Method).
  11. Pricing Template(s)
  12. Prices are to be displayed on the approved Pricing Template(s), printed in color, and presented in an appropriately sized frame (wall mounted or free standing).
  13. Prices are to be listed as "tax inclusive".
  14. It is the franchisee's responsibility to remit any and all sales taxes collected on the Marketplace revenue as required by law.
  15. Other computer generated, handwritten labels, unapproved signs or promotional material is not permitted in conjunction with any of the Marketplace components or presentations.
  16. Individual price labels and/or the use of a "pricing gun" are not permitted to indicate the price on the products for sale, unless required by law.
  17. Guests must be allowed to pay cash, credit card, or charge Marketplace purchases to their guest hotel folio (subject to valid method of payment).
  18. All purchases, payments and transactions must be posted and recorded using choiceADVANTAGE.
  19. Vending machines near the lobby do not meet the standard for a Marketplace.
  20. The sale of souvenirs, crafts, memorabilia, other non approved Marketplace program items or offensive material is prohibited.
  21. General Product Standards:
  22. Minimum food, snack and beverage items offered for sale must be from nationally recognized brands. Wholesale club brands, store brands and/or generic brands do not meet the "national brand" requirement.
  23. All items must be individually wrapped and packaged for retail sale in the original, professional packaging from the manufacturer. This includes ingredients and nutritional information.
  24. Products that have reached the manufacturer's printed expiration date cannot be sold in the Marketplace.
  25. Damaged, opened, used or otherwise comprised product may not be sold in the Marketplace.
  26. Minimum Product Offerings As noted above for the Lobby Implementation Method, refrigerated and freezer products may be stored in a back of house area; however all products offered for sale must be listed on the approved template and available for

purchase at the front desk. Items provided for one category cannot “count” as a product in another category. For example, Tylenol cannot be counted as a pain reliever and a cold medicine product.

27. Sweet Stuff (Sweet/Candy Items) including chocolate bars, mints, hard candies, gummy candies and chewing gum AND non candy sweet items, such as cookies, granola bars, and other sweet treats.
28. A minimum of four (4) different candy branded product selections required and a minimum of four (4) different non candy items. A total of eight (8) different items must be available in this category.
29. Snack Attack (Snack Items) Salty and savory items, such as potato chips, pretzels, Doritos®, Cheez itz®, Goldfish®, popcorn, bagel chips, and trail mix.
30. A minimum of four (4) different branded product selections are required.
31. Must Haves (Health/Pharmacy Items) Items to include a minimum of one (1) brand selection from the following list of items, are required.
  32. One (1) pain reliever
  33. One (1) cold and/or flu medication
  34. One (1) antacid reliever
  35. One (1) eye drop product (must be at least 3 ounces)
  36. One (1) contact lens cleansing solution (must be at least 3 ounces)
  37. One (1) hair spray (must be at least 3 ounces)
  38. Cool Down (Cold Beverages) An assortment of cold carbonated beverages, juices, specialty drinks and bottled water.
  39. Minimum 16 ounce bottle size
  40. Carbonated and/or sparkling water and carbonated energy drinks do not meet the carbonated beverages requirement.
  41. Minimum of four (4) soda varieties (carbonated beverages) is required, one (1) of which must be a diet soda selection.
  42. Minimum of two (2) specialty drink varieties are required. (Examples of the specialty drink category include sports drinks, iced teas, energy drinks, coffee drinks, root beer, etc.).
  43. Minimum of 8 ounces bottle size
  44. Minimum of two (2) juice varieties is required, one (1) of which must be 100% orange juice.
  45. Minimum 8 ounce bottle size
  46. Optional: Alcoholic beverages (beer and wine only) are allowed to be sold in addition to the minimum requirements listed, if permitted by law. It is the franchisee's responsibility to meet all local, state and federal laws pertaining to the sale of alcoholic beverages, as well obtain any and all permits and/or licenses required.
  47. Ice Box (Frozen Items) A selection of frozen meals and ice cream treats.
  48. Products requiring actual cooking, other than the use of a conventional microwave oven, are not permitted.
  49. Frozen meals – a minimum of two (2) different branded product selections required

50. Ice cream – a minimum of two (2) different branded product selections required.  
Individual serving size (carton, tub or box). Top
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### Choice Hotels | Comfort Suites - Bulk Amenities

#### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bulkamenities/index.asp?v=cb>

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- Brand Programs
- Deadlines

### Bulk Amenity Dispenser Solutions Are Available – Required as of January 1, 2025

#### *Introducing the Smart Care Bulk Amenity Solution!*

Bulk amenity dispensers are available for shampoo, conditioner and lotion based on your brand's standards. The amenity dispenser solution is currently optional and complements existing amenity packages for the following brands: Comfort, Quality, Sleep Inn, Clarion, Econo Lodge, Rodeway Inn, MainStay Suites and Park Inn. Please note that as of January 1, 2025, the bulk amenity dispensers will be required. The Smart Care amenity dispensers are designed to be efficient for both the hotel and for guests!

- No moving pieces to clean or corrode; guests simply “squeeze” the sides of the amenity bottles to dispense the product.
- Easy to install using brackets with included 3M adhesive strips.
- Theft and tamper resistant, non refillable sealed bottles lock to bracket using special “key”; bottles take only seconds to change!
- Bottles are 12oz. and have a clear “window” on each side of the bottle so that housekeepers can easily see when bottle replacement is necessary. The Smart Care Amenity solution has been well tested and is tried and true! Similar products are in thousands of hotel rooms across the world. **The Smart Care Amenity Solution is Great for the Environment!**
- Each Smart Care amenity bottle replaces approximately 20-25 individual items per month and produces approximately 85% less plastic and liquid waste as no partially empty bottles are thrown away.
- Smart Care bottles and caps are made of 100% recyclable materials. **Determining What Your Hotel Needs to Implement Bulk Amenities**
- Confirm the brand standards for your property specifically for shampoo, conditioner, and lotion. This will determine which brackets are needed for each room\*\*\*\*.
- Brands requiring shampoo and conditioner need a double bracket for each tub/shower\*\*\*\*.
- Brands requiring shampoo only need a single bracket for each tub/shower\*\*\*\*.

- Brands requiring lotion will need a single bracket for each vanity area\* \*\*\*\*
- Lotion can only be located in proximity to the vanity\*\*\*\*.
- It's recommended that 1½ bottles of each amenity per room are initially ordered to get started.
- For example, an 80 room hotel should initially order 120 bottles of each amenity.\*\*\*\*
- Click here (8 Page PDF) for pictures of the bulk amenity options for each brand.
- *Until 1/1/2025, hotels can still use a personal sized bottle/tube of lotion if preferred. See FAQs for further information.\*\*\*\**

[Expand All](#) [Collapse All](#)

## How To Order?

The Smart Care amenity bottles and brackets are available from the following approved vendors:

- Champion Supply
- Consolidated Hospitality Supplies
- DFW Motel Supply
- Guest Supply
- HD Supply
- Pacific Lodging Supply A full list of stock numbers/SKUs, by vendor can be found here (1 Page PDF) to assist in the placement of orders.

## How To Install?

Each Smart Care amenity bottle is secured in a single or double bracket that is easily mounted in the tub/shower for shampoo and conditioner and at the vanity for lotion, depending on your brand standards. Check out the video that introduces the Smart Care Amenity Solution, bracket mounting, bottle insertion and bottle changing: Printable instructions for bracket positioning, mounting, bottle insertion, bottle changing, and cleaning can be found below:

- Bracket Positioning/Location
- Double Bracket Mounting Instructions
- Single Bracket Mounting Instructions
- Bottle Insertion, Changing and Cleaning Instructions

## Frequently Asked Questions

**Q: Are the bulk amenity dispensers required?** A: In conjunction with the refreshed "Room to Be Green" brand standards, approved bulk amenity dispensers will be a requirement as of January 1, 2025. Until then it is acceptable to have approved individual bottles or bulk dispensers. **Q: What amenities are available?** A: Depending on your brand standards and existing demand, shampoo, conditioner, and lotion are available in bulk options. The brand standards for soap bars remain unchanged. Body wash/gel is not an

option at this time. **Q: If I'm using the bulk amenity dispensers, do I still need to have the amenity presentation tray on the vanity?** A: If the hotel is providing bulk amenity dispensers in the shampoo/tub area, the amenity presentation tray is optional and is no longer required. **Q: If I implement the bulk amenity dispensers at my hotel, can I mix and match with the existing personal sized amenities?** A: When implementing the bulk amenity dispensers, the offering(s) based on brand standards in the shower/tub needs to be bulk. Until 1/1/2025, hotels can continue to offer lotion in the personal sized approved amenity bottle if applicable to brand standard. Hotels can mix and match bulk and personal sized bottles throughout the property as long as the bulk OR personal sized bottles are consistent within each room. **Q: Are the amenity formulas all the same as the existing personal sized bottles?** A: The Comfort brand's RAIO, the Sleep Inn brand's Zenses, the Quality brand's products and MainStay brand's Vitalement formulas are the same as the individual plastic bottles. All other brands will be using the Vitalement brand at this point when implementing the bulk amenity option at your hotel. The Vitalement products are very similar to the existing products which all other brands are using. Further changes may be made as inventories allow. **Q: What configuration of brackets are available?** A: For hotels that require or offer shampoo and conditioner in the bathtub/shower, a double bracket is available. For hotels that are required or offer only shampoo in the bathtub/shower, a single bracket is available. **Lotion is always to be mounted in proximity to the bath vanity using the single bracket.** **Q: Should I order extra brackets?** A: It is recommended that you order one (1) additional set (brackets needed for one (1) full room) per 25 rooms to have on hand in case of damage. Additional brackets will always be available for purchase. **Q: How can we tell when the amenity cartridges are getting low on product and need to be replaced?** A: There is a viewing window located on each side of the cartridge. When there is approximately  $\frac{1}{2}$ " of product left in the cartridge, there are approximately two (2) uses of product remaining that are approximately a quarter in size. Replacing the cartridge should be considered at that time based on the anticipated occupancy level of the guest room. **Q: Is the Clarion Pointe brand part of this initiative?** A: No. Clarion Point branded hotels are required to continue with the Earth Tempo bulk amenities. Top

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#### OTA Partnerships At-A-Glance

##### URL:

<https://apps.choicecentral.com/ccweb/content/resources/ecommerce/thirdparty/AutoEWholeGlance.html>

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Printable Version

#### OTA Partnerships At A Glance

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Choice Hotels leverages its brand size, scale and distribution to create the most competitive partnerships in the industry with major Online Travel Agency (OTA) websites. The key benefits Choice hotels receive as a result of Choice's automated OTA rate programs with websites like Expedia, Hotels.com, Priceline, Booking.com, and Agoda include:

- **Reduced Costs**  
Participating Choice hotels pay **no** reservation transaction costs, **no** commissions, and **no** frequency or airline points, creating an immediate savings.
- **Automated Payment\*\*\*\***  
Direct bill costs and hassles have been eliminated. A single use credit card enables hotels to receive immediate payment upon guest departure.
- **Priority Sell Placement**  
Choice hotels receive priority sell placement on partnering OTA websites.
- **Full Automation**  
Managing multiple Extranets and the associated costs have been eliminated. Rate and availability management has been simplified through Choice's property management systems. OTA websites are connected directly to the Choice Central Reservation System (CRS) for automated rates and inventory.
- **Controlled Discount**  
Deep discounts have been eliminated, further improving hotel profits. Program discounts start at 15% off BAR.
- **Improved Operations**  
The need for individual hotel contracts and allotments has been eliminated. Hotels participate when and how they choose by simply managing the OTA rate plans in the property management systems.
- **Special Services**  
Choice provides special help desk services and training for hotels that require assistance participating in Choice's OTA rate programs. Choice approved Online Travel Agencies (OTAs) include the following websites and their subsidiaries:
  - Expedia
  - Hotels.com
  - Travelocity
  - Orbitz
  - Hotwire
  - Priceline
  - Booking.com
  - Agoda
- Getaroom.com Contact Franchisee Care toll free at (800) 528 3118 or click [here](#) to submit a form detailing your concern to be addressed.

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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=1900#1>

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## Rules of Operation

### 120.0 Hotel Services

#### 120.2 Telephone Services

Telephone service to guest suites/rooms must be available for incoming and outgoing calls 24 hours daily.

1. Local Telephone Calls No Comfort Suites property shall levy any charge to guests for making local calls. This includes any daily access charge, per call charge or per time unit charge.
2. *Long Distance Guests must be able to access long distance via direct dial*
3. Access Charge
4. No Comfort Suites property shall levy any access charge for making long distance calls, whether direct dialed, operator assisted or toll free.
5. Telephone Carriers
6. Address consumer comments to: FCC Enforcement Division, Wireline Competition Bureau, 445 12th St. SW, Washington, DC20554.
7. *Switchboard*
8. Provide a hospitality based system that functions as a state of the art telephone, with voice mail and FCC compatible hearing impaired capabilities.
9. *Guest Room Telephones* Each guest room must have at least one (1) telephone with direct dial capabilities, through local telephone service. In addition, the telephone system must meet or exceed the following specifications:
  10. Must be equipped with a message waiting light or message alert. See R&Rs Rules of Operation, 130.2 F.3.c.
  11. Must have a brand approved faceplate. The faceplate must contain dialing instructions, the approved logo, room number, hotel name, hotel address, and phone number. Refer to Choicebuys for contact information for Desi.
  12. House Telephones All house telephones must automatically dial to the front desk when the receiver is lifted off the cradle.
  13. 911 Direct dial Hotels are required to comply with all state, local and federal laws and codes, including the Federal Communications Commission's rules regarding emergency telephone calls (911) and connections to a 911 call center or public safety answering point Top

## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=420.0&SectionID=9600>

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## Architecture & Engineering

### 420.0 Guest Suite/Room

#### 420.01 Guest Suite

1. *Design Characteristics*
2. Separate sleeping and seating area
3. Separation between sleeping and seating area may be achieved through a solid full height wall, semi open wall, or casegoods/desk assembly. Existing solid wall design is subject to Choice Hotels International's approval.
4. Living area to be at least 8' deep when a casegoods divider is provided; at least 9' deep when a solid wall is provided.
5. Minimum 6 square feet semi open or fully enclosed closet with a solid door, unless prohibited by structural constraints. If space does not allow a built in closet, an approved wardrobe may be provided with prior written permission from Choice Hotels International.
6. Closet to include shelf, rod and support bracket for iron and ironing board.
7. Refrigerator and microwave are required in either a furniture cabinet or a built in niche.
8. Media panel required for wall hung television.
9. Minimum 4' 0" x 5' 0" operable window. Non operable windows allowed in existing properties with prior approval from Choice Hotels international.
10. Self closing entry door with approved door hardware including but not limited to electronic door lock, door viewer and safety hardware. See Architectural Specifications for Door Hardware
11. Textured drywall ceiling; height to be a minimum of 8' 0" AFF
12. *Atmosphere*
13. Lighting
14. Combination of recessed down lights, wall sconce and decorative ceiling fixture.
15. STC Rating
16. Minimum rating of 54
17. Graphics
18. Room identification plaque. Signage is attached to corridor wall adjacent to room door. See 440.00 Sound Transmission Coefficient (STC) for additional information.
19. *Systems*

20. HVAC
  21. Through wall PTAC unit internal drainage system highly recommended.
  22. Electrical
  23. Night Stand Re charge A minimum of two (2) approved, dedicated standard AC power source outlets must be open and available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Comfort Suites Brand page under the Deadlines & Brand Programs Tab.
  24. Provide no fewer than one (1) duplex outlets as listed:
  25. Lamp at each nightstand
  26. Lamp at seating area
  27. Desk lamp
  28. Clock
  29. Television
  30. Housekeeping
  31. Coffee niche
  32. Luggage bench
  33. Telecommunications
  34. Phone outlet at desk is optional. Coordinate location with media panels if provided. No outlet should be located within the coverage area of the panels. See R&Rs Rules of Operation, 120.2 D. Guest Room Telephones.
  35. One (1) phone outlet at nightstand is required.
  36. High Speed Internet Access is a standard feature in all guest rooms. See R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA). See R&Rs Interior Design, 520.0 Guest Room and 520.2 Guest Room/Bath Finishes & Furnishings for interior design specifications. Top
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## **Outage**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=100.0&SectionID=2900#2>

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We are currently unable to process this request as the application is unavailable or performing slowly at this time. If you have attempted to run a report, please try again. We apologize for any inconvenience this may cause and appreciate your patience as we work towards addressing the matter. Details: outage, en US

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## **Choice Hotels | Comfort Suites - Rules & Regulations**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16400>

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## **Interior Design**

### **530.1 Back of House Food Service**

#### **530.10 Kitchen**

##### **Food Preparation**

1. Materials
  2. Floor
  3. Porcelain tile flooring
  4. Base
  5. Rubber base or porcelain tile base
  6. Walls
  7. Semi gloss enamel paint
  8. Counter/Cabinet
  9. Plastic laminate wall and base cabinets
  10. Plastic laminate counter and back and side splashes
  11. Door
  12. Semi gloss enamel paint finish on doors and frames See R&Rs Architecture & Engineering, 430.10 Kitchen Food Preparation for architectural specifications. Top
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## **Choice Hotels | Comfort Suites - Architecture & Interior Design**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/productdesign/index.asp?v=cb>

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- Brand Architecture & Interior Design
- Brand Refresh Overview Contact & Submittal Information Architectural Design Guidelines Interior Design Guidelines Design Library FAQ

## Overview

Whether a hotel is going through the design process, under construction or already existing, the Architecture & Interior Design page provides comprehensive information about the pre - approved prototype as well as related design standards and specifications. In addition, the tools and resources included herein will allow owners to plan and execute their renovations, whether driven by a Property Improvement Plan or self induced. A thorough and detailed section about approval requirements including submittal process and forms, is also provided. The Comfort Rise & Shine prototype is designed for guests that want to feel refreshed and ready to take on the day, and owners that seek a trusted brand with proven performance and market leadership. This means offering guestrooms and public spaces that can transform from day to night or business to leisure – blending form and function to optimize the guest experience and your investment. Backed by extensive consumer research and developer feedback, the Rise & Shine prototype offers smart ways to meet the needs of your market and help fuel your success. Top

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## Comfort Reimaging Hub | Choice Hotels International

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS>WelcomeWall/index.asp?v=cb>

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Home » Inside your Hotel » Reimaging Elements

## NEW Reimaging Elements

You've invested in the refresh of your hotel throughout Move to Modern and Reimaging initiatives. The final component of Reimaging is the implementation of the **Welcome Wall, Breakfast Artwork, Fitness Artwork, and Interior Mats**. The Welcome Wall, Breakfast Artwork, Fitness Artwork, and Interior Mats are signature components of the Comfort brand. As such, they bring the new logo and visual identity to the forefront, serving as a common thread and highly visible point of consistency across all Comfort properties.

### Welcome Wall Guide

[View Welcome Wall Guide](#) [Download The Welcome Wall Guide \(5 Pages PDF\)](#)

### Order Guide

[View the Order Guide](#) [Download The Order Guide \(19 Pages PDF\)](#)

### Installation Guide

[View the Welcome Wall Installation Guide](#) [Download The Installation Guide \(4 Pages PDF\)](#)

### **Approved Qualified Vendors**

- Welcome Wall:
- Artline Group
- Interior Mat:
- American Hotel Register
- HD Supply
- Guest Supply
- Breakfast Art:
- Artline Group
- Fitness Art:
- Artline Group

### **Implementation Deadline**

- **Order by Date** for all above items will be **January 1, 2021**.
- **Implementation Deadline** for all above items will be **July 1, 2021**. \*The originally established deadlines were extended on March 13, 2020

### **Requirement Notes**

- If a fitness center is present, the Fitness Art must be displayed
  - Interior Mats are not required to be displayed within the public space areas
  - If any Interior Mats are present in the public space areas, they must be the approved Interior Mats.
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### **Choice Hotels | Comfort Suites - Welcome Refresh Water Station**

#### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/WelcomeRefresh/index.asp?v=cb>

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- Brand Programs
- Deadlines Program Overview Ordering Information Rules of Operation Lemon Flavoring Recipe Optional Beverage Cart

### **Overview**

**Welcome Refresh Water Station is shown on the Optional Beverage Cart** The Welcome Refresh Water Station welcomes guests with a cool, refreshing drink of lemon infused water as soon as they walk through the door. This simple expression of hospitality provides a meaningful way for you to help your guests feel refreshed. The Welcome Refresh Water Station is mandatory for all Comfort Inn and Comfort Suites hotels and must be available to guests, at a minimum, from 3 pm–9 pm, daily. However, longer periods are welcome.

## **How to Implement the Program**

Setting up your Welcome Refresh Water Station of iced lemon infused water on a permanent counter, furniture table or the Optional Beverage Cart is easy.

### **Cleaning Instructions**

It is important to follow the proper care and cleaning instructions in order to keep your Welcome Refresh Water Station beverage dispenser in like new condition. Always clean the acrylic dispenser with warm water, a gentle detergent and non abrasive cleaning cloth. Following these steps will keep the dispenser clean and the water clear and refreshing. All elements are available for purchase. Ordering details are on the Ordering Information Tab. Top

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## **Choice Hotels | Comfort Suites - Rules & Regulations**

### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=12900#1>

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## **Interior Design**

### **510.2 Public Space Food Service**

#### **510.20 Breakfast Room**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Ceiling
9. Smooth painted drywall ceiling.
10. Buffet Millwork
11. Granite or quartz stone top and backsplash at serving buffet and beverage areas
12. Stained wood veneer wall and base cabinets
13. Atmosphere
14. Lighting
15. Decorative lighting per pre approved design package.

16. Window Covering
  17. Roller sheer or shade window treatments per pre approved design package.
  18. Fixtures, Furnishings & Equipment
  19. Furniture to be per pre approved design package.
  20. A minimum 40" flat panel HDTV television. All televisions must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room. All TV functionality must be controlled using a single remote control.
  21. Pre approved artwork set must be displayed on breakfast serving wall(s) or on a wall within direct sight of the breakfast buffet. Refer to the Comfort Re imaging Hub Inside Your Hotel for details.
  22. Additional pre approved artwork. See R&Rs Architecture & Engineering, 410.20 Breakfast Room for architectural specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=13900#1>

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## Interior Design

### 510.6 Recreation

#### 510.61 Swimming Pool

Indoor & Outdoor It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's pool.

1. Materials
2. Floor (Outdoor)
3. Concrete with troweled finish
4. Floor (Indoor)
5. Pre approved porcelain tile.

6. Alternate flooring finishes will be considered.
  7. Coping
  8. Coping should be of coordinating style.
  9. Pool walls
  10. Glazed tile with accent tile pattern above water line.
  11. Walls (Indoor)
  12. Field tile wainscot, accent tile banding above wainscoat.
  13. Ceiling (Indoor)
  14. Smooth painted drywall ceiling.
  15. Atmosphere
  16. Lighting (Indoor and Outdoor)
  17. Pre approved decorative lighting.
  18. Graphics
  19. Graphics package should state the Pool Use Guidelines including but not limited to, "No Lifeguard on Duty", "No Glass Containers" and "No Diving" are to be part of the project's graphics package. The design should be consistent with the overall project graphics.
  20. Additionally, should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics.
  21. Window Covering (Indoor)
  22. Pre approved roller sheers or shades.
  23. Fixtures, Furnishings & Equipment
  24. Furniture to be commercial hospitality grade – refer to interior design specifications. Provide a combination of seating types including lounge chairs, chaises (where space allows), as well as dining and side tables. See R&Rs Rules of Operation, 110.2 Swimming Pool for operational requirements. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for architectural specifications. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=14000>

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## Interior Design

### 510.6 Recreation

#### 510.62 Whirlpool

Optional It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

1. Materials
  2. Floor
  3. Concrete with troweled finish
  4. Coping
  5. Pre cast concrete of coordinating color with depth indicators, and "no diving" demarcations per code requirements
  6. Atmosphere
  7. Graphics
  8. The design of all pool/whirlpool graphics should be consistent with the overall project graphics.
  9. Provide medical warnings and guest use responsibilities signage at whirlpool area.
  10. Graphics package should state the Pool Use Guidelines including but not limited to "No Lifeguard on Duty" and "No Glass Containers". The design should be consistent with the overall project graphics.
  11. Additionally, hotel should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics. See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements. See R&Rs Architecture & Engineering, 410.62 Whirlpool Optional for architectural specifications. Top
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#### Choice Hotels | Comfort Suites - Breakfast

##### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/breakfast/index.asp?PageID=Coffee&v=cb#Breakfast>

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- Brand Programs
- Deadlines Comfort Signature Breakfast (required 04/01/22)

#### Coffee Requirements

Coffee specifications have been put in place in pursuit of maximizing program efficiency, streamlining purchasing processes, and providing operational flexibility, all while potentially lowering overall costs. All Comfort brand hotels have the option to offer Fresh Brewed Coffee (through airpots) or Liquid, On Demand Coffee (through coffee machines).

[Expand All](#) [Collapse All](#)

## Fresh Coffee (Airpot)

The approved FRESH BREWED coffee details are listed below:

### Property

Owned Coffee Brewing Equipment Properties are required to own and maintain their brewing equipment. Freshly brewed coffee airpot equipment can be ordered through Hubert.

### Approved Coffee Blends & Qualified Vendors

Comfort brand hotels are required to implement approved coffee blends, whether serving freshly brewed or liquid, on demand coffee. Below, is the list of approved blends for Fresh Brewed Coffee: Coffee Brand Coffee Name, Volume, Item Number Coffee Type (Airpot Label) Marketing Description Product Label Purchase Availability **Royal Cup Coffee** Fancy Gourmet 128/2.5 oz. New blend for Comfort Suites brand Item 1830 Regular (Supreme) A blend of Central and South American Arabica coffees. Rich in flavor and color, this coffee sets the standard for quality.

- Direct Store Delivery
- UPS Delivery **Royal Cup Coffee** Gourmet Decaf 128/2.5 oz. Item 1858 Decaf (Decaf) Magnificent gourmet coffees of Colombia roasted to create a well balanced, slightly sweet, full bodied flavor.
- Direct Store Delivery
- UPS Delivery \*\*S &D Coffee + Citavo (Sysco) \*\* Colombian Gourmet 100/2.5oz. Item 14980 Alternative Name: Citavo House Blend 96/2.5oz. Item 29597 Regular (Supreme) A world class blend of Colombian and other mild beans from Central America and Brazil. Colombian Gourmet is always mild with a rich aroma, pleasant taste and smooth, full bodied taste. **Approved Foodservice Distributors:**
- SYSCO
- Performance Foodservice (PFS)
- Gordon Food Service (GFS)
- Reinhart
- Cheney Brothers
- Wood Fruitticher
- Shamrock Foods Company
- Merchants Foodservice
- Stanz Foodservice, Inc.
- Atlantic Distributors Inc. (ADI)
- Sutherland's Foodservice
- Cash Wa Distributing **Approved OSE Hospitality Distributors**
- HD Supply

- American Hotel Register **S &D Coffee + Citavo (Sysco)** Colombian Gourmet Decaf 75/2.5oz. Item 14920 Alternative Name: Citavo House Blend Decaf 96/2oz. Item 29599 Decaf (Decaf) A superior blend of Colombian and other mild coffees, which have been formulated to deliver a rich, full bodied flavor in a decaffeinated coffee.

**Approved Foodservice Distributors:**

- SYSCO
- Performance Foodservice (PFS)
- Gordon Food Service (GFS)
- Reinhart
- Cheney Brothers
- Wood Fruitticher
- Shamrock Foods Company
- Merchants Foodservice
- Stanz Foodservice, Inc.
- Atlantic Distributors Inc. (ADI)
- Sutherland's Foodservice
- Cash Wa Distributing **Approved OSE Hospitality Distributors**
- HD Supply
- American Hotel Register

### Optional Coffee Blend (Bold)

Properties may choose to offer a bold blend as an additional coffee blend. Optional Coffee Brand Coffee Name, Volume, Item Number Coffee Type (Airpot Label) Marketing Description Product Label Purchase Availability **Optional Royal Cup Coffee French Roast** 48/2.5 oz. Item 698 Bold (Bold) 100% Arabica beans roasted to give you all the rich flavor you expect from Royal Cup coffees, and yet it's 98% caffeine free.

- Direct Store Delivery
- UPS Delivery **Optional S &D Coffee + Citavo (Sysco)** Alternative Name: Citavo City Lights 96ct/2.5oz. Item 29511 European Select 100/2.5oz. Item 39690 Bold (Bold) Special flavor and aroma produced from a darker, full bodied European roast of the best Colombian Supremo, Colombian Excelso, Guatemalan Hard Beans and Mexican Alturas. **Approved Foodservice Distributors:**
- SYSCO
- Performance Foodservice (PFS)
- Gordon Food Service (GFS)
- Reinhart
- Cheney Brothers
- Wood Fruitticher
- Shamrock Foods Company
- Merchants Foodservice

- Stanz Foodservice, Inc.
- Atlantic Distributors Inc. (ADI)
- Sutherland's Foodservice
- Cash Wa Distributing **Approved OSE Hospitality Distributors**
- HD Supply
- American Hotel Register \***Notes:**
- **Product pricing and availability may vary by vendor, distribution method, order size, frequency, timed or seasonal promotions, etc.**
- **The distribution availability outlined is subject to change without notice.**

## Coffee Graphics & Presentation

If serving fresh brewed coffee, all brand approved graphics and presentation pieces must be in place, including:

- Airpots
- Airpot Wraps (graphics)
- Airpot Stands/Racks with Drip Trays

## Liquid, On Demand Coffee (Machine)

The approved LIQUID, ON DEMAND COFFEE MACHINE details are listed below:

## Dispensing Machines Vendors

Approved liquid, on demand coffee is only available from Qualified Vendor coffee providers Royal Cup Coffee, and S&D Coffee.

- The approved machine models come in a variety of styles and capacities. See example images below.
- Each machine requires minimum electric and plumbing installation specifications similar to most juice machines.
- Most liquid, on demand coffee machines are now required to be purchased, instead of being leased.
- If there are leasing options available, there may be a minimum volume qualification process. If you are interested in learning more about if/how a liquid, on demand coffee machine would work at your hotel, please contact one of the two Qualified Vendors (Royal Cup Coffee & S&D Coffee).

## Approved Qualified Liquid Coffee Vendors & Blends

Comfort brand hotels are required to implement approved coffee blends, whether serving freshly brewed or liquid, on demand coffee. Below, is the list of approved blends for Liquid, On Demand Coffee: **Liquid Coffee Brand Coffee Product Name Coffee Type(s) Product Label Coffee Product Purchase Availability Royal Cup Coffee Xcafe or Café Arisa or Autocrat or Ellis Regular, Decaf**

- Direct Store Delivery
- UPS Delivery **S & D Coffee\*\*+** C\*\*\*\*\*itavo (Sysco)\*\* Constant Coffee Traditional Alternative Name: Citavo Italian Roast Colombian Blend 2/.5gal. Item 29625

Citavo Italian Roast Decaf 2/.5gal. Item 29624 Regular, Decaf **Approved Foodservice Distributors:**

- SYSCO
- Performance Foodservice (PFS)
- Gordon Food Service (GFS)
- Reinhart
- Cheney Brothers
- Wood Fruitticher
- Shamrock Foods Company
- Merchants Foodservice
- Stanz Foodservice, Inc.
- Atlantic Distributors Inc. (ADI)
- Sutherland's Foodservice
- Cash Wa Distributing **Approved OSE Hospitality Distributors**
- HD Supply
- American Hotel Register

### **Coffee Graphics & Presentation**

- If serving liquid, on demand coffee, brand approved graphics must be in place.
- Approved Coffee Machines are merchandised with approved graphics.
- There are no other coffee machine presentation pieces required when serving liquid, on demand coffee.
- All of the approved liquid coffee machines dispense hot water. However, properties do have the option to keep a stand alone hot water airpot on an approved stand/rack with an approved wrap/graphic. Top

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### **Choice Hotels | Comfort Suites - Rules & Regulations**

#### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=16700>

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## **Interior Design**

### **530.3 Back of House Circulation**

#### **530.30 Stairwells**

1. Materials
  2. Floor
  3. Vinyl flooring with rubber nosing or carpet over specified pad.
  4. Base
  5. Rubber or carpet base.
  6. Walls
  7. At minimum painted walls.
  8. Railings
  9. Semi gloss paint on handrails, vertical pickets, and stringers.
  10. Door
  11. Paint finish on doors and frames.
  12. Ceiling
  13. Painted drywall finish.
  14. Atmosphere
  15. Lighting
  16. Ceiling or wall mounted decorative fixtures.
  17. Graphics
  18. Clearly mark the emergency exit and procedures for evacuation.
  19. Graphics package is to include all public, back of house, and guest room wall.
  20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.30 Stairwells for architectural specifications. Top
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#### **Choice Hotels | Comfort Suites - Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=13600>

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## **Interior Design**

### **510.5 Guest Facilities**

#### **510.52 Business Center**

1. Materials

2. Floor
  3. Pre approved wood look porcelain tile or luxury vinyl tile to match or coordinate with lobby flooring.
  4. Base
  5. Porcelain or rubber base to match flooring.
  6. Walls
  7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
  8. Counter top
  9. Granite or quartz counter with backsplash.
  10. Ceiling
  11. Smooth painted drywall or acoustical ceiling tile if existing.
  12. Atmosphere
  13. Lighting
  14. Pre approved decorative lighting.
  15. Window Covering (if window exists)
  16. Pre approved roller sheer or shades.
  17. Fixtures, Furnishings & Equipment
  18. Furniture to be commercial hospitality grade and pre approved. See R&Rs Rules of Operation, 110.5 Business Center for operational details. See R&Rs Architecture & Engineering, 410.52 Business Center for architectural specifications. Top
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#### **Comfort Suites | Rules & Regulations**

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/print.asp?Cat=120.0&SectionID=2775>

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# **Comfort Suites Rules & Regulations**

## **000 Preface & Introduction**

### **Preface**

#### **General**

The Comfort Suites Rules & Regulations Manual (“Manual”) has been developed to provide the Franchisee with the required minimum standards, procedures, rules, regulations, and policies of the Comfort Suites® hotel system. These requirements are subject to change, amendment or supplement periodically by *Choice Hotels International* (“Choice”). *Choice Hotels International* has the responsibility to ensure compliance with, and the authority to grant waivers to the standards as it deems appropriate and in the best interest of the Comfort Suites hotel system. To achieve and maintain high standards of quality, service and associated goodwill for the Comfort Suites hotel system, it will be essential that the Franchisee adhere strictly to all elements of the Comfort Suites hotel system including, without limitation, the Manual and the Franchise agreement. The Franchisee must comply with and maintain the standards at a level equal to or greater than (when approved by Choice Hotels) the requirements set forth in the Manual. Violation of any of these standards by the Franchisee could be deemed a substantial and material violation or default of the Franchise agreement, and it would be the responsibility of *Choice Hotels International* to take the necessary action to protect the integrity of the Comfort Suites hotel system.

#### **Code Compliance**

Throughout these Rules & Regulations, there are obligations on Franchisees to comply with all applicable state, local and federal laws, regulations and codes, including but not limited to, life safety, building, and health codes. It is not within the scope of reviews/inspections of hotels by *Choice Hotels International* to determine the Franchisees’ compliance with such laws, regulations and codes, nor does Choice have the knowledge or expertise to make such determinations. Choice relies solely on representations from Franchisees that their hotels are in compliance. Please consult with your hotel’s counsel or subject matter expert regarding legal compliance issues.

#### **Ownership**

This document, in any form, is the property of *Choice Hotels International* and must be surrendered to *Choice Hotels International* upon request. Further, the document is confidential and cannot be reproduced, copied or forwarded to any person or entity via any physical or electronic means or communication channels.

## **Interpretation**

Questions regarding the contents of these Rules & Regulations should be directed to the Brand Standards department at *Choice Hotels International*. Improper interpretation on the part of the user will not be considered an acceptable reason for non compliance.

## **Revisions**

Amendments or revisions to the Rules & Regulations can be made at any time and the most up to date version is on Choicecentral.com on the Comfort Suites Brand Page. It is the Franchisee's responsibility to know and abide by all Rules & Regulations at all times.

## **Corrections, Additions and Deletions**

Suggested revisions to the Rules & Regulations are encouraged from Franchisees and General Managers and will be considered. All such suggestions must be submitted in writing to the Brand Strategy Department at *Choice Hotels International*. ALL RIGHTS RESERVED. NEITHER THIS BOOK NOR ANY PART THEREOF MAY BE REPRODUCED WITHOUT WRITTEN PERMISSION OF *CHOICE HOTELS INTERNATIONAL, INC.*

## **About This Manual**

This Manual has been designed to be user friendly, making it easy for you to find what you need when you need it, and to reflect the overall direction of the brand. Certain sections of this manual reflect the current prototype and is intended to represent the direction of the brand architecturally. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing and contract window, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition, product quality) during these events and completion of a PIP may be necessary. At the front of this Manual is a list of *Choice Hotels International* contacts listed by department. If you ever have any questions concerning these standards, we invite you to contact the appropriate department.

## **Contacts**

In order to assist you with questions that you may have as you use this Manual, below is a list of key contacts for each of the sections: Section Key Contact Rules of Operation Director, Brand Standards Brand Standards & Compliance Department Breakfast Operations Director, Brand Standards Brand Standards & Compliance Department Construction/Project Management Director Architectural Design & Construction Architecture & Engineering Director of Architectural Design Interior Design Director of Interior Design Brand Strategy & Design Department Service Marks/Signage Director, Account Management Procurement Services Department The mailing address and phone number for these contacts are: **Choice Hotels International 915 Meeting St. N. Bethesda, Maryland 20850 Tel: (301) 592 5000** Additional contact information is provided within each section where necessary. For all other questions, contact your Area Director.

## **100 Rules of Operation**

### **Purpose and Scope**

The franchise agreement requires that the rules of operation as established by *Choice Hotels International*, as contained herein, must be observed by each hotel in the Comfort Suites system in order to provide customers with a standardized, uniform hotel product delivering all suites accommodations, top of segment amenities and services. Operations must be guided by moral and ethical principles and within the bounds of propriety, and adhere to all system requirements and local, state, and federal laws and regulations. These rules, along with the high standards set forth in the Breakfast Operations, Construction/Project Management, Architecture & Engineering, Interior Design, and Service Marks/Signage sections, provide the basis for developing and operating a Comfort Suites hotel. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

## **100.0 General Rules of Operation**

### **100.1 General Policies and Front Desk Policies**

1. *General Policies and Operating Procedures*
2. A uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
3. The Franchisee shall post in the lobby, in a conspicuous location visible from the front desk, the Franchisee Statement plaque which says, "This inn (or hotel) is owned and operated by (or owned by and operated by) [insert name of Franchisee] under Franchise (or license) from *Choice Hotels International, Inc.* " As of 1/1/2026 this specific language is required.
4. Other than items sold in the Marketplace, the sales of souvenirs, crafts, memorabilia, unapproved sundries or any other unapproved items are prohibited at the front desk and any portion of the lobby and public areas, including the Marketplace. The sale of stamps, tickets to local attractions, and laundry supplies for an on premises guest laundry is permitted. If tickets to local attractions are sold, the property is limited to one (1), professional 8.5"x11" display located in the lobby area; handwritten signage is not permitted. A dedicated gift shop is permitted if it has its own clerk and cash register or is located adjacent to the Front Desk. Sale of offensive materials is prohibited. (Unapproved and/or offensive items include but are not limited to: prophylactics, cigarettes, cigars, and smoking paraphernalia, and pornographic material.)
5. An approved hand sanitizing station must be provided in the front desk area. The station must be visible to guests when standing at the front desk. For additional details, refer to section 120.12 Hand Sanitizing Stations.

6. All Comfort Suites must display on the front desk the approved Choice Privileges Elite Welcome gift program brand approved acrylic holder with approved collateral with all components.
7. *Operating Procedures*
8. Reservations
9. Guaranteed reservations must be honored at all times. If, for any reason, the hotel is unable to honor a guaranteed reservation, the hotel agent must apologize, reserve a room at another hotel of equal quality for the guest, pay for the room, and provide transportation to the hotel if necessary. See R&Rs Rules of Operation, 170.2 Reservations for specific information on reservation policies.
10. No Show It is the hotel's responsibility to explain the no show billing policy to potential guests who guarantee a room with their credit cards.
11. All Comfort Suites brand properties are required to maintain a professional, uncluttered front desk area by ensuring that a minimal number of items are within guest view.
12. Front Desk Counter(s): Front desk counters are defined as all counters which are accessible to guests and/or used for purposes of conducting direct transactions between hotel staff and guest
13. The following items are allowed and/or required to be on the front desk counters:
  - Choice approved/required promotional items, including, but not limited to, **Choice Privileges®** materials, Commitment to Satisfaction Program Plaque, Franchisee plaque, EMV approved devices, check in tablets.
  - Notices required by local, state, or federal law\* (including health certificates operating permits, emergency procedures, etc.)
  - Pens
  - Business cards for hotel staff (if present, must be presented in holder)
  - Your property rack cards or brochures (if present, must be presented in holder)
  - Plus a maximum of three (3) additional, optional items\*\* are permitted which include, but are not limited to:
    - Plants
    - Lamps
    - Other décor items (including holiday decorations)
    - Credit card/debit card signage
    - Weather information
    - Newspapers
    - Event calendars
    - Complimentary guest snacks
    - Hotel Policy information
    - Pet Policy information
    - Temporary promotional items (ex: "Drop your business card for a prize" box)
    - Property Events (ex: "Manager Reception sign, etc.)
    - Information on local attractions

- Restaurant menus and/or coupons \*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. While these certificates can be on the front desk counter, if they are required to be posted in a “conspicuous area” per local code, it is recommended that they be hung on a wall and not placed on the counter itself. \*\* Any “like” items (ex: newspapers) must be presented in/on a single container or stack in order to be classified as a single item.
3. The following items are prohibited at all times on the front desk counters:
- Awards (including plaques, trophies, or certificates) dated more than three (3) calendar years prior to the current year.
  - Cleaning supplies and equipment (except while actively being used for cleaning).
  - Terry
  - Linen
  - Tools
  - All Employee personal items, including, but not limited to, food, beverages and cell phones.
  - Hand written or temporary signs.
4. Front Desk Walls: Front desk walls are defined as all walls that are directly above or behind the front desk that are within guest view.
5. The following items are allowed on the front desk walls:
- Choice approved/required items, including, but not limited to, Comfort Welcome Wall\*, Franchisee plaque
  - Local/state/federal code\*\* requirements (including health certificates, ADA information, operating permits, emergency procedures, etc.)
  - Permanent fixtures and Loss Prevention related equipment (ex: security cameras)
  - Plus, a maximum of four (4) additional, individual items/adornments are permitted on all walls directly above and behind the front desk which are visible to guests which include, but are not limited to:
  - Artwork
  - Other décor items (including holiday decorations)
  - Manager on Duty information
  - Hotel policies (ex. Pet and Check in/out information)
  - AAA information/ratings
  - Current awards/plaques\*\*\*
  - Clocks All items must be professionally mounted to ensure that no mounting tape, pins, nails, hardware or staples are visible to guests at any time. No hand written or temporary signs are permitted at any time. \*See R&Rs Rules of Interior Design, 510.12 Registration Area for reference regarding the specification on distances for mounting removable objects on the Welcome Wall. \*\*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. \*\*\* Awards (such as plaques, trophies, certificates) dated more than three (3) calendar years prior to the current year, are prohibited at all times.

6. Remaining Front Desk Area: The remaining front desk area is defined as all areas above and behind the front desk counter(s) which are within guest view, including, but not limited to, other counters, cabinets, shelves, doors, tables, ceiling and floor space.
  7. The following items are prohibited from guest view at all times within the remaining front desk area:
    - Cleaning supplies and equipment (except while actively being used for cleaning)
    - Terry
    - Linen
    - Tools
    - Employee food and beverages
    - Cardboard storage boxes
    - Waste and recycling receptacles
    - Hand written or temporary signs
1. *Upon Guest Arrival*
  2. To ensure optimal guest coverage at all times, a uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
  3. *Check In* The Comfort Suites brand check in process must at least include the following procedures. See R&Rs Rules of Operation, 140.2 C. Choice Privileges Express Check In for member check in procedures:
  4. Confirm length of stay, assigned room type, and rate and have the guest sign the registration folio.
  5. Confirm method of payment. See R&Rs Rules of Operation, 100.7 A. Credit Card Payments for information on credit cards.
  6. The brand approved guestroom key card and key envelope must be provided to all guests at check.
  7. Inform guests about the hotel's facilities, amenities, and services
  8. *Check Out*
  9. Check out time must not be earlier than 11:00 a.m.
  10. Late checkout be available to Elite Choice Privileges members who request it in accordance with program rules.

## **100.2 On**

Premises Residence Comfort Suites brand properties are prohibited from reserving or maintaining any guest room, meeting space, suite/room, apartment or other area for the purpose of occupancy by the general manager, owner or other member of the staff and/or their families, except on a short term basis due to emergencies or unusual circumstances (e.g., relocation, inclement weather that prevents safe travel, damage to or loss of an employee's home).

### **100.3 Uniform Standards**

1. *Uniforms* All employee uniforms must be from the current Comfort Brand collection. All employees, with the exception of management personnel, must wear the approved Comfort Suites branded uniforms. Management personnel are defined by the title of "Manager" and must have their title in their nametag. Uniform standards include, but is not limited to:
  2. Approved uniform tops/shirts must prominently feature the approved embroidered Comfort Suites stylized logo graphic
  3. Housekeeping & Maintenance departments requires both the uniform top and uniform pants to be purchased from an approved Qualified Vendor, black or khaki color only.
  4. All other departments, pants may be purchased from any source and must be black or khaki in color.
  5. No denim material permitted.
  6. If tailored suiting (or vest) is worn, only approved suiting is permitted and requires matching jacket and pants. Embroidered logo element is not required on the suit jacket or suit vest.

Specific uniform packages are customized by job description. The Comfort Suites Uniform Hot Topic & Key Brand Initiative will help you determine the right image for your hotel. Details and Qualified Vendors can be found under the Ordering Information Tab on the Uniform Hot Topic & Key Brand Initiative. For questions, contact your Procurement Services Representative by calling (888) 797

7911. *Nametags* All nametags must be ones from the current Comfort brand collection of nametags. All employees, including the General Manager, must wear a visible brand approved nametag which meets the following requirements: If outerwear is worn, the nametag must be visible on the outerwear at all times:
7912. The nametag must be either permanently and professionally engraved or professionally labeled. Professionally labeled nametags are defined as:
7913. Printable and reusable non stick, transparent label with clear protective plastic lens cover
7914. Adhesive strip style labels are prohibited
7915. Printing requirements for the nametag are as follows:
7916. For all hotel employees, with the *exception* of management personnel:
7917. First name only is required; additional text (i.e. title or last name) is optional
7918. For hotel management personnel only:
7919. First name, last name and management title

### **100.4 100% Smoke**

Free Program All Comfort Suites hotels are required to be 100% smoke free. This includes all guestrooms and interior public spaces. Smoking accessories are prohibited within the hotel, including ash trays or receptacles. **With regard to smoking considerations, "Non**

**Smoking" requirements apply to the use of anything that produce smoke or vapor including, but not limited to, cigars, cigarettes, e cigarettes, pipes or incense burners.**

1. *Non smoking Guest Communication*
2. A cleaning fee of up to \$250 may be assessed at the hotel's discretion to any registered guest who smokes in the guestroom if (a) at check in, the guest is informed of the non smoking policy and \$250 cleaning fee and asked to initial the registration card acknowledging awareness of the policy; and (b) the guest is informed, where possible, prior to check out that the cleaning fee will be assessed; (c) the fee is added to the guest's receipt/bill.
3. One brand approved in room experience card with non smoking message is required in all guestrooms.
4. *Designated outdoor smoking area* A designated smoking area must be provided at the hotel 24 hours per day, 365 days per year. Subject to any requirements of applicable law, the area must meet the following specifications.
  5. Located at least 25' away from main entrance
  6. Located on a hard surface decking material such as wood or synthetic decking, concrete slab on grade scored or concrete pavers on setting bed large enough to accommodate seating provided. Grass, sand or mulch is not acceptable.
  7. Include seating for a minimum of two (2) people
  8. Contain one (1) ash receptacle
  9. Ash receptacles are not required at property entrances/exits. If present, they must be "smoker's post style"; free standing or wall mounted are acceptable. If permitted by applicable law, the outdoor pool area can be offered as a smoking area in addition to the designated smoking area.

## **100.5 Pet Policy**

It is not required that each Comfort Suites property accept pets. Travel/assistance animals as designated by the Americans with Disabilities Act (ADA), however, are not considered pets and must be accommodated regardless of the pet policy of the individual property. Comfort Suites properties that do not accept pets must specify this in the Choice Reservation System. If the hotel has conditions on accepting pets or charges a fee, these policies must be explained in the Choice Reservation System and to all guests which book direct with the hotel.

## **100.6 Fees & Commissions**

1. *Fee Payment*
2. Each Franchisee is required to pay in full all fees and assessments pertaining to the franchise, including fees to suppliers, within applicable timeframes.
3. *Travel Agent Commissions*
4. Each Franchisee is required to pay the relevant travel agency commission of 10 12% of the guest's stay for all business received from travel agents. This includes commissions on reservations from travel agents direct to the hotel and through the Choice Hotels International Centralized Commission Program. Payment of the travel

agent commission and processing fee (currently \$0.48 USD per booking/stay; subject to change) must be made in accordance with the Centralized Commission Program procedures. As part of the Choice Hotels International Centralized Commission Program, each Franchisee must register for and use the on line travel agent commission payment system, powered by Onyx. Franchisees must agree to Onyx's Terms & Conditions and use one of their specified methods of payment. (Choice has the right to change payment processors.) If a franchisee does not have an active account with Onyx they will be charged \$500 per month for each month they are not registered.

5. For all reservations originating in a foreign country in which there is a Choice approved General Sales Agent, a property will be required to pay a 5% commission to such General Sales Agent within one (1) week of the invoicing of the guest's departure. The commission shall apply to reservations via travel agents, GDS, and Choice's reservation system, but shall not apply to reservations through third party Internet sites (i.e., Expedia, Orbitz).
6. *Third Party Transaction Fees*
7. Where a reservation is made through a Global Distribution System (GDS) or Pegasus, the US and Canadian Franchisee must pay to Choice Hotels International \$7.70 USD per booking (subject to change), representing the approximate cost incurred by Choice Hotels International to the relevant GDS. (Other International countries' fees will be communicated separately.)
8. Where a reservation is made through direct connectivity and DerbySoft a property will be required to pay \$4.00 USD per consumed stay. Directly connected sites include Expedia and Booking.com. Derbysoft is used to connect to other third party OTA/Distribution providers. Choice uses DerbySoft to connect to other OTA and other third party distribution sites such as GTA, Hotelbeds, Agoda.com, and Priceline.
9. *Choice Privileges and Rewards Programs*
10. Each franchisee is required to pay the relevant Choice Privileges fee (5% of room revenue for Choice Privileges and Airline Rewards) on their monthly franchise bill for all consumed points eligible stays by guests with a Choice Privileges number. Payment of the Choice Privileges fee and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. (Not charged if the Travel Agent Processing fee is charged.) Properties that meet certain new member quarterly enrollment numbers will receive a quarterly incentive payment of up to .5% of quarterly room revenue on member qualifying stays based on enrollment performance.
11. BAR Plus Best Available Rate fee for extra points purchased by Choice Privileges members when booking their stay. \$5.00 for 1,000 points; \$10.00 for 2,000 points; \$25.00 for 5,000
12. Choice Privileges Egenica Program
13. \$5.00 per night on each SEGEN booking made by a Choice Privileges member.
14. CP Elite Welcome Gift Recognition Gift Program

15. Hotels will be billed per transaction for Elite members who elect points upon arrival which is \$1.25 for 250 points for the Comfort Suites brand.
16. Energy Collection & Measurement (ECM) Utility Savings Dashboard Program
17. Hotels will be billed \$18/month on the Franchise invoice. See Section 140.7 Room to Be Green Program for details.
18. *Taxes*
19. Each Franchisee is required to pay any applicable federal, state and/or local taxes on the fees described in this Section 100.6.
20. *Pay for Performance (PFP)*
21. Pay for Performance (PFP) is a 2.7% commission (subject to change) on consumed stays booked through mega agencies and consortia and can be in addition to the 10% travel agency commission. Each Franchisee is required to pay the relevant travel agency commission within one (1) week of the invoicing of the guest's stay. Payment of the travel agent commission and processing fee (currently \$0.48 USD per booking; this fee may be eliminated in 2024) must be made in accordance with the Centralized Commission Program procedures.
22. AARP Fee \$2.50 per consumed stay booked with the AARP discount.
23. Carlson Wagonlit Travel (CWT) Pay for Performance (PFP) Transactions: PFP for consumed stays booked by CWT depending on CWT lata, a consumed CWT stay is subject to "Carlson Wagonlit Global" or "SATO Travel" (Carlson Wagonlit) PFP fees:
24. Carlson Wagonlit Global: 8.5% marketing fee of room revenue and transactions are not subject to travel agent commission of 10%.
25. SATO Travel (Carlson Wagonlit): 2.7% marketing fee on consumed stays and can be in addition to the 10% travel agency commission where applicable (in accordance with the normal fee of all other PFP transactions).
26. Terms are subject to change.
27. *Corporate (Split) Commissions*
28. 0% 10% of room revenue per consumed stay resulting from program activities.
29. *Choice Enhanced Reservations Program (CHERP)*
30. CHERP is a 10% commission on consumed stays booked through a pay for performance search marketing program designed to help optimize the presence of Choice Hotels properties in major internet search engines. Each Franchisee is required to pay the commission within one (1) week of the invoicing of the guest's stay. Payment of the commission and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. Fees are only applicable to commissionable rate plans.
31. *Affiliate Program*
32. E Commerce marketing program fee which is a 10% commission on consumed bookings that is assessed any time a guest books a reservation found via e commerce marketing.
33. *ChoiceMAX Choice Hotels mandated Revenue Management System Mandatory for all Comfort Suites*

34. ChoiceMAX is Choice's state of the art revenue management system developed to help take revenue management capabilities to the next level by delivering beyond what was previously possible and offer strategic support and pricing direction as an extension of on property teams. Franchisees can leverage ChoiceMAX to manage optimal rates to help maximize revenue potential by ensuring that pricing aligns appropriately with market demands.
35. You must pay a mandatory activation and training fee of \$2,500 if the hotel is new to the Choice System or each time the hotel is reinstated into the ChoiceMAX system, including reinstatement due to seasonal closures or rebranding. Choice will not retroactively charge this activation fee for those hotels already in our System and that are not subject to reinstatement.
36. You must also pay a monthly fee. The monthly fee (subject to change) for ChoiceMAX is based on the room count at each hotel. Please reference the chart below: **Up to 50 Rooms** **51+ Rooms** **Comfort** \$400 \$525 *Monthly fees for ChoiceMAX are bundled in the ChoiceRM monthly program fee for Upper Midscale, Midscale, Economy, and Extended Stay chain scales. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.* For more information about the ChoiceRM program, please visit the ChoiceRM page on ChoiceCentral.
37. ChoiceROCS (formerly ChoiceRM)
38. Each Comfort Suites property is required to enroll in ChoiceROCS. The property will be required to enroll in a minimum level of service, and these are listed below. During the first year, the only levels available for enrollment are Silver and higher. The minimum level of service is based on the property's annual gross room revenue and number of high occupancy nights (defined as where occupancy is ≥90 percent). Choice reviews these two metrics on an annual basis and may, at its discretion, move a Comfort Suites property to a higher or lower level of service. However, the property may purchase a higher level of service, if desired.
39. A ChoiceROCS program fee will be assessed monthly in accordance with the level of service in which the property is enrolled. The program fee will appear on the monthly franchise bill immediately after the property is active in the ChoiceRM program. The monthly costs are as follows: **Gold+** **Gold** **Silver+** **Silver** **Bronze+** **Bronze** **Comfort** \$1,775 \$1,970 \$1,300 \$1,445 \$795 \$940 *Monthly fees for ChoiceMAX are bundled in the ChoiceROCS monthly program fee. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.*
40. Exemptions to the ChoiceROCS program are based on objective measures that are hotel specific and must be requested by the property and approved by Choice in writing.
41. Franchisees must comply with the Terms and Conditions (found in Choicecentral.com) for the ChoiceROCS program.
42. If a hotel fails to engage with its assigned Revenue Manager, including regularly missing onboarding and strategy calls, or the hotel or anyone engages in any unprofessional conduct or any conduct that disparages Choice's employees, including abusive language, then Choice has the right to suspend the hotel from the

Revenue Management Program. The hotel will continue to be charged the applicable program fee unless Choice decides to reinstate the hotel.

43. ResConnect Optional\* Program
44. With the ResConnect program, your reservation calls are serviced by highly trained professionals, allowing your front desk staff time to focus on delivering exceptional service to in house guests. The service operates 24/7, 365 days a year.
45. \*Effective 1/1/2025 To maintain the integrity and efficiency of our reservation services, hotels are required to direct calls to the appropriate channels and refrain from transferring calls to the Choice Toll Free Number if they are not currently enrolled in ResConnect. This policy ensures that all reservation calls are routed correctly, providing a streamlined experience for both guests and hotel staff.
46. If your property continues to transfer calls to the Choice Toll Free Number, your property will be automatically enrolled in the ResConnect Program.
47. Billing for the ResConnect Program will align with the Terms of Use and will appear on your monthly franchise statement.
48. If you would like more information or want to enroll, franchisees should visit:  
<https://apps.choicecentral.com/ccweb/content/resources/CallFwdResServ.html>

## **100.7 Methods of Payment**

1. *Credit Card Payments* Each Comfort Suites property must honor the credit cards of all companies with which *Choice Hotels International* has agreements, and those that Choice may designate periodically. *Choice Hotels International* currently requires that Comfort Suites hotels accept the credit cards listed in R&Rs Rules of Operation, 170.2 C. Credit Card Guarantee. Hotels may not impose any additional surcharge for guests who elect to pay by credit card. Similarly, no discount may be offered for cash payment.
2. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his/her first night's stay to the receiving Comfort property. Procedures for advance deposit are outlined in R&Rs Rules of Operation, 170.2 D. Advance Deposit.
3. *Choice Hotels Gift Card* See R&Rs Rules of Operation, 140.4 Choice Hotels Gift Cards.
4. *Google Wallet*

Hotels must accept reservations made using Google Wallet as a method of payment.

## **100.8 Choice Hotels Owners Council and American Hotel & Lodging Association**

1. *Organizational Purpose*
2. The Choice Hotels Owners Council (CHOC) is an organization of *Choice Hotels International* franchisees, representing Quality, Comfort, Sleep, Clarion and MainStay Suites hotels, inns, suites and resorts, individually and collectively.
3. Organized in 1967, the CHOC was created to serve as a sounding board to air system wide problems, provide a method of exchanging operational and promotional ideas, and enable franchisees to get better acquainted. In addition, the CHOC serves as a resource for Choice operator's vast store of knowledge and years of experience.

4. The current mission statement of the CHOC is to “Represent Franchisees by working with *Choice Hotels International* to profitably create customers through effective hospitality programs, to provide corporate/Franchisee liaison, and operate a responsive international association, to maximize Franchisee return on investment”.
5. The CHOC works with *Choice Hotels International*’s management to establish system programs and policies. Over the years, the CHOC has proven invaluable in strengthening the system by making available to corporate management the expertise of the CHOC members and by providing direct communications between the franchisees and *Choice Hotels International*.
6. Each Comfort Suites brand property is required to join and maintain membership (currently \$60 per month) in the Choice Hotels Owners Council (CHOC). Each Franchisee must remain current in its payment of dues to the CHOC.
7. *American Hotel & Lodging Association*
8. The American Hotel & Lodging Association is the largest hotel association in the U.S. representing all segments of the industry nationwide. Hotel members can take advantage of all AHLA’s resource centers for assistance in all avenues of the industry. The current mission of AHLA is: “The indispensable resource serving, supporting, and advocating on behalf of the American hospitality industry.”
9. Choice automatically enrolls all hotels as members of AHLA. Hotels are billed annually on their February franchise invoice for their hotel’s annual membership dues. The annual dues for Comfort Suites hotels are \$4.50/room (subject to change). Hotels not wanting to participate can opt out of participation by contacting their Area Director no later than December each year, prior to the February billing. Hotels must opt out annually.

## **100.9 Waiver Handling**

Each Comfort Suites property is required to maintain a hard copy file back up of any and all approved waivers as authorized by Choice Hotels. The hotel staff is to produce, upon demand, approved waiver letters/forms signed by authorized representatives of Choice Hotels for any existing conditions falling outside of Comfort Suites Rules & Regulations.

## **100.10 Privacy & Security Policy**

Guest information that Choice Hotels collects or stores is subject to certain privacy laws and Choice’s Privacy and Security Policy. Choice’s policy provides guests with the option to opt out of email, direct mail or the sharing of their information with third party partners. The full Privacy & Security Policy is available on [www.choicehotels.com](http://www.choicehotels.com). If a franchisee collects and stores a guest’s personal information the Franchisee must comply with all applicable data privacy and security laws and regulations, including the Payment Card Industry Data Security Standards with respect to credit card information. All properties must comply with Privacy and Security requirements as outlined in their respective franchise agreement. In absence of these requirements properties must adhere to local law and Choice policy. Local law will always be priority. To ensure Choice and its affiliates comply with these requirements, Choice developed the following rules for all Franchisee promotional email and direct mail campaigns communication with guests:

1. Hotels may not send email promotions that use Choice marks to guests.
2. Email lists will not be provided to Franchisees as Choice centrally communicates, on Franchisees behalf, monthly.
3. All email or direct mail lists that a hotel creates, purchases or plans to share with a third party must be sent to Choice for validating the contacts against the centralized “opt out list.”
4. Any promotion email or direct mail communications intended for distribution must be approved by Choice.
5. All direct mail must provide the ability for consumers to unsubscribe via direct mail (by including a mailing address at Choice).
6. All email and direct mail “unsubscribes” received directly by a hotel must be reported to Choice so that the centralized database can be updated with guest preferences.
7. Any requests for terminated hotels’ direct mail lists are considered on a case by case basis. Please contact your Franchise Services Team.

## **100.11 Reservation of Accessible Rooms**

Accessible room inventory must be loaded into Choice’s reservation system in accordance with the requirements of the regulations under the Americans with Disabilities Act (ADA) related to online reservations. Based on the ADA regulations, ADA accessible rooms may not be overbooked.

## **100.12 Permitted Use**

1. The hotel property must only be used for its intended purpose of the voluntary and temporary housing of transient guests. The hotel (including its ownership and management) must refrain from using, or allowing others to use, the premises for any other purpose or activity at any time without obtaining Choice’s prior written consent, which may be withheld in its sole discretion, including, but not limited to, any purpose or activity that: (a) is unlawful, unethical or immoral; (b) could reasonably be determined to have a material negative impact on Choice, its trademarks, or its business reputation, (c) is not specifically contemplated by the Franchise Agreement or these Rules and Regulations; (d) does not meet or exceed the generally accepted standards of operation of leading hotel operators in the industry; (e) involves accommodations provided by any government social services or housing agency; (f) involves the incarceration or involuntary detention of any individual (whether or not government sponsored); (g) involves gambling, gaming or adult entertainment; or (h) is otherwise prohibited by Choice in its sole discretion.

# **110.0 Guest Facilities**

## **110.1 Public Restrooms**

1. *Supplies* The following items are required for each stall:

2. A double roll toilet tissue dispenser or equivalent. An adequate supply of toilet tissue must be maintained.
3. Covered containers for sanitary napkin disposal at each stall in a unisex or women's restroom. In a single stall unisex or women's restroom, a covered waste receptacle can serve as the sanitary napkin disposal unit.
4. Feminine hygiene products must be available in all women's/unisex restrooms. Items can be dispensed from a properly stocked vending machine or provided at no charge and presented in a basket or container, either in each stall or in the vanity area.
5. *Hand Soap* Liquid soap in dispensers, convenient to all basins is required.
6. *Hand Drying* Paper towel dispenser or electric hand drying devices and waste unit are required.
7. *Waste Receptacles* At least one waste receptacle is required in each restroom. See R&Rs Architecture & Engineering, 410.14 Public Restrooms. Also See R&Rs Interior Design, 510.14 Public Restrooms and 510.7 Public Space Finish Standards.

## **110.2 Swimming Pool**

**Indoor & Outdoor** A swimming pool is required at each Comfort Suites property. *For properties whose contracts were executed on or before 12/31/2004*, a fitness center may be provided in lieu of a swimming pool if approved in advance in writing by *Choice Hotels International*. *For properties whose contracts were executed on or after 1/1/2005*, both a swimming pool and a fitness room are required. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. The pool furnishings requirement for properties is as follows:

1. One (1) dining table with 4 chairs for properties of 100 rooms or fewer. An additional dining table with 4 chairs is required for each additional 50 rooms or portion thereof (portion thereof means to round up).
2. 6' market umbrella with weighted base or umbrella built into the table. (Outdoor Pool Only).
3. Minimum of one (1) additional chair for every ten (10) guest rooms or portion thereof (portion thereof means to round up). Chairs may be chaise lounges or high back stackable chairs with arms.
4. Minimum one (1) side table for every twenty (20) guest rooms or portion thereof (portion thereof means to round up), located between lounge chairs or stackable chairs.
5. Towel rack for clean towels and bin for soiled towels; an adequate supply of clean towels must be maintained at all times during posted operational hours. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for pool furniture specifications. It is the Franchisee's responsibility to ensure that all local, state and federal laws, regulations and codes are met or exceeded with respect to the design, construction, maintenance and operation of the hotel's pool. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool

specifications. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

### **110.3 Fitness Center**

A branded Fitness Center is required in each Comfort Suites hotel. The standards listed in this section are the **operational** requirements for the Fitness Center. Refer to the Fitness Center program website for product specifications and how to order as needed. In addition to the operational requirements, the fitness room must meet the minimum requirements outlined in R&Rs Architecture & Engineering, 410.60 Fitness Center and R&Rs Interior Design, 510.60 Fitness Center.

1. Guests must be provided access to the fitness center from at least 6AM 10PM daily.
2. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
3. Integrated wood or wood look laminate towel cabinet with enclosed bin must be provided. Each towel cabinet:
  4. Must contain a minimum of three (3) shelves.
  5. Must contain an opening on the top surface of the base of the cabinet to allow soiled towels to be dropped into a concealed bin or basket below.
  6. The base cabinet must be enclosed with an access door to conceal a bin or basket for soiled towels.
  7. Provide an adequate supply of fitness center hand towels at all times during operational hours. Towels must be provided on shelves in the towel cabinet.
  8. A Notice pertaining to liability in compliance with all local, state, or federal codes must be located in clear view of guests.
  9. A hand sanitizing station must be provided in or at the entrance to the fitness center. Refer to section 120.12 Hand Sanitizing Stations for additional details.
  10. Approved Wall Art – A complete set of brand approved artwork is required in the fitness center. Additional artwork is prohibited.
  11. Approved stainless steel/brushed metal finish, disinfecting Gym Wipe Dispenser with combination trash receptacle.
  12. Pre Moistened Disinfecting Wipes provided in dispenser at all times during operational hours.
  13. Approved, Wall mounted Clock with brushed metal finish.
  14. A minimum 40" television with remote control is required.
  15. Drinking fountain, a water cooler with cups or bottled water inside a glass front refrigerator must be provided.
  16. Equipment – The following equipment must be commercial grade construction
  17. Hotels with contracts executed on or **after** 1/1/2005):
    18. A minimum of one (1) Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.

2. A minimum of two (2) pieces of the following equipment is required:
  3. Motorized Treadmill
  4. Elliptical Machine
  5. Stationary Bike
  6. Stair Climber
7. Hotels with contracts executed **before** 1/1/2005, at least three (3) pieces of the following equipment is required:
  8. Motorized Treadmill
  9. Elliptical Machine
  10. Stationary Bike
  11. Stair Climber
12. Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.
14. The following items are not permitted in the Fitness Center:
15. Non approved artwork, posters and/or signage
16. Plants (artificial or living)
17. Non approved FF&E seating not related to the exercise equipment (i.e. chairs, stools, sofas, etc.), shelving, tables, book cases, cabinets (other than the approved towel cabinet)
18. Decorations, figurines and/or other embellishments
19. Non approved advertisements or other promotional materials
20. Food and beverage, with the exception of the required water source
21. Cleaning supplies with the exception of the gym wipes in dispenser
22. Storage of other items

#### **110.4 Meeting Room**

1. It is required that the meeting rooms be furnished with an easel/flip chart, and an audiovisual viewing screen or flat panel TV with PC hook up capabilities. It is also required that the meeting rooms be furnished with adequate electrical outlets, television antennae, telephone jack outlets and speakerphone capabilities.
2. All meeting rooms must provide wireless High Speed Internet Access in accordance with the standards outlined in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
3. All meeting rooms must meet the design specifications outlined in R&Rs Architecture & Engineering 410.30 Meeting Room and are to be furnished according to the standards outlined in R&Rs Interior Design, 510.30 Meeting Room.

#### **110.5 Business Center**

All Comfort Suites properties must offer a Business Center with the latest computer software provided by Uniguest, which includes the brand approved home screen. Uniguest

software must be provided on all computers in the business center. The business center must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.52 Business Center and furnished according to R&Rs Interior Design, 510.52. For properties whose contracts were executed prior to 1/1/2005, the business center requirement can be met by providing a dedicated room/enclosure or by offering a lobby or common area based desk or kiosk. All Business Centers are required to be equipped with the following:

1. Comfort Suites Business Center Personal Computer (PC) from Uniguest – Minimum one (1)
2. All PCs in the Business Center must be the current Comfort Suites Business Center configuration purchased from Uniguest which includes a standardized All in One CPU &Monitor, Keyboard, Mouse, Network Router and Cables. Multiple PCs are recommended as dictated by local market demand.
3. Printer – Minimum one (1)
4. All printers must be purchase from Uniguest and be network ready and available for use from all PCs. Printers must be laser format with output of at least 10 PPM. Printers can be either black & white or color. Multi function machines that copy/fax/print are strongly recommended.
5. Required Operating System, Browsing, and Business Software
6. Operating System
7. The required operating systems will be: Windows 7, Windows 8 or Windows 8.1 – all 64 bit, with minimum of 20GB of free hard drive space and 4GB (or more) of RAM. Processors must be 1.7GHz or higher.
8. Internet Explorer (version 10 or more current)
9. Microsoft Office
10. Microsoft Office (version 2013 or more current), including Word, Excel, and PowerPoint
11. Remote Printing All Comfort Suites are required to provide and maintain approved remote printing capabilities. Additional information can be found on the Remote Printing Tab.
12. Required remote printing program is required to be purchased through Uniguest.
13. Required components of the program are:
14. Approved electronic key pad attached to, integrated with, or adjacent to the business center printer.
15. An approved sign including information about printing instruction and business supplies must presented in a black or acrylic frame and located in close proximity to the business center printer; at minimum, a black frame or clear acrylic frame must be used. The approved graphic is found on SmartMarketing and must be customized with hotel property code.
16. The Brand approved “Here for your Business Needs” sign must be presented in a black frame or clear acrylic holder.
17. Required Managed Business Center Software and Support All PCs must be equipped with the latest available Comfort Suites Business Center software from Uniguest. All properties must maintain active support contracts for each PC from Uniguest.

Minimum initial contract term with Uniguest is 2 years, renewable in 1 year increments.

18. High Speed Internet Access
19. For business center PCs, an always on connection to the Internet is required, consistent with the CHI Midscale HSIA Brand Standard. For laptop users, wireless Internet access signal covering entire room or common area, consistent with CHI Midscale HSIA Brand Standard is required.

## **110.6 Guest Laundry**

The duration of a guest's stay at the Comfort Suites varies depending on travel plans. A guest laundry facility is required (applicable to properties whose contracts are executed on or after 1/1/2006). The guest laundry must meet the design specifications outlined in R&R Architecture & Engineering, 410.50 Guest Laundry and R&R Interior Design, 510.50 Guest Laundry. All guest laundries must also meet the following standards:

1. The minimum equipment must be:
  2. One (1) top quality commercial washer
  3. One (1) top quality commercial coin operated dryer
  4. A wall mounted, coin operated dispenser of laundry detergent and fabric softener.  
As an alternative to providing a coin operated dispenser, properties may sell the laundry detergent and fabric softener at the front desk or in the gift shop (where applicable).

## **110.7 Whirlpool**

Optional A whirlpool for public use is not required. If a whirlpool is provided, it must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.62 Whirlpool Optional and R&Rs Interior Design, 510.62 Whirlpool Optional. In addition, an adequate supply of fresh towels must be provided at the whirlpool area at all times. It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

## **110.8 Comfort Marketplace**

All Comfort Suites must offer a Comfort Marketplace with an approved Marketplace sign. Guests must be able to access the Marketplace items directly via a dedicated alcove space OR the lobby implementation method described below. Approved snack cabinets cannot be behind the front desk. The minimum Marketplace items must be available for guest purchase 24 hours per day, seven days per week. The standards listed in this section are the **operational** requirements for the Comfort Suites Marketplace. Refer to the Marketplace website for product specifications and how to order as needed.

1. Approved display methods; must choose Option 1 or Option 2 below:

2. Dedicated Alcove Method – defined as dedicated alcove type space with built in cabinetry/shelving (millwork), located adjacent to the lobby and purpose built for a marketplace type retail operation.
3. Approved Snack Cabinet with shelf management system is permitted as an option for the cabinetry if built in cabinetry is not available.
4. Slat wall, wire pegs and/or wire rack display systems are prohibited.
5. Lobby Free Standing Method with brand approved Snack Cabinet(s). The brand approved cabinet(s) must be located in the lobby area, not behind the front desk.
6. A refrigerator and freezer are required
7.
  1. If present in the lobby or public space where guests access these items, the unit(s) must be commercial grade with a glass front door and interior lighting.
8. If limited space is available for the lobby implementation method, refrigerated and frozen items may be stored in a back of house area and those units do not have to have the specifications noted in item “a” above.
9. Additional Rules of Operation
10. Brand approved “Marketplace” signage must be present at the entrance to the Marketplace (alcove method) or on one of the brand approved snack cabinets (Lobby Method).
11. Pricing Template(s)
12. Prices are to be displayed on the approved Pricing Template(s), printed in color, and presented in an appropriately sized frame (wall mounted or free standing).
13. Prices are to be listed as “tax inclusive”.
14. It is the franchisee’s responsibility to remit any and all sales taxes collected on the Marketplace revenue as required by law.
15. Other computer generated, handwritten labels, unapproved signs or promotional material is not permitted in conjunction with any of the Marketplace components or presentations.
16. Individual price labels and/or the use of a “pricing gun” are not permitted to indicate the price on the products for sale, unless required by law.
17. Guests must be allowed to pay cash, credit card, or charge Marketplace purchases to their guest hotel folio (subject to valid method of payment).
18. All purchases, payments and transactions must be posted and recorded using choiceADVANTAGE.
19. Vending machines near the lobby do not meet the standard for a Marketplace.
20. The sale of souveniers, crafts, memorabilia, other non approved Marketplace program items or offensive material is prohibited.
21. General Product Standards:
22. Minimum food, snack and beverage items offered for sale must be from nationally recognized brands. Wholesale club brands, store brands and/or generic brands do not meet the “national brand” requirement.

23. All items must be individually wrapped and packaged for retail sale in the original, professional packaging from the manufacturer. This includes ingredients and nutritional information.
24. Products that have reached the manufacturer's printed expiration date cannot be sold in the Marketplace.
25. Damaged, opened, used or otherwise comprised product may not be sold in the Marketplace.
26. Minimum Product Offerings As noted above for the Lobby Implementation Method, refrigerated and freezer products may be stored in a back of house area; however all products offered for sale must be listed on the approved template and available for purchase at the front desk. Items provided for one category cannot "count" as a product in another category. For example, Tylenol cannot be counted as a pain reliever and a cold medicine product.
27. Sweet Stuff (Sweet/Candy Items) including chocolate bars, mints, hard candies, gummy candies and chewing gum AND non candy sweet items, such as cookies, granola bars, and other sweet treats.
28. A minimum of four (4) different candy branded product selections required and a minimum of four (4) different non candy items. A total of eight (8) different items must be available in this category.
29. Snack Attack (Snack Items) Salty and savory items, such as potato chips, pretzels, Doritos®, Cheez itz®, Goldfish®, popcorn, bagel chips, and trail mix.
30. A minimum of four (4) different branded product selections are required.
31. Must Haves (Health/Pharmacy Items) Items to include a minimum of one (1) brand selection from the following list of items, are required.
  32. One (1) pain reliever
  33. One (1) cold and/or flu medication
  34. One (1) antacid reliever
  35. One (1) eye drop product (must be at least 3 ounces)
  36. One (1) contact lens cleansing solution (must be at least 3 ounces)
  37. One (1) hair spray (must be at least 3 ounces)
38. Cool Down (Cold Beverages) An assortment of cold carbonated beverages, juices, specialty drinks and bottled water.
39. Minimum 16 ounce bottle size
40. Carbonated and/or sparkling water and carbonated energy drinks do not meet the carbonated beverages requirement.
41. Minimum of four (4) soda varieties (carbonated beverages) is required, one (1) of which must be a diet soda selection.
42. Minimum of two (2) specialty drink varieties are required. (Examples of the specialty drink category include sports drinks, iced teas, energy drinks, coffee drinks, root beer, etc.).
43. Minimum of 8 ounces bottle size
44. Minimum of two (2) juice varieties is required, one (1) of which must be 100% orange juice.

45. Minimum 8 ounce bottle size
46. Optional: Alcoholic beverages (beer and wine only) are allowed to be sold in addition to the minimum requirements listed, if permitted by law. It is the franchisee's responsibility to meet all local, state and federal laws pertaining to the sale of alcoholic beverages, as well obtain any and all permits and/or licenses required.
47. Ice Box (Frozen Items) A selection of frozen meals and ice cream treats.
48. Products requiring actual cooking, other than the use of a conventional microwave oven, are not permitted.
49. Frozen meals – a minimum of two (2) different branded product selections required
50. Ice cream – a minimum of two (2) different branded product selections required.  
Individual serving size (carton, tub or box).

## **110.9 Restaurants/Bars/Lounges/Banquet Space**

Restaurants, Bars, Lounges, and/or Banquet Spaces are prohibited at Comfort Brand Properties.

## **120.0 Hotel Services**

### **120.1 Complimentary Newspaper**

Properties not displaying the brand specified internet landing page (ILP) are required to provide a minimum of ten (10) complimentary USA TODAY newspapers each day Monday through Friday. Additional copies may be necessary if the occupancy of the hotel rises substantially.

### **120.2 Telephone Services**

Telephone service to guest suites/rooms must be available for incoming and outgoing calls 24 hours daily.

1. *\_Local Telephone Calls \_ No Comfort Suites property shall levy any charge to guests for making local calls. This includes any daily access charge, per call charge or per time unit charge.*
2. *Long Distance Guests must be able to access long distance via direct dial*
3. Access Charge
4. No Comfort Suites property shall levy any access charge for making long distance calls, whether direct dialed, operator assisted or toll free.
5. Telephone Carriers
6. Address consumer comments to: FCC Enforcement Division, Wireline Competition Bureau, 445 12th St. SW, Washington, DC20554.
7. *Switchboard*
8. Provide a hospitality based system that functions as a state of the art telephone, with voice mail and FCC compatible hearing impaired capabilities.

9. *Guest Room Telephones* Each guest room must have at least one (1) telephone with direct dial capabilities, through local telephone service. In addition, the telephone system must meet or exceed the following specifications:
10. Must be equipped with a message waiting light or message alert. See R&Rs Rules of Operation, 130.2 F.3.c.
11. Must have a brand approved faceplate. The faceplate must contain dialing instructions, the approved logo, room number, hotel name, hotel address, and phone number. Refer to Choicebuys for contact information for Desi.
12. *House Telephones* All house telephones must automatically dial to the front desk when the receiver is lifted off the cradle.
13. *911 Direct dial* Hotels are required to comply with all state, local and federal laws and codes, including the Federal Communications Commission's rules regarding emergency telephone calls (911) and connections to a 911 call center or public safety answering point

### **120.3 Television Services**

1. The following television services to guest room must be available 24 hours a day:
2. Required Basic Programming required all day every day At a minimum, the hotel must offer free to guest "basic cable/satellite" programming variety with no fewer than 25 channels. The following 5 specific networks are required – ABC, CBS, NBC, FOX and PBS. In addition, at least 1 channel is required from each of the following 5 programming categories (with notable/popular network recommendations provided as guidance):
3. News CNN, CNN Headline News, CNBC, MSNBC, Fox News
4. Weather The Weather Channel, AccuWeather, Regional/Local Weather
5. Entertainment USA, TNT, TBS, LIFE, FX, WGN, History, Discovery, A&E, HGTV, TLC, Travel, AMC, TMC, Comedy Central, Sci Fi, BIO, Food, MTV, VH1, CMT, Bravo, SPIKE, National Geographic
6. Kid Friendly Disney, ABC Family, Nick, TV Land, Sprout, Noggin
7. Sports ESPN, ESPN2, ESPN Classic, ESPN U, SPEED, Fox Sports
8. HBO is recommended as a premium network channel
9. One of the brand approved versions of the in room technology cards must be provided in all guestrooms. This in room technology card includes WIFI connectivity information including customer service contact information as well as the TV channel listing or how to access the channel information.
10. Pornography Pornographic channel, movies or shows are prohibited.
11. All guest room televisions must have a remote control.

### **120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)**

1. Compliance **All properties are required to be HSIA certified.** Certifications will be maintained by the hotel's choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:

2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
  5. Areas of Installation:
  6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
  7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
  8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.
  9. Equipment
  10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
  11. Bandwidth
  12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.
  13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps  
75 - 149 rooms 100 Mbps  
150 - 350 rooms 250 Mbps  
350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
  14. Wireless Signal
  15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
  16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.

17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. Connection/Configuration – The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. *User Authentication* – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.
21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel’s WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
4. Increased Bandwidth
5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
8. HSIA Non Compliance Procedure
9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non

compliance penalties as well as possible default and termination of the franchise agreement.

### **120.5 Forgot Something Program**

1. Each Comfort Suites Hotel must maintain an adequate supply of the amenities listed below. These amenities are to be made available to guests on a complimentary basis upon request. Any items provided in all guest rooms do not have to be kept with the supply of other required items.
2. Razor
3. Shaving Cream
4. Toothbrush
5. Toothpaste
6. Deodorant
7. Sewing Kit
8. Shower Cap
9. The in room Experience card noting the program is required in all guestrooms.

### **120.6 Cribs & Rollaway Beds**

Cribs must be available upon request and at no charge. All cribs and play yards must meet or exceed all applicable local, state and federal laws and regulations, including all Consumer Product Safety Commission safety guidelines.

1. At least one (1) crib must be available upon request at all times.
2. Rollaway beds are optional. With the exception of SRD reservations, charging is at the owner's discretion. Rollaway beds must be provided free of charge with SRD reservations.

### **120.7 Vending Services**

Vending machines dispensing items such as soft drinks, snacks, and newspapers are not permitted in the Lobby, but when present are required to be in a semi enclosed area adjacent to the lobby, or located in a specific vending room within the guest rooms building. ATMs and any coin operated machines are also prohibited in the lobby. Cigarettes are prohibited in all vending machines. Vending machines do not meet the requirement for the Comfort Suites Marketplace and are not permitted in the Marketplace itself. Refer to the Marketplace Website on the Comfort Suites brand page for program details and requirements.

1. For properties with four (4) or greater stories, one (1) closed bin, dispenser type (1) ice machine must be located on every other floor.
2. For properties with three (3) or fewer floors must have a minimum of one (1) centrally located ice machine for every 60 guest rooms.
3. Vending machines dispensing cigarettes and/or prophylactics are not permitted anywhere at the hotel or affiliated property. All vending areas must meet the design

specifications outlined in R&Rs Architecture & Engineering, 410.51 Vending Areas and R&Rs Interior Design, 510.51 Vending Areas.

## 120.8 Complimentary Coffee & Hot Tea

All Comfort Suites hotels are required to offer hot water and at least one regular and one decaf blend of the approved coffees required for breakfast as well as hot tea (regular and decaf) from at least 5AM until 9PM on a daily basis. A list of approved coffee vendors is listed on the Breakfast Program Hot Topic. Only approved blends from approved vendors are acceptable.

1. These hot beverages must be served from either the breakfast area or from a separate cart or kiosk located in the lobby, using the approved airpots. If served from a separate cart or kiosk, then the approved airpots must be properly labeled with approved graphics, but the display rack may remain in the breakfast area
2. With the exception of the airpot racks, the coffee and tea must be offered with the same menu and presentation pieces, condiments, wooden stir sticks, and Choice Privileges cups stipulated for the breakfast program.

## 120.9 Welcome Refresh Water Station

All Comfort Suites hotels are required to offer complimentary beverage refreshment via the approved Welcome Refresh Water Station program and recipe standards, on a daily basis, at minimum between the hours of 3PM 9PM. The Welcome Refresh Station program is required in addition to the Complimentary Coffee and Hot Tea requirement (See 120.10). The standards listed in this section are the **operational** requirements for the Welcome Refresh Station program. Refer to the Comfort Suites Brand page for details under the Deadlines & Programs tab. Only the approved items, products, presentation pieces, signage, graphics and/or materials sourced for this program are permitted for use, except where noted.

1. Location
2. The Welcome Refresh Water Station program must be presented as described below, in an approved location in the lobby visible to guests at check in from the front desk.
3. The water station cannot be placed on the front desk registration counter
4. The water station must be placed on one of the following:
  5. The approved beverage cart
  6. A permanent counter not to include the front desk
  7. A furniture table, to include either an approved sofa table or approved console table. If placed on an approved furniture table, it must be at minimum 32"H x 18"D x 33"W.
8. Beverage Offering
9. A minimum of one (1) approved lemon infused water offering is required. Refer to the Refreshment Recipe instructions for the approved beverage products and directions:

10. Drinking water infused with approved lemon flavored syrup blend; **or** "True Lemon" brand dry mix packet or
11. Drinking water infused with a minimum of six (6) fresh lemons, cut into *slices*.
12. The beverage dispenser must be maintained at least one half (1/2) full during the hours of operation, with ice cubes visible.
13. The service of additional cold beverages is permitted. If additional cold beverages are provided, they must be served in the approved beverage dispensers and accessories.
14. Additional beverages In addition to the required lemon infused water, other optional cold beverages are acceptable, but they are limited to "Ice Water" (with or without sliced fruit), "Iced Tea", "Sweet Tea", and "Lemonade". Only approved dispensers, drip trays, and approved flavor magnets are allowed for the service of additional cold beverages. Brand approved flavor magnets are required.
15. Presentation
16. The following presentation, serving pieces and operating supplies are required:
17. Minimum one (1) approved presentation mat.
18. Minimum of one (1) approved beverage dispenser with base, condensation tray, and drip tray
19. One (1) brand approved lemon infused magnet flavor label is required to be placed on the beverage base.
20. 4.5" x 4.5" beverage napkins, non logo, white in color, provided in adequate supply and presented in the approved beverage napkin holder.
21. Seven (7) ounce beverage cups, in adequate supply, presented in the approved beverage cup holder. Cups must be solid white, translucent, or clear plastic. No logos or markings permitted.
22. One (1) trash container placed on the floor in the immediate presentation area. Trash cans must be solid black, brushed nickel, or stainless steel and cannot be taller than the height of the approved cart or presentation piece/furniture used for the service.

## **120.10 Hand Sanitizing Stations**

All hotels are required to install commercial style hand sanitizing stations in certain public areas throughout the hotel. Commercial style is defined as an encasement holder with internal cartridge or bag which supplies the product. The stations can be free standing or wall mounted. An adequate supply of sanitizing product at all times. The sanitizing product must contain active ingredients of at least 60% ethanol or 70% isopropanol.

1. Stations are required in at minimum the following areas: in the lobby/front desk area, in the breakfast area, all interior corridor elevator landings, fitness centers (in or at the entrance to), and entrances to food and beverage outlets if present.

## **130.0 Guest Service Programs & Standards**

### **130.1 Guest Satisfaction Programs**

1. *Commitment to Your Satisfaction Program* Each Comfort Suites property is required to fully comply with all aspects of the Comfort Suites' Commitment to Your Satisfaction program.
2. Participation in this ongoing, mandatory program is required by all Comfort Suites properties. It includes the satisfactory servicing of all guests, prompt resolution of guest complaints, prominent display of collateral material and the timely submission of weekly tracking reports.
3. The program applies to the entire room inventory and all guests, with the exception of those who have been identified by *Choice Hotels International* as likely to fraudulently invoke the satisfaction commitment.
4. The program applies to rooms on an individual basis; there are no exceptions permitted for special rate programs and package plans.
5. All hotels must provide the In room Experience card with "We'll take care of you" message.
6. Front desk staff must be authorized to satisfactorily resolve guest complaints, including but not limited to guest reimbursements upon checkout.
7. Every attempt to resolve a guest complaint must be handled on property, at the time of the complaint. On property guest complaints and/or reimbursements must be logged in Choicecentral using the Guest Resolution form. Refer to section 130.3 Guest Complaints for additional details on Guest Complaints.
8. The Customer Relations Department (CRD) reserves the right to automatically resolve guest complaints to the satisfaction of the guest and will bill the hotel franchise accordingly. See R&Rs Rules of Operation, 130.3. A.3. CRD Action. In order to help minimize the likelihood of follow up guest complaints, hotel staff is encouraged to utilize the Guest Reimbursement Form located on Choice Central under References to report all on site complaint resolution compensations to CRD.
9. *Family Plan*

Each property must accommodate, free of charge, children 18 years and under when accompanying their parent(s)/guardian(s), occupying the same room and using the same facilities. If a second room is utilized, the charge must be equivalent to the one person rate for each room occupied.

### **130.2 Guest Complaints**

1. *Complaints* Guest complaints received by the Customer Relations Department (CRD) are processed and resolved upon receipt from the guest without referring back to the hotel. Anytime a guest reaches out to the CRD their complaints are resolved and billed to the property (currently \$100/instance). Refer to information on Choicecentral regarding specifics of the Case Management Process. The property must abide by the Guest Satisfaction Program and first attempt to resolve any guest issues or complaints at the hotel level. Complaints must be corrected to the guest's satisfaction in a professional and respectful manner, without abusive conversation

and without speculation as to the guest's motives. Consideration must be given to the guest's point of view. Only the management of the hotel and their staff are completely aware of all aspects pertaining to a complaint, including any related Choice's Central Reservation System's (CRS) records, billing and accounting records, and/or what took place during the guest's stay.

2. Hotel Complaint Resolution
3. When a complaint is reported to the hotel directly, all complaints must first be resolved directly with the guest and then must be responded to in writing in a professional manner. Issues that cannot be solved by CRD (Ex. Legal, billing issues) will be sent to the hotel for resolution. If received via email, response may also be via email. If a complaint is received via snail mail, the response must be via snail mail and must be typed or computer generated on the letterhead of the owner, the property or the management company. Responses may not contain any foul or abusive language. Responses must be courteous, understanding, and directed to the specific problem.
4. A copy of all responses must be maintained on property for at least six (6) months from the date of the original complaint and must be available for review upon request by an authorized agent of *Choice Hotels International*.
5. Actions Required of Hotel Management
6. Upon receipt of a complaint forwarded by CRD, hotel management must acknowledge and close the comment. Legal complaints will be sent to the hotel requesting a response and resolution and will be handled solely between the hotel and guest.
7. Reputation Management Reponses
8. Without exception, franchisees will be required to respond to GIS surveys and Real Guest Experiences on ChoiceHotels.com that have scores below their brand's Likelihood to Recommend (LTR) red zone threshold. Franchisees are also required to respond to GIS surveys when the guest has requested that they be contacted by the hotel.
9. All responses must be in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view.
10. CRD Action CRD reserves the right to automatically resolve the complaint to the satisfaction of the guest, and will bill the hotel franchise accordingly if any of the following has occurred:
  11. Guest received no response from hotel management.
  12. Resolution received was unsatisfactory to the guest or no resolution was offered at the time of stay.
  13. Hotel management accepted no or partial responsibility for a problem when it was clearly in the wrong.
  14. Hotel management failed to follow the procedures detailed in R&Rs Rules of Operation, 130.1 Guest Satisfaction Program, 130.2 Guest Service Standards, and/or 130.3 "Guest Complaints".

15. CRD will assess a complaint handling fee for all valid complaints sent to the property. This fee is \$100 for the Comfort Brand and subject to change. The property may also receive billing for the cost of resolution to the guest.
16. Appeal Process
17. Should hotel management wish to appeal a CRD decision regarding their guest's complaint, they must fill out the Guest Feedback Appeal Form (GFAF) within 30 days of guest complaint and the hotel's comments/concerns will be reviewed by a member of the appeals team and the hotel will be notified within 35 days of the results of the appeal.
18. Choice Privileges Points and Cash Refunds: In certain circumstances, and in the interest of maintaining the excellent reputation of all *Choice Hotels International*'s hotels, CRD reserves the right to issue a refund or Choice Privileges Points as a gesture of goodwill to the guest, at no charge to the franchisee.
19. Statistics and Service Standard: All complaints are maintained in a database for record keeping purposes. CRD maintains these statistics and produces monthly reports for use by CHI operational support field staff, marketing and reservations. All complaint data is also accessible by hotel management via [www.choicecentral.com](http://www.choicecentral.com).
20. Unresponsive Hotel
  21. In the case of late, invalid or no response from the hotel management to a GIS Survey or Real Guest Experience, the comment will be "escalated" and a fee will be added to the monthly franchise statement.
  22. The Reputation Management team reserves the right to automatically resolve all survey/reviews to the satisfaction of the guest and will bill the hotel franchise accordingly if any response was unsatisfactory to the guest or was received late (any time after the 72 hour period has elapsed).

### **130.3 Housekeeping Service Standards**

1. *Commitment to Clean (C2C)*
2. All hotels are required to use chemicals that are labeled as EPA registered disinfectant for use against SARS Co V2 for hard surface cleaning in all guestrooms and public space areas.
3. Approved disinfectant cleaner is to be used by each housekeeper and must be visible on all active housekeeping carts in professionally labeled bottles. This will be verified during each Quality Assurance Review (QAR).
4. Hotel is required to maintain an adequate supply of approved bulk disinfectant cleaner for replenishment of individual bottles.
5. All hotels will be required to have at least one (1) current employee solely designated as the Commitment to Clean (C2C) Captain. Each C2C Captain is required to fully complete the current C2C training located on ChoiceU and it must be updated every twelve (12) months.
6. Compliance is noted at the beginning of each month. Hotels that fail to have a certified C2C captain may be placed in the Yellow Zone in the Performance Zones

Program and may be billed \$150 per quarter until compliant. Refer to section 180.2, Performance Zones Program.

7. *Ecolab Laundry Program*
8. As of 5/1/2023, all Comfort hotels are required to purchase and use Ecolab laundry products for all hotel linen and terry. A minimum of three (3) dispensed Ecolab laundry products (detergent, de stainer, and fabric softener/neutralizer) and what may be determined by the hotel's Ecolab representative are required in addition to ready to use stain treatments and removers.
9. Compliance is noted at the beginning of each month. Hotels found to be non compliant with the Ecolab Laundry Room Chemical Program may be placed in the Yellow Zone in the Performance Zones Program until compliant. Refer to section 180.2, Performance Zones Program.

#### **130.4 Guest Insight System (GIS)**

1. Guest Feedback Data Integrity Policy

All hotels are required to adhere to Choice's Guest Feedback Data Integrity Policy.

1. No Choice property or franchise employees or immediate family are allowed to complete a GIS survey.
2. Choice Employee and Friends & Family rate codes (SED & LFF) are not eligible for a GIS survey.
3. To protect the integrity of the GIS Survey and Choicehotels.com guest feedback systems, Choice will remove any and all invalid or fraudulent surveys and reviews identified by independent data monitoring system software. Detailed reporting from the data integrity program will be provided to Choice Hotels for use in their performance monitoring.
4. An invalid survey is a survey that is determined\*\*\*\*by Choice or its representative to have been submitted by someone other than the guest to whom the survey was issued, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
5. An invalid review is a review that is determined by Choice or its representative to have been submitted by someone other than a guest of the hotel being reviewed, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
6. If your hotel is found by Choice to have three (3) or more invalid surveys OR three (3) or more invalid reviews on Choicehotels.com (or a combination thereof) in a 30 day period, a warning letter will be sent to both the franchisee's designated representative and the general manager of the hotel.
7. If, after the first warning, your hotel is found to have three (3) or more invalid surveys or (3) or more invalid reviews (or a combination thereof) for two (2) consecutive months the following consequences will be applied:
8. Any current awards and recognition are declared invalid and are removed from the hotel's listings on Choicehotels.com.

9. Hotel is disqualified from receiving awards and recognition for the next calendar year.
10. For continued offenses, the hotel is at risk of formal default of the franchise agreement and may be subject to reservation suspension and termination.

If a hotel is found to have invalid surveys, the hotel ownership will be notified. 2. GIS Survey Exclusion Policy

1. In very limited circumstances, a property representative may submit an appeal of a GIS survey within 45 days of the survey response date. All appeals must be submitted via ChoiceCentral.com, meet requirements for an appeal and include adequate documentation. Please refer to the GIS Survey Handling Policy on Choice Central for details.

## **140.0 Marketing Programs**

### **140.1 General Requirements**

1. Displays Each property is required to prominently display all approved *Choice Hotels International* Choice Privileges promotional materials in full view of arriving and departing guests. These materials include approved marketing materials on the check in counter such as the front desk insert poster in acrylic stand, table tents (can be in the breakfast area) and any other items that are included in a promotional kit including but not limited to stand up lobby banner and/or key card inserts.
2. The approved marketing materials must be current and displayed for the duration of the promotion or program in accordance with the dates and terms specified by *Choice Hotels International*. All outdated materials must be removed in accordance with dates and communications from Choice Hotels. It is the hotel's responsibility to abide by program rules.
3. Placement of non *Choice Hotels International* promotional material in or on the display stand is strictly prohibited. The display of multi branded materials that include non *Choice Hotels International* hotel brands is also strictly prohibited.
4. *Choice Hotels International* will supply all North American hotels with approved promotional materials at *Choice Hotels International*'s expense. Damaged or stolen promotional materials must be replaced at the hotel's expense.
5. Advertising Materials
6. Non Choice Advertising Material
7. Advertising material of any description that in any way promotes lodging accommodations other than those duly franchised by *Choice Hotels International* may not be displayed anywhere on the premises of a property. Excluded from this requirement are advertising materials in telephone books, chamber of commerce booklets, and professionally stocked brochure racks,

## **140.2 Choice Privileges Rewards® Program**

Created to acknowledge and reward loyal guests, the Choice Privileges (CP) Rewards Program is *Choice Hotels International's* loyalty program.

1. Compliance All properties are required to fully comply with all aspects of the Choice Privileges Rewards Program (details can be found on [www.choicecentral.com](http://www.choicecentral.com)).
2. Expediting guests by assigning their rooms in advance based on a review of the Arrivals List in choiceADVANTAGE.
3. Promptly reporting all program activity utilizing the Weekly Stay Review system. The data reported must match the stay data in choiceADVANTAGE. Paying all invoices, fees and any applicable taxes related to the Choice Privileges program in a timely manner. Note: The Choice Privileges program has the right to withhold payment if the property owes the program funds for a cancelled reward night already paid to the property.
4. Members can earn points for up to four rooms per night at the same hotel. Both rooms must be in the member's name and include their member number. The member must stay in one of the rooms and the rooms must be paid in full. Members can only receive any applicable bonus points on one room. Elite members only earn Elite status on one room per stay.
5. If the member's individual hotel bill is billed directly to a company and the actual member is responsible for authorization of settlement at check out, the stay is eligible for Choice Privileges points when an eligible rate is paid. However, group master billing arrangements where charges for multiple rooms are placed on one hotel bill and billed to a company or common address or settled at check out by one individual are not eligible.
6. Always retaining a Choice Privileges member's reservation to ensure never "walking" a Choice Privileges member.
7. Honoring Elite member requests up to 2:00pm (or up to 2 hours past the posted check out time) late check out benefit to members who request it before the posted check out time.
8. Comfort Suites domestic (US) properties must feature the brand approved Elite Recognition Program display piece (acrylic holder with gift box attachment) with current brand approved insert on the front desk counter, as well as support the processes involved with this program, which include:
9. At check in, acknowledging all Choice Privileges Elite members, which are noted on the choiceADVANTAGE check in process by colored icons reflective of status. Acknowledgment should include a verbal appreciation of their status and loyalty to Choice, as well as the offering of the Comfort Suites Elite Recognition Program rewards which includes:
10. Elite members' choice of a minimum of 250 CP bonus points or a minimum of one beverage and one snack.
11. 250 courtesy Choice Privileges points are credited to member account after check out; points are billed to issuing property at 50 basis points per Choice Privileges point in cost, or \$1.25 per 250 points awarded. All point costs related to this

program are reflected in the monthly invoice received the following month after current month's closing.

12. Stock a minimum of daily beverages and snacks (minimum 16.9 oz bottled water required/per arriving Elite Member).
13. Stock a minimum of 1 oz pre packaged snack required/per arriving Elite Member
14. Refer to Section 100.6 for information on billing for Elite Welcome Gift Program points
15. All hotels are required to provide a minimum of four (4) parking spaces with brand approved signage reserved for Choice Privileges Elite members. Signs must be mounted on a wall or an approved post (steel, wood, or fiberglass) and placed directly in the ground.
16. Program Enrollment If a guest is not a Choice Privileges member, you must ask the guest's permission to enroll him/her into the program via choiceADVANTAGE:
17. Confirm the guest's name, phone, mailing and email address.
18. Enroll them into the program using the Choice Privileges functionality in choiceADVANTAGE.
19. Present the member with the Choice Privileges welcome letter.
20. Choice Privileges Express Check In All Choice Privileges check ins must include the following:
  21. For Elite Diamond members, offer complimentary room upgrades, if available. Upgrades may include rooms on a higher/lower floor or their desire, or rooms with favored views. Upgrades do not have to be suites.
  22. Pre register Choice Privileges members. The front desk associate will present the already prepared key and jacket (if applicable).
  23. Request positive ID from all Choice Privileges members and verify their email address.
  24. While most Choice hotel stays earn Choice Privileges points, Choice hotels are independently owned & operated and certain brands or locations as well as third party non franchised hotels may not participate. Unless specified otherwise (in a specific promotion, for example), reservations must be made through Choice channels in order to qualify for Choice Privileges points. Certain hotel rate plans also do not earn Choice Privileges points. Some of the rates that do not qualify for points include rooms booked at rates below \$40 USD per night, certain hotel initiated promotions, reward night stays, complimentary rooms, rooms paid for as part of a convention or meeting, rooms booked through a travel agent or third party online retailer including online travel agencies (unless otherwise expressly noted), wholesale packages, group tours, and stays booked using the employee discount and the friends and family discount.
  25. Members earn Choice Privileges points or airline miles for individual travel on the following qualifying rate plans (SRPs) in the U.S. and Canada: Best Available Rate, Advance Purchase, Corporate, VIP and Net Preferred, Choice Cares, Government/Military, Travelers' Discount, AAA/CAA, PSCIEN, Package Rates, Small Organization Savings/Significant Savings, Senior Rate, Sports Rate, CPSA, Preferred

Customer Savings Rate, Savings at Work, SGRP1, SGRP2, negotiated rates (N) and select LSRPs. [The list of qualifying rate plans is subject to change.]

26. Note: Members who are staying on an SRD (free night) have access to the same hotel amenities/benefits as rate paying guests.
27. Members staying at the SRD rate must be treated in the same manner as those staying at the BAR rate, and offer them the same courtesies.
28. Accept transferred SRD Reservations for friends and family members of Choice Privileges guests without written permission from the member.
29. At no time, either during check in or check out, may the member be presented with a folio that shows the amount the hotel is being paid for a room being redeemed by Choice Privileges points.
30. Choice Privileges SRD Inventory
31. Offer the same room types for the SRD Rate that are currently being offered at BAR Rate.
32. A maximum of 5% of total inventory which should only be “specialty rooms” may be removed from the SRD Inventory.
33. This means room types that are unique to the hotel. Upgraded room types or handicapped accessible room types are not presumed to be specialty rooms.
34. SRD Nights must be offered through all seasons, holidays, and weekends.
35. Choice Privileges Program Materials
36. Ensure that all Choice Privileges materials are prominently displayed and up to date at the front desk and in the guest room. Materials must be in plain unobstructed view of all arriving and departing guests either on the front desk, or, if front desk space is limited, materials may be displayed just to the right or left of the front desk on a side table.
37. Choice may take appropriate administrative and legal action if hotels abuse, violate or defraud the Program.
38. Properties may not create or maintain consumer rewards or loyalty programs that include any Choice brand property.

### **140.3 Choice Privileges Mastercard Co**

Brand Credit Card (“Co branded card”) Compliance The Franchisees and all properties are required to implement the Co branded card program (“the Program”) in accordance with the following obligations:

1. The Franchisee (and its employees, personnel, and representatives) shall:
2. To the extent engaged in the marketing and sales of the Co branded card or otherwise performing obligations related to the Program, take all necessary trainings provided by Choice Hotels, which shall include topics such as anti money laundering, Bank Secrecy Act, the Equal Credit Opportunity Act, other consumer protection laws applicable to the Program, as well as compliance with Wells Fargo’s applicable policies and procedures. This training will be completed prior to engaging in sales or marketing of the Program and annually thereafter for recertification.

3. Accept the Co branded Card at all hotels for guest/customer purchases.
4. Implement and use only the marketing materials and marks related to the Program as provided and approved by Choice Hotels, and only as directed by Choice Hotels.
5. Limit marketing and sales activities under the Program to (i) presenting Program marketing communications, prepared, and provided by Choice Hotels, on digital point of sale displays at its hotels and (ii) upon the inquiry of a customer/guest about the Program, refer such customer/guest to the designated Program resource(s), as directed by Choice Hotels.
6. Promptly update or remove any marketing materials and/or communications related to the Program upon request by Choice Hotels, within the timeframe requested.
7. Cooperate with any reasonable request for information from Choice Hotels and its authorized representatives to verify its compliance with its marketing obligations of the Program including but not limited to verification of on property materials during on property inspections.
8. Not making any false or misleading representations related to the Program.
9. Notify Wells Fargo and Choice Hotels in the event of unauthorized use or disclosure of confidential information or personal data of Wells Fargo or any cardholder of the Co Branded.
10. Permit Government authorities on site to review its activities relating to its obligations herein and be aware that mystery shoppers may be sent on site for verification of its marketing of the Program and the offering of the Co Branded card in accordance with the obligations herein (all of which shall be during normal business hours and with advance notice).
11. Comply with all applicable laws in performing its obligations related to the Program (as are communicated by Choice Hotels or Wells Fargo, contemplated by the training, or are otherwise applicable irrespective of the Program).

#### **140.4 Airline Rewards Program**

All properties are required to participate in all airline frequent traveler programs in which *Choice Hotels International* participates. Participation includes:

1. Allowing guests to earn Airline Rewards on eligible stays.
2. Reporting all program activity utilizing the Invoice Review system.
3. Paying all invoices, fees and any applicable taxes related to the Airline Rewards program in a timely manner.

#### **140.5 Choice Hotels Gift Cards**

1. Operations Requirements
2. All properties in the United States are required to accept the Choice Hotels Gift Card as a form of payment. This card can be used for any charges listed on the guest portfolio associated with a stay. Charges for restaurants, movies, sundries, etc. can be paid using the gift card as long as listed on the guest folio and processed through choiceADVANTAGE.

3. Advance Reservations
4. The Choice Hotels Gift Card cannot be used as an advanced guarantee for room reservations.
5. The Choice Hotels Gift Card does not entitle the guest to a room if the property is fully booked and the guest does not have a reservation.
6. System Requirements
7. ChoiceADVANTAGE is required for gift card processing.
8. Voice redemptions are allowed if ChoiceADVANTAGE system is not operational.
9. Documentation on Gift Card processing details can be found on [www.choicecentral.com](http://www.choicecentral.com).
10. Financial Requirements
11. For properties that choose electronic funds transfer for gift card transactions, it is their responsibility to inform SVM of any changes in their bank account information. If an ACH transaction is returned, SVM will automatically change the reimbursement method for the property to check reimbursement and charge a \$3 monthly check fee to the property for the gift card redemption until they provide correct account information or submit a new enrollment form opting to be reimbursed by ACH transaction. Hotels that choose to sell gift cards must choose electronic funds transfer.
12. Compliance
13. The Gift Card enrollment application can be found on [www.choicecentral.com](http://www.choicecentral.com).
14. Failure to Accept Gift Card If a guest presents a gift card for payment at a U.S. property and the property is unable or unwilling to accept the card, the property will be responsible for payment of the guest's first night's lodging.

#### **140.6 Guest Services Directory**

1. Guest Services Directory In lieu of a hard copy guest directory as described below, an approved PDF version of the hotel's Guest Directory must be uploaded on the hotel's brand approved Internet Landing page (ILP). This version of the directory must also include information as noted below. If not provided on the ILP, a professionally prepared and designed directory of all guest services must be provided in all guest rooms. If a hard copy is provided, it must be in the brand approved format in SmartMarketing. The directory must include, but not be limited to: a list of all hotel services including hours of operation of all hotel facilities, local services (e.g. airlines) and places of interest (e.g. local restaurants, places of worship and area attractions). All Guest Service Directories must follow the specifications as outlined below:
  2. Be in the current brand approved format
  3. Vinyl or better with at minimum a padded front cover
  4. Maximum sheet size of 8 1/2 in. x 11 in.
  5. Bound with spirals or 3 ring

## **140.7 “Room to Be Green Program” and the Energy Collection & Measurement (ECM) Utility Savings Dashboard Program**

All Comfort Suites brand hotels must abide by the following minimum standards for the Room to be Green Program.

1. “Room to Be Green “ Program Requirements (effective through 12/31/2024):
  2. Energy Conservation Energy efficient LED or CFL bulbs must be used in all guest room lamps and interior light fixture including all public spaces.
  3. Water Conservation The brand approved in room Experience card must be provided in all guestrooms.
  4. Recycling and Waste Reduction Hotel must provide at least one recycling bin in plain view for guest usage in a hotel common area. The bin must be professionally labeled in words or symbols clearly indicating its purpose for collection/disposal of appropriate recyclables.
  5. Employee Engagement and Operational Excellence At least one staff member, currently employed, must be certified as the “Green Leader” through the training module via Choice University.
  6. Smart, Safe and sustainable Product Usage Polystyrene (e.g., Styrofoam) products are prohibited for use in all guest facing areas of the hotel including but not limited to: lobby coffee cups, breakfast area plates and bowls, in room coffee cups, and any to go containers provided by the hotel.)
  7. “Room to Be Green” Program Requirements effective 1/1/2025
  8.
    1. Light Emanating Diode (LED) Lighting – 100% of all indoor lighting is to be provided by LED lighting fixtures and bulbs.
  9. Towel and Linen Reuse Program – Hotels are required to offer all stayover guests a towel and linen reuse program communicated via approved brand in room collateral. (Refer to section 150.2 for applicable collateral requirements.) Towels and linens are to be replaced every third day of a multiple night stay unless guests request them more often.
  10. Water Saving Guestroom Water Fixtures – Hotels are required to, at minimum, provide the following types of water saving guest faucet fixtures:
    11. \* Water Saver Shower Heads – All shower heads are required to be 2.5 gallons per minute (gpm) or 9.5 liters per minutes (lpm)
      - Guestroom Faucet Aerators – All guestroom and guest bathroom faucets are required to have aerators installed which limit water flow to a maximum of 1.5 gpm (5.7 lpm).
    4. Housekeeping Upon Request – Hotels are required to participate in the “Housekeeping Upon Request” (HUR) Program which allows stayover guests to determine if they want daily housekeeping service. The program must be communicated via a brand approved text messaging service or via a brand approved HUR mirror cling.

5. Green Ambassador – Hotels are required to designate a “Green Ambassador” to assist hotels in executing and promoting sustainability practices. The Ambassador is responsible for ensuring that sustainability information is communicated and displayed in back of house areas of the hotel if applicable. The Ambassador is also responsible for establishing and completing a minimum of one (1) activity that can include local volunteering, organizing an in kind donation or participation in a third party educational session.
6. Recycling – At minimum, hotels are required to offer at least one (1) recycling receptacle which is in plain view in a hotel common area for any of the following recyclable items: newspapers/paper, glass, plastic, or aluminum. The bin must be professionally labeled in words and/or symbols clearly identifying its purpose for collection/disposal of appropriate recyclable items.
7. Sustainable Disposable Food and Beverage Serving Products – Hotels are required to use sustainable, disposable serving products in all food, beverage, and breakfast serving areas of the hotel. Hotels are prohibited from using plastic straws and stirrers, polystyrene (e.g., Styrofoam) plates, bowls, cups, and to go containers. (Refer to the Breakfast section 200.4 for additional details.)
8. Single Use Guestroom Plastics – Hotels are required to use the sustainable single use guest room items determined by the Rules and Regulations. (Refer to Section 150.2 and 150.4 for details.)
9. Paperless Check Out Hotels are required to offer all guests an electronic copy of their receipt through the Property Management System in lieu of a paper copy.

#### C. Energy Collection & Measurement (ECM) Utilities Savings Dashboard Program

1.
  1. Full compliance of the following ECM program requirements includes:
2. ECM account on Resource Advisor, the cloud based reporting platform powered by Schneider Electric.
3. Submission of energy utility data to Schneider Electric monthly to include electric power, fuel totals (e.g., natural gas, propane, fuel oil), and water.
4. To create an ECM account, each hotel is required to fully complete and submit the Energy Data Collection form online via the Comfort Brand page or upon entering the Choice system.
5. For details about the ECM Program, please go to the Comfort Brand Page.
6. Hotels must submit energy utility data as noted above.
7. Hotels will be billed \$18/month on the hotel’s franchise invoice.

#### **140.8 Internet Distribution**

Each Choice branded hotel is required to comply with the Internet Distribution standards outlined in this section of the Rules and Regulations. Hotels that do not comply with all requirements set forth in this Internet Distribution Policy (IDP) may be assessed a non

compliance fee as outlined below in the Internet Distribution Non compliance Fee Schedule (the "Fee Schedule") for as long as the offense continues. Non compliance with these standards may also subject the non compliant hotel to other legal remedies outlined in the franchise agreement, including Online Travel Agency ("OTA") suspension, payment of a \$2,000 OTA reinstatement fee, Central Reservation System ("CRS") suspension, payment of a \$10,000 reinstatement fee, and termination of the franchise agreement. **Internet**

**Distribution Non Compliance Fee Schedule** Franchisees will receive a penalty fee of \$50 (described below) and a warning for their first offense in any given calendar quarter and subsequently a four day period to remedy the violation during which the franchisee will not be subject to non compliance fees. (This four day remediation period is referred to as the "Cure Period"). Franchisees found to be in violation of the Internet Distribution standards after the Cure Period will be assessed fees based on the Fee Schedule below. The Fee Schedule is based on the number of calendar days in the quarter where a violation occurs (regardless of whether a prior violation was cured). The Fee Schedule will reset at the beginning of each quarter. Fees are assessed on a per property basis. In other words, if a violation is found at multiple properties under common hotel ownership, that owner will be assessed penalties for each offense at each of the properties. **Quarterly Fee Schedule:**

**Violation Timeline Penalty (Fee)** Violation Discovered \$50.00 which is the cost of the gift card to guest because property was found to be in violation of the Lowest Price Guarantee Policy. Cure Period starts the following day "Cure Period" lasts for four days, starting the day after the warning has been issued No penalty – The hotel has the opportunity to correct the IDP violation(s) as well as review the IDP in detail to avoid future violations. Day 1 – Day 7 (*after Cure Period\**) \$200 per offense, per day Day 8 – Day 14 \$400 per offense, per day Day 15+ \$600 per offense, per day \*Day 1 begins after the four day Cure Period has expired and the property has not corrected the IDP violation.

1. Rate Parity & Lowest Price Guarantee Compliance
2. Franchisees must provide Choice rate parity with all distribution channels (third party websites, GDSs, mobile, and property direct). For rate parity among third party channels, Franchisees shall comply with the obligations in Choice's chain agreements with Choice approved third party websites, online travel agents, and wholesalers ("Approved Third Parties") for publicly available rates.
3. Franchisees may not offer a lower rate in any distribution channel (third party websites, GDSs, mobile, and property direct) than what is available on [www.choicehotels.com](http://www.choicehotels.com) (desktop, mobile, or mobile web) or through Choice's call centers. This applies to all room types.
4. Franchisees must comply with and honor the Choice Lowest Price Guarantee which can be found on [www.choicehotels.com/deals/best rate](http://www.choicehotels.com/deals/best rate)
5. **Additional Fees:** Franchisees that do not comply with rate parity requirements will be subject to non compliance fees as outlined in the Fee Schedule above.  
**Additionally, franchisees found in violation of rate parity for 30 days after the conclusion of the Cure Period will be subject to OTA suspension and a \$2,000 reinstatement fee.**
6. B. Room Inventory and Third Party Website Distribution Standards

1. Franchisees must provide Choice access to all hotel inventory. Franchisees shall comply with the inventory parity obligations in Choice's chain agreements with Choice Approved Third Parties.
7. In addition to Choice CRS channels, franchisees may offer room inventory only to Approved Third Parties. A list of Choice Approved Third Parties is available on [www.choicecentral.com](http://www.choicecentral.com). The list of Approved Third Parties will be updated periodically.
8. Approved Third Party rates and inventory must be managed through the Choice CRS using approved Choice rate plans such as LNET, LEXP, SRTL, SBOOK, SAGOD, SGAR, LEXP2, LNET2, SMRC2, LOPQ, and LWTO. Extranets (e.g., Expedia Partner Central) or similar third party systems or tools may not be used to distribute or manage rates and inventory to third party websites or wholesalers unless specifically authorized by Choice. This includes, but is not limited to, leveraging an extranet to participate "unauthorized promotions". "Unauthorized promotions" are defined as, but not limited to, partner closed user group rate programs (e.g., Country Rates or OTA Member Rates such a Booking.com, Genius Program, etc.) and any other types of promotions that would not be available on choicehotels.com channels (desktop, mobile or mobile web), such as, mobile rates, last minute promotions, LOS offers and other discounted offers etc. Choice reserves the right to deactivate any Choice unauthorized extranet rates by giving notice to franchisees. Choice Hotels may do so, based on the proof of the existence of a promotion being loaded on Extranet (screen shot) and/or screen shots of shops or test bookings.
9. Franchisees may not oversell rooms on Approved Third Party platforms or portray rooms as unavailable on the CRS in order to sell rooms on Approved Third Party platforms.
10. Franchisees may not directly distribute inventory to meta search and/or aggregation sites or bid for placement on such sites.
11. Franchisees may not offer discounted rates, last minute or flash deals, or similar promotions unless made available only: (i) through centralized rate management via the Choice CRS, and (ii) to Approved Third Party platforms.
12. Hotels may not participate in bid for placement services with third party websites except for Expedia TravelAds. As a reminder, Expedia Accelerator, along with Booking.com Preferred Program and Booking.com Visibility Booster program are allowed. This does not negate a hotel's ability to flex margins if permitted under a specific OTA agreement.
- C. Online Hotel Photography
13.
  1. Franchisees will be required to purchase professional hotel photography from a Qualified Vendor upon joining Choice. Virtual tours are optional, but if provided, must be purchased from a Qualified Vendor. Updating photos on the hotel's property page is up to the hotel and is at the cost of the hotel.
14. A list of Qualified Photography Vendors can be found on [ChoiceBuys.com](http://ChoiceBuys.com).
15. Franchisees are responsible for scheduling their photo shoot directly with the chosen Qualified Vendor within 30 days of the hotel opening/conversion.

16. Franchisees may submit temporary photos via the ChoiceNOW Portal for online distribution until professional photos are received. Choice will only use temporary photos for a maximum period of 90 days, after which the temporary photos may be removed.
17. The Franchisee will own professional photography for which they arrange and pay for directly through a Qualified Vendor, subject to Choice's trademark rights and other intellectual property rights.
18. Up to date and professional photography (which must be purchased by a Qualified Vendor) which accurately represents the hotel, offerings, amenities, design, and signage will be required at the following lifecycle events:
  19. Opening/Entering the Choice system
  20. Relicensing
  21. Repositioning
  22. Property/Product Improvement Plan (PIP) event
  23. Renovation
  24. Major brand program update
  25. As dictated by Choice/Brand
26. Up to date photography must accurately represent the hotel. As of 7/1/2024, the following areas are subject to evaluation on Quality Assurance Reviews (subject to change);
  - Exterior Signage
  - Breakfast Artwork (brand design artwork)
  - Breakfast Chairs (and/or seating areas)
  - Welcome Wall
  - Lobby Soft Seating
  - General Lobby Area Flooring
  - Guestroom Bedding
  - Guestroom Softgoods
  - Guestroom Headboard (and/or other casegoods)
4. All hotels are required to obtain new, professional photography every five (5) years, or sooner, based on lifecycle events listed above, to accurately reflect hotel offerings.
5. Choice reserves the right to refuse any photos.
6. Choice reserves the right to ask a Franchisee/hotel to obtain professional photography as it sees fit.
7. Franchisees are permitted to use Professional Hotel Photography and Virtual Tours for their own independent property websites and independent property mobile apps, as well as for print media such brochures, rack cards, and similar materials.
8. Choice will manage distribution of Professional Hotel Photography and Virtual Tours to Approved Third Parties unless otherwise specified. Onward distribution of these images by the hotel to unapproved third parties is prohibited.
9. All photos submitted to Choice for online distribution must be accompanied by a signed photo release authorization form that allows for complete and unlimited

usage by Choice. Choice's approved photo release forms may be found on [www.choicecentral.com](http://www.choicecentral.com).

10. Find more information on the Brand Photography Page or the Photo Landing Page on ChoiceCentral.com.
11. Property Websites, Mobile Apps, and Online Marketing
12. Any property that would like to employ an independent (third party) property website must use a Choice Qualified Vendor. The list of approved vendors can be found here. If your hotel currently utilizes a Non Qualified Vendor for your independent website, you will be allowed to continue with that service until your existing agreement expires, at which time you will be required to switch to a Qualified Vendor to manage the website.
13. Franchisees that have an independent property website(s) must comply with the Choice Domain Name Policy and Property Website Guidelines. The property website's domain name(s) must be approved by Choice. \_ Choice's Domain Name Application Form\_ may be found on ChoiceCentral.com. Franchisees must have ownership and control of any domain they intend to use with an independent property website. The domain owner (Registrant) must be the Franchisee's legal name at the physical hotel address with an email address of someone with an ownership interest in the hotel. The domain owner may not use a privacy shield for the domain or register the domain name privately.
14. Franchisees that have an independent property website are responsible for complying with applicable laws and obtaining proper rights to any photos or other content provided by Franchisee for inclusion on their vanity website before submitting it through the ICE portal or uploading it on their vanity site.
15. Franchisees may not engage in cross selling or linking to any non Choice brand hotels through any of their independent websites or any Choice property website.
16. Franchisees must comply with the Guidelines for Franchisee and Choice Communication with Guests found on the marketing section of ChoiceCentral.com.
17. Franchisees may not share customer contact information with third parties and must comply with the Privacy & Security Policy. Prohibited activities include, but are not limited to, sharing customer contact information for the purposes of participating in review collection programs or mobile check in offerings.
18. Trademarks and Brand Guidelines: Franchisees must comply with all Choice and single brand guidelines and may use only the approved brand logos and trademarks (for which they are licensed). Brand guidelines and approved logos may be accessed in SmartMarketing, Logos & Style Guides. Additionally, franchisees may use Choice related trademarks (for which they are licensed) in online marketing messages only when the message links directly to the dedicated property website or the Property Page on [www.choicehotels.com](http://www.choicehotels.com).
19. Franchisees may not include links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on the property website or mobile app. However, links to local attractions (e.g., Disney World, National Parks) are permissible; third party logos are subject to approval from Choice and the third party.

20. Franchisees may not use the term “Official Site” or anything similar in any online advertising copy unless the hotel advertisement points to the hotel’s Property Page on Choicehotels.com.
  21. Franchisees may not use terms that disparage their brand, such as “cheap” or “low” in any of their online advertising copy.
  22. Franchisees may not use a component of a trademarked term, such as “quality” or “comfort” as a descriptor in any of their online advertising copy.
  23. Franchisees may not use Choice trademarked advertising taglines (e.g., “You always have a Choice”) in any of their online advertising copy.
  24. For Pay Per Click (PPC) or display advertising, Franchisees may not use the Choice corporate display URL (e.g., “comfortinn.com”) or their Choice Property Page, but instead must direct their PPC ad to their property website URL (e.g., “comfortinnwilmington.com”). Complete the PPC Advertising Guidelines(1 Page PDF). To submit your ad for approval, contact searchmarketing@choicehotels.com.
  25. A list of Qualified Website Development Vendors can be found on ChoiceBuys.com.
  26. Consumer Generated Content, Social and Rich Media
  27. Content (including, without limitation, audio, video, or still photos) posted by or on behalf of a franchisee whether on consumer generated content (e.g. a blog), franchisee’s vanity sites, or social websites must comply with the Choice Advertising Standards and Identity Standards. Content posted on a property managed social media channel should also follow the Choice Social Media Guidelines.
  28. Reservations for all Choice brand hotels made from social media sites (see Types of Social Media on ChoiceCentral.com) must be routed directly to a Choice branded booking engine. **Franchisees may not use a third party booking engine.**
  29. Franchisees may not include third party apps or links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on their property level social media channels.
  30. Franchisees may not post content on consumer generated content websites and/or other Social Media Sites that disparages or in any way harms the business or reputation of Choice, Choice’s brands and/or trademarks, the services/amenities offered by a franchisee’s hotel, or the services/amenities of the hotel’s competitors.
  31. Franchisees may not post on consumer generated websites, Social Media Sites, or any other websites associated with the franchisee’s hotel, inappropriate or offensive content including content containing: profanity, pornography, nudity, promotion of illegal activity, fraudulent offers, material that is racist or which aggravates, harasses, threatens, defames or abuses others or that could be used to promote, provide assistance in furtherance of or encourage behavior of any type which could lead to violence against individuals, groups, organizations, or governments. F. Member Only Rate
- 32.
1. Franchisees must honor the CP Member Only Rate, which Choice designates as a discount off BAR ranging from 3 7%. This rate will only be available on ChoiceHotels.com and Choice’s mobile apps. Guests must be a Choice Privileges member before booking the rate. Bookings are fully changeable,

cancellable, and refundable according to the hotel's published cancellation policy.

### **140.9 Touch Points Program**

1. Key Card and Key Card Holder
2. All Comfort Suites must exclusively use the new brand approved key cards and key envelopes/folders.
3. Interior Mats
4. Interior mats are NOT required inside the hotel. If mats are present anywhere inside the hotel including but not limited to entrances, high traffic areas, vestibule, lobby, and/or breakfast area, they must be the approved mats as shown in the mat guide on the reimaging hub.
5. Do Not Disturb Sign
6. Each guestroom is required to have a new brand approved door insert or door hanger with Do Not Disturb message. The use of a "Maid Request" is not permitted.
7. Notepad and Pen
8. Each guest room is required to have a new brand approved note pad and brand approved pen placed as a set by each phone.
9. Laundry Bag
10. A brand approved laundry bag with the approved Choice Privileges message must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
11. In room Experience Card
12. All guest rooms must have a new brand approved Experience card. This card must be place on a TV chest, desk, table, or nightstand in each guest room.
13. In room technology Card
14. All guest rooms must have a new brand approved technology card. This card must be placed on a TV chest, desk, table, or nightstand in each guestroom.

## **150.0 Guest Amenities & Supplies**

### **150.1 Code Compliance**

All Comfort Suites properties are required to be compliant with the American's with Disabilities Act ("ADA"). Please consult with your ADA Compliance Consultant or attorney to ensure that your property is in compliance with all requirements of the ADA, including the newly released Department of Justice modifications to the existing standards. For further information, please contact the **US\*\*\*\*Department of Justice** or visit online at [www.ada.gov](http://www.ada.gov).

### **150.2 Guest Room Amenities & Supplies**

Quantity Item Logo Required Minimum One (1) **Wastebasket** Minimum 13 qt. No At least two (2) per bed **Drinking Cups \*\* Disposable, individually wrapped plastic or paper cups; minimum 7 oz. are required. The cups are to be placed next to the ice bucket on**

**the room tray. Glasses are prohibited. No Minimum Eight (8) Removable Hangers are required in all guest room closets. At least two (2) of the hangers must have standard bars and at least two (2) of the hangers must have skirt/trouser hanger clips.**

**Hangers must be manufactured from wood or heavy duty contoured plastic; wire or metal hangers are not permitted. A mixture of color and/or material is not allowed.**

**No One (1) Ice Container:** A minimum 3 qt. size insulated ice container with a lid and disposable, plastic liner must be placed on the room tray with the tumblers. Paper or cardboard containers are not permitted. **No One (1) Each guestroom must have one brand approved In room Experience card. Yes One (1) One brand approvedin room technology card.**\*\* Yes One (1) **Room Tray:** The tray must be matched to the ice bucket package. Coffee accessories are not permitted on the room tray. No One set per phone

**Notepad or Notecard and Pen:** Until 12/31/2024, each guest room is required to have a Comfort Suites approved note pad or note card and pen. As of 1/1/1025, each guestroom must have a brand approved **note card and pen.** The note card must be placed face up along with the pen by a telephone in each room. Yes One (1) **Do Not Disturb Sign:** Each guestroom is required to have the currently approved Comfort Suites brand "Do Not Disturb" door insert or door hanger. The use of a "Maid Request" is not permitted. Yes **In Room Organizer:** In room organizers are prohibited(Optional but if provided) additional visible, collateral provided in the guest rooms will be limited to:

1. One "visitor" type, magazine or book, located on a table or desk top
2. One (1) hotel specific promotional piece [Ex. Brochure, tip card, Welcome letter.] Additional items may be present, but if present must either be placed in pockets of the GSD, bound into the GSD or placed in a drawer. Items in the GSD must not exceed the size of the binder No One (1) The approved **desk RE CHARGE DEVICE** is required in all guest suites. See R&Rs Rules of Operation, 150.3 Guest Suite Re Charge Device. Yes One (1) **Alarm Clock:** One brand approved alarm clock is required. The unit shall be located on the nightstand, but not attached. No Minimum Two (2) outlets **Night Stand Re charge:** A minimum of two (2) approved, dedicated standard AC power source outlets must be available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Hot Topic on the Comfort Suites Brand page.
- One (1) **Laundry Bag:** A laundry bag with the approved Choice Privileges graphic must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
- Yes One (1) **Refrigerator:** A counter height refrigerator is required The refrigerator is to be UL (Underwriters Laboratory) approved or equivalent. No One (1) **Microwave Oven:** It is required that a microwave oven approved by UL (Underwriters Laboratory) or equivalent. No One (1) **Iron & Ironing Board:** Full sized ironing board and iron, located in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). No One (1) **Coffee Maker/Brewer:** A single cup coffee makers/brewers that brew into a single cup is required. No Four (4)of each condiments; 2 servings of regular tea, and 2 servings of decaf tea **Coffee Condiments:** Non dairy creamer, sugar, sugar substitute, stir sticks and napkins for a minimum of 4 servings are required. Must also have a minimum of 2 tea bags, one

regular and one decaf. Condiments must be presented on a coffee tray or in a basket. No Four Cup: One (1) Decaf and One (1) Regular Single and dual cup: Two (2) individual servings each of regular and decaf **Coffee**: All in room coffee must be "Room with a Brew" coffee. **Single cup makers** : At least two (2) servings of regular and two (2) servings of decaf must be provided. Must be presented on a coffee tray or in a basket. No Four (4) **Hot Beverage Cups**: Brand approved, individually wrapped, paper Choice Privileges hot beverage cups are required exclusively for use as hot beverage cups. Two (2) per bed. They must be presented on a tray or in a basket. Glass mugs are prohibited. No

### **150.3 Comfort Suites Guest Suite Desk Re**

#### Charge Device/On the Go Charging Station Options

1. Charging Options
2. All guest suites must have a minimum of two (2) AC power outlets AND two (2) USB power outlets at the desk area. Outlets must be open and available for guests' use.
3. Outlets can be in the wall but must be at or above the surface of the desk OR
4. As a re charge device attached to the top of the desk, OR
5. Charging option combinations between lamps and items noted above in items a. and b.
6. If the minimum charging options are not available at the desk, an On the Go Charging station with a minimum of two (2) each AC outlets and USB ports can be provided at the entry/full length mirror area of the guestroom. Outlets must be open and available for guests' use.

### **150.4 Guest Bath Amenities & Supplies**

Each guest bathroom is required to be equipped with the supplies listed on the chart below. Additional items on the list must be available at all times and at no charge. Quantity Item Logo Required One (1) of each bottled Two (2) bar soaps Until 12/31/2024 individual bottled amenities are acceptable to meet this amenity standard.

- **Bar soap (2)**
- **Shampoo**
- **Conditioner**
- **Lotion** All individual bottled items, with the exception of one soap, must be located on the brand approved presentation tray. One soap can be presented on the side of the tub or on a soap dish in the bathtub. Non logoed personal care items outside the RAIO program are not permitted on the presentation tray, but are allowed in the bath/vanity area. In lieu of individual, personal bottles of RAIO branded shampoo, conditioner, and body lotion, brand approved RAIO bulk items must be provided. At minimum shampoo and conditioner must be provided on a brand approved bracket in the tub/shower. Bulk lotion, if provided, must be provided on a brand approved bracket in the vanity area. Two (2) bars of soap are required. If bulk shower amenities are provided, the brand approved presentation tray is not required. In

this case, individual bottles of lotion and/or soaps can be presented directly on the vanity and/or shower/tub area. As of 1/1/2025 all hotels are required to purchase, install, and maintain the brand approved bulk amenity dispenser with brand approved shampoo, conditioner, and body lotion. Full details on the bulk amenity brand standards can be found here:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bulkamenities/index.asp?v=cb> Yes RAIO branded amenities are required. One (1) Brand Approved

**Presentation Tray:** Not required if both bulk shampoo and conditioner are provided in the shower/tub. No Two (2) **Toilet Tissue:** Two ply toilet tissue. All rolls not presented on a dispenser must be wrapped. No One (1) **Facial Tissue Dispenser:** A facial tissue dispenser is required. If located in the apron, upon replacement of the vanity, a free standing tissue box cover is to be placed on the counter. Covers can be cream, black, or white. Acrylic or plastic material. No One (1) **Box Facial Tissue:** Each guest room bath or vanity must have a supply of facial tissues placed in the dispenser. No One (1) \*\*Shower Curtain:\*\* All Comfort Suites hotels must have a brand approved white, Hookless curtain exclusively installed in all guest bathrooms where a shower curtain rod is present. An approved snap in liner is exclusively allowed, but is optional. The brand approve curtain specifications are as follows:

- Hookless, Madison Brand
  - White with Litchfield pattern
  - Sheer voile/see through fabric window
  - Weighted corner magnets
  - 100% polyester/water repellent
  - Optional snap on polyester liner
  - Matching white flat or metal embedded
- No One (1) **Nightlight:** Must be located in each guest bathroom. Hair dryers with integrated nightlights are sufficient to meet the requirement. Illuminated outlet faceplates with white casing are also acceptable. If the vanity is separate from the bath, the nightlight can be located in either the bath or vanity area.
- No One (1) **Hair dryer:** Minimum 1500 watt hair dryer. No Minimum One (1) **Wastebasket:** Each bath or vanity area must be equipped with a wastebasket. This wastebasket is in addition to the one located in the guest room. The wastebasket must be a minimum 10 qt. capacity. No
- Bath Towels, Hand Towels, Washcloths and Bath Mats:** See 150.5 Terry below for the required quantity and specifications. No

## 150.5 Terry

1. *Guest Bathroom* All Comfort Suites properties are required to have the new approved, tagged, EnduraWeave™ terry made for the Comfort brands exclusively in all guestrooms. All terry must be white. Additional specifications are on the Hot Topic located on the Comfort Suites brand page. Bath Towels Hand Towels Wash Cloths Bathmats **Quantity :** All Rooms Minimum Four (4) Minimum Four (4) Minimum Four (4) Minimum One (1) **Minimum Weight:** 15.0 lbs. (#) 3.5 lbs. (#) 1.5 lbs. (#) 10 lbs. (#) **Logo Required** Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag **Minimum Size** 27" x 58" 16"

x 27" 13" x 13" 20" x 30" Additional towels must be readily available and supplied to the guest at no additional charge.

2. *PAR Levels* A "three PAR" stock of terry and guest room linens must be available at all times. PAR is a standard unit of measurement for the inventory required for each available room. Three PAR refers to the number of items or turns of inventory needed. Linen/Terry PAR/turns are typically located as follows:
  3. One complete PAR/Turn is being used in the guest room,
  4. A second complete PAR/Turn will be located in the laundry and
  5. The final third PAR/Turn is secured in storage to be pulled as needed.

## **150.6 Comfort Nightstand Recharge**

1. All Comfort Suites brand properties are required to have a minimum of two (2) dedicated standard AC power source outlets available for guest use at the bed(s).
2. Outlets are to be open and accessible from the bed(s), free of obstruction, and clearly visible to the guest.
3. In rooms with one (1) bed, outlets can be located on either or both side(s) of the bed. In rooms with two (2) beds, at least one (1) outlet must be accessible to each bed.
4. The standard can be met through the following methods or a combination thereof:
5. Standard AC wall outlets: Outlets must be secured on the wall at or above the top line of a nightstand or bedside table/desk and up to a maximum of 5' in height and no more than 3' from the side of the bed. All wall outlets must be located on the headboard wall.
6. Lamps and wall sconce lights with AC outlet(s): Lamps with outlets must be placed on the nightstand or bedside desk/table with outlets located on the base or stem. Wall sconce light outlets are also acceptable.
7. Alarm clocks with AC outlets. Clocks with outlets must be placed on the nightstand or bedside desk/table.
8. Recharge device: Device must be installed in either of the following arrangements:
9. Device must be securely mounted/installed on/to the night stand or bedside desk/table, in any of the following fashion
  10. On the top surface on the rear side.
  11. On the underside of the top surface (if surface is stationary) on the front side.
  12. Within the nightstand or bedside desk/table (if applicable to device) such that outlets are flush with the top surface.
13. Device must be secured on the wall anywhere between the top line of a nightstand or bedside table/desk and up to a maximum of 1' above the top line of a nightstand or bedside table/desk. Device must be installed no more than 3' from the side of the bed. All devices must be secured on the headboard wall. All cords must be concealed. Recharge device must meet the following specifications:
  14. Commercial grade
  15. Surge protected
  16. UL listed

17. Pass the ETL/UL Spill test
18. Standard extension cords, surge protectors, or power strips are not allowed. The power source requirements within this standard are in addition to, and not inclusive of, the current desk Recharge Station Program power source requirements. See 150.3 Comfort Suites Guest Suite Re Charge Device for specifications on that standard.

## 160.0 Staffing & Training

### 160.1 Organizational Management

1.
  1. *Staff Training & Development*
2. Educational Resources
3. Participation in the *Choice Hotels International* and Owner Association endorsed educational resources program is mandatory. Quarterly billing is \$375. 2. Choice Owner Orientation Program (Currently Onboard; formerly known as TLC and Launch)
4. 1. The owner or owners' representative of each new Comfort Suites must attend the Onboard program within 90 days after executing a franchise agreement.
5. Owner Orientation classes are offered monthly in live format. Classes are in person on the North Bethesda, MD or Scottsdale, AZ campuses of Choice.
6. Each attendee is responsible for his/her own transportation and incidental charges, as well as the \$1950 per attendee fee (subject to change) imposed by Choice for this training.
7. Non compliant hotels – Hotels will be placed into the Yellow Zone in the Performance Zones Program and may face a non compliance penalty of \$125/month until compliant or for up to 15 months whichever comes first. Refer to section 180.2 C for additional details on the Performance Zones Program. 3. Operations Certification Program (HOST)

Each Comfort Suites must have a minimum of one Operations Certified Manager on property that has successfully completed Choice's HOST Operations Certification program.

1. In the event of turnover, hotels are allowed 3 months for a new manager to earn the HOST certification. 1. Copies of both HOST and grandfathered HOST certificates can be obtained in the student account on ChoiceU.com. 2. The HOST operations certification program is offered online at ChoiceU.com. This program is comprised of self paced online programs, live online virtual workshops, and online exams. The cost of the Host program is \$1395 per attendee. Any time a certified Manager leaves, ChoiceU can provide transition assistance with the certification process. 3. Hotels failing to meet the HOST Operations Certification Program standard may be placed in Yellow Status under the Performance Zone Program. Hotels may face a non

compliance penalty of \$250/month until a replacement associate gains certification. Please ensure that all HOST Certified Managers employed at your hotel keep their ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how the certification is tracked and reported. Refer to section 180.2 C for additional details on the Performance Zones Program. 4. Human Trafficking Prevention Training

- a. As of 6/1/2024, a minimum of one (1) brand approved Human Trafficking notice poster is required in a back of house location. The poster must be accessible/visible to all team members and cannot be visible to guests.
- b. Each property hotel owner(s) and/or management level designee is required to complete the ChoiceU Human Trafficking Prevention training module on ChoiceU before 05/31/2024 to meet Choice's compliance requirement. The certification must be renewed every twelve months. Starting with the May 2024 Performance Zones scorecard, non compliant hotels will be placed into the Yellow Performance Zone. As of 9/1/2024, a quarterly \$500 non compliance fee will be charged to hotels that do not comply with this brand requirement.

## **160.2 Convention & Regional Meetings**

1. Convention and Regional Meeting Attendance Each Franchisee or its authorized representative is required to attend the annual convention of the Comfort brand system and regional meeting in entirety. One person may serve as the representative for up to five franchised hotels where under common ownership or management. However, the registration fees for each franchised hotel will be payable in accordance with the standards outlined below in R&Rs Rules of Operation, 160.2 B. Fees for Meetings.
2. *Fees for Meetings*
3. Convention
4. Each property will be automatically assessed the full registration fee of \$1475 (subject to change) for one attendee.
5. Each additional attendee shall pay any applicable guest or spouse fees.
6. Regional Meetings
7. Each property will be automatically assessed the full registration fee of \$299 (subject to change) for one attendee.
8. Each additional attendee shall pay any applicable guest or spouse fees

## **160.3 The Comfort Way Program**

All Comfort Suites branded hotels must participate in the The Comfort Way Program. The purpose unites owners, managers, and associates around a common goal It allows associates to connect with guests and keeps the hotel team engaged.

## **170.0 Hotel Technology & Reservation Standards**

### **170.1 Choice Hotels Property Management System (PMS)**

Each Comfort Suites property is required to participate fully according to systems policies and procedures.\*\*\*\*All official email communication from Choice to your hotel will be sent directly to the general manager's email account. In addition, the general manager's property management system identification code for choiceADVANTAGE will be the account that Choice will use to initiate initial system access for your hotel. The general manager's identification code will also be used to accept the terms of use governing your hotel's use of choiceADVANTAGE and you authorize your hotel's general manager to accept the terms of use on your behalf.

1. *Reporting*
2. Each Franchisee must participate in the computerized reporting program for daily revenue and occupancy, and the Automated Travel Management (ATM®) system through the hotel's property management system. Failure to report and/or reported discrepancies may cause an immediate audit as per the terms of the Franchise Agreement.
3. *choiceADVANTAGE ® (PMS)*
4. All Comfort Suites brand properties are required to install, maintain, and use the full functionality of the choiceADVANTAGE property management and reservation system as specified by Choice. At least one terminal of this system must be conveniently *located* at the Front Desk for use in making reservations and in operating the property, including all daily guest room transactions and housekeeping functions.
5. Required monthly user fee payments for choiceADVANTAGE are noted below: Size (Rooms) Rate (Subject to Change) Midscale Included Interfaces Additional Interfaces Tier 1 0 50 \$472 **CRS Call Accounting PBX VM RSA (Required) Credit Card (Required plus 400initialSetupfee) \*\*\*\*1500 one time set up feePlus.35/room/monthSlashConnectfee for cloudbasedinterfaces \*\*\*\* and/or \*\*\*\*50 per required and optional traditional interfaces:**
  - Shift4 (Lighthouse Transaction Manager) Credit Card Interface
  - Point of Sale (POS)
  - Electronic Lock
  - Energy Management
  - Movies Tier 2 51 80 \$549 Tier 3 81 120 \$625 Tier 4 121 200 \$701 Tier 5 200 + \$778  
\*All properties will be required to sign a direct contract with Lighthouse Transaction Manager and pay the fees directly to the vendor.
1. Each hotel will be required to install a dedicated, wired, business grade High Speed Internet Access ("HSIA") solution located at the front desk. The hotel will be responsible for the purchase and installation of the HSIA. Sharing the HSIA with the guest rooms and/or having a wireless connection is not acceptable at the front desk area. The minimum required bandwidth for choiceADVANTAGE is at least 1 Mbps (Up and Down). However, a higher bandwidth of 3 to 5 Mbps (Up and Down) is

highly recommended. The installation specialist/trainer will verify this information during the installation of choiceADVANTAGE. Any deviation from the required minimum specifications for the HSIA could cause installation delays and additional charges may apply for rescheduling the installation.

Each hotel will install a data transport/broadband communication system as specified by Choice. Although we currently permit you to purchase these services from any available source, in the future we may require you to use a designated source as necessary to maintain overall Choice franchise system standards.

2. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, a rocket port device, one switch, and two credit card swipes. The installation specialist/trainer will *only* configure/install the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
3. All hotels are required to complete a choiceADVANTAGE refresh every 48 months.
4. Choice will not provide support for any third party software and/or equipment not specified such as spyware or malware applications, or hardware not purchased from the mandatory Dell package.
5. No hotel may attach any third party equipment/interfaces to the choiceADVANTAGE equipment that have not been tested and approved by Choice. Failure to comply will cause the hotel to be responsible for any and all replacement, repair, or service expense.
6. On site choiceADVANTAGE training is mandatory for all new construction and conversion properties. The property management training fee is \$8,000. Training will be held at your hotel. Attendance during training sessions is open to (and encouraged for) other members of your staff. There will be an additional rescheduling fee of \$2100 assessed whenever a trainer is unable to complete the training and another trainer needs to return to the hotel to complete the training program due to your postponement or circumstances that are within your control that have led to a cancellation. Each additional rescheduling instance will result in a \$500 rescheduling fee. You may reschedule the training without paying an additional fee by providing your Implementation Services Representative at least 14 days prior written notice of your need to postpone the training program.
7. For certain hotels that are coming back online, a database clean up fee of \$500 will apply. This fee includes cleaning up the existing choiceADVANTAGE database, clearing past reservations and accounts and bringing the system up to the current date of operation.
8. An administrative fee of \$350 will apply to all hotels. The fees are associated to the communication, processing and handling requests for your hotel regarding the conversion to choiceADVANTAGE.
9. *Chip Card Devices*

10. All hotels using Shift4 will be required to purchase, install, and use a pre designated number of Ingenico chip card devices for their credit card payment terminals. Chip card devices are provided by Shift4 and include in Shift4's monthly services to each hotel. The number of required devices per property is follows:
  11. A minimum of two (2) devices for all hotels up to and including 100 rooms.
  12. One (1) additional device for every 75 rooms or portion thereof.
  13. Chip Card (EMV) Utilization The minimum usage is 50% threshold each month to remain in good standing. The threshold calculation is based on EMV transactions as a percentage of all onsite, physical credit card transactions by guests. Hotels that do not meet the minimum EMV usage requirement will be considered non compliant and put into the Yellow Zone in the Performance Zone program. If a hotel remains in the Yellow Zone for three (3) consecutive months, a non compliance penalty of \$150 will be assessed monthly thereafter. EMV utilization reporting is available to all hotels in ChoiceADVANTAGE (Accounting Reports/EMV Utilization). Refer to section 180.2 C for additional compliance information.
14. Merchant Processing
15. All hotels must select a Qualified Vendor for their merchant acquiring (credit card processing) services.
16. All hotels that have not complied with the Merchant Processing standards are subject to an annual compliance fee. The annual compliance fee of \$1,000 will be billed annually on the franchisee invoice of December calendar month. Note: All non compliant hotels are notified by Choice Hotels of their status. Status can be confirmed via email to [mai\\_support@choicehotels.com](mailto:mai_support@choicehotels.com).
17. Managed Security Services The hospitality industry is under constant threat from cyber attacks in order to gain access to guests' personal and financial data. As the owner and merchant of a Choice Hotels branded property, it is the Franchisee's responsibility to ensure security and compliance with requirements are followed and enforced. These requirements include, among other things, Choice Hotels brand standards, industry payment processing standards, and applicable federal, state, and local laws. Choice Hotels has engaged an industry leading provider, CrowdStrike Services, Inc. to provide software and cloud based services that will monitor hotel business computers for potential malicious activity (see NOTE). All Choice Hotels branded properties are required to purchase these services. Hotels will be charged a single, recurring, monthly fee not to exceed \$90.00 (subject to change) on the Choice franchisee monthly invoice for the software subscription across multiple computers. You will not make payments directly to CrowdStrike. Hotel are required to follow instructions, as may be provided by Choice Hotels or CrowdStrike, to install a local software monitoring agent on any computer used to process on site, physical credit card payments. You must provide all reasonably requested information, access, and full good faith cooperation reasonably necessary to facilitate the delivery of CrowdStrike products and/or services (access includes access to your on premises software and/or computer systems as needed under the circumstances). The CrowdStrike software may only be installed on business computers at a Choice property, as directed by Choice Hotels. CrowdStrike software may NOT be deployed on personal computers, business computers at non Choice Hotels properties, or as

otherwise excluded by Choice Hotels. You may be required to upgrade your hardware to comply with Choice's brand standards and these Rules and Regulations. As part of this requirement, Choice Hotels will have access to security data that may be collected from the hotel's computers by CrowdStrike, which will be used to assess usage and cyber security threats. Note: CrowdStrike may detect and protect against computer based compromises due to social engineering, but it will not prevent social engineering entirely. Awareness Training for all persons accessing ChoiceAdvantage is still necessary. Choice makes no guarantee or warranty that the requirements of this Section 170.1 will prevent all cyber attacks. Any hotel that has not downloaded and installed the required CrowdStrike software on computers as described above will be placed in the Yellow Zone in the Performance Zone Program and may face a penalty of \$150 to be charged on a monthly basis until compliant.

18. *Relicense Training & Relicensing Fee*
19. Mandatory Relicensing Systems Training. Every time a franchised hotel undergoes at least 50% change of ownership, and the new owners sign a franchise agreement with Choice (known as "relicensing"), the hotel is required to have a customized remote, virtual training session with a Choice trainer including instruction on Choice's property management systems, ChoiceCentral.com, guest service and other important topics. The virtual training session must take place within six (6) months after the hotel has changed Franchisees.
20. The fee for re licensing training is \$995.
21. *choiceADVANTAGE Refresh*
22. Ever changing technology requires computer hardware updates. To keep up with these hardware changes, Choice will implement a choiceADVANTAGE Refresh Program.
23. You will be required to refresh your Dell hardware to comply with specifications mandated by Choice. The refresh cycle for the Dell hardware is every 48 months. We estimate that the cost to refresh and install new Dell hardware will be 2,000\$5,000 or higher depending on the original configuration purchased (number of workstations, printers, etc.). However, there is no limit on the frequency or cost of this obligation.
24. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, one switch, one rocket port device, and two credit card swipes. The refresh specialist will *only* configure the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
25. The hotel must purchase the required Dell hardware package within 30 days before the hardware expiration date. Choice will notify each hotel 90 and 30 days out from the warranty expiration. The notice will go to the hotel and licensee representative. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your

Franchise Agreement. The hotel will need to order the required Dell hardware. A continued failure to perform may result in further consequences, including reservation suspension.

26. *Shift4 Lighthouse Transaction Manager*

Shift4 Lighthouse Transaction Manager interface is mandated for all midscale properties

1. Lighthouse Transaction Manager is a credit card interface that allows credit card transactions to be processed within choiceADVANTAGE, Opera, or other property management system approved by Choice. Lighthouse Transaction manager does not replace your current merchant processor; it simply acts as a conduit between your processor and the property management system (e.g., choiceADVANTAGE). The hotel must choose a merchant processor acquirer listed under Qualified Vendors. Please check with your Implementation Services Representative for the current list.
2. All new construction and conversion properties are required to purchase and install the Lighthouse Transaction Manager credit card interface. The cost of \$400 for the credit card interface will be included in the upfront costs for choiceADVANTAGE. There is a monthly support fee of \$50 which is included in the monthly TSA fees.
3. Any current midscale properties using choiceADVANTAGE are required to purchase and install the Lighthouse Transaction Manager credit card interface. Each hotel will be notified by Choice on the requirement. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your Franchise Agreement. A continued failure to perform may result in further consequences, including reservation suspension.
4. *Contracts & Agreements*
5. On behalf of the Franchisee, Choice will normally enter into all contracts and agreements concerning the reservation systems. However periodically it may be necessary for the Franchisee to enter into individual contracts for certain equipment or services such as reservations terminals or reservations agreements with airlines.
6. *Digital Registration Tablets*
7. Effective August 1, 2023, all hotels are required to have brand approved digital registration tablets installed and activated as part of their ChoiceADVANTAGE configuration.
  - Hotels are required to utilize one (1) approved digital registration tablet per front desk choiceADVANTAGE workstation.
  - The approved tablets, mounting devices/hardware, and cables must be purchased through the Qualified Vendor.
  - Each tablet must be located on the front desk counter in close proximity to the workstations and credit card devices and fully accessible to guests.
  - Each tablet is required to be installed with approved mounting device/hardware.
  - Tablets must be fully functional and well maintained at all times.

- It is the hotel's responsibility to purchase and replace tablets and/or mounting devices/hardware from the Qualified Vendor if any are damaged or stolen.

## **170.2 Reservations**

All Franchisees must operate in conformity with established reservations policies and procedures at all times. Each Comfort Suites property is required to participate fully according to reservation policies and procedures.

1. *Referrals*
2. Each Comfort Suites property is required to refer guests to other system properties nearby if unable to accommodate the potential guest.
3. *Honoring Reservations*
4. All reservations made through the *Choice Hotels International* reservations system must be honored in accordance with the terms specified in the reservation/confirmation. Hotels must participate in all mandatory special rate plans (SPRs). These are noted in Choicecentral.com and are subject to change.
5. Non guaranteed reservations must be held until 6:00 p.m. (4:00 p.m. at some designated properties) destination time, as indicated in the confirmation/reservation.
6. Guaranteed reservations must be held until 7AM the following morning unless canceled by the terms specified in the reservation/confirmation.
7. If the hotel or resort cannot accommodate a guaranteed reservation or a valid 4:00 p.m. or 6:00 p.m. reservation, it must:
8. Always attempt to honor a Choice Privileges (CP) member reservation.
9. In advance of the guest's arrival, secure a room of comparable quality for the guest at another nearby facility. Arrange to pay for the first night's lodging expenses including room and taxes.
10. If necessary, pay for or provide transportation for the guest to/from the other hotel.
11. If the reservation is for multiple nights and you cannot accommodate subsequent nights at your hotel, in addition to the requirements above, the property must also pay the difference in the rate, if any, from the original reservation and the hotel to which the guest is walked.
12. If the reservation is for multiple nights and the hotel can accommodate the guest on subsequent nights, the guest must be invited back to the original property. If the guest declines to return when space is available, the hotel is not required to pay the difference for any remaining nights.
13. The General Manager, Operations Certified Manager, or the MOD must contact the guest within 24 hours of the walk and apologize for the situation.
14. Credit Card Guarantee A reservation may be guaranteed by one of the following credit cards: American Express, Amoco Multicard, Carte Blanche, Citicorp/Diners Club, MasterCard, Discover, VISA and JCB. All hotels and resorts are required to accept these credit card guarantees, both directly and through the use of Google Wallet Instant Buy, for which Terms & Conditions apply and must be accepted. If the guest arrives with a guaranteed reservation and is not accommodated, the property

must follow the procedures outlined in R&Rs Rules of Operation, 130.2 E.3. Daily Operations.

15. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his first night's stay to the receiving Comfort Suites property. If the customer cancels the reservation prior to the specified cancellation period on the day of arrival, the Comfort Suites property that received the reservation is required to refund the deposit or the prepayment in full. This type of reservation is considered guaranteed only after the hotel has received the deposit.
16. *Travel Agents Guarantee (TAG)* A reservation may also be guaranteed by an authorized member of the Travel Agents Guarantee (TAG) program. Only TAG members may guarantee a reservation to their travel agency. Agencies participating in this program are designated by "GTD OK" next to the ATC number printed on the reservation.
17. *Automatic Optional Safe Charges* Automatic optional safe charges are allowed, but only if franchisees comply with the following requirements: A sign must be conspicuously posted or displayed on or at the front desk advising guests of the charge for usage of the in room safe. The sign must state that:an in room safe is available for use; there is a charge for use of the safe; and the charge is optional in nature and that the charge can be removed upon request at or after checkout. The registration card must contain the following acknowledgment: "I understand an optional safe fee of (hotel determined) \$ \_\_ per night will appear on my bill and may be removed upon request at or after checkout." The statement must be conspicuous on the registration card and the charge shall not be recorded at check in unless the guest initials the registration card next to the disclosure statement. Each room must have a conspicuous notice advising the guest about the safe usage charge, and their right to request removal of the charge. This notice may be affixed to the safe. Hotels may not represent or advertise any Automatic Optional Safe Charge as a "tax," "surcharge," or utilize any other term that may reasonably be construed as a required tax or other governmentally imposed fee, unless the charge is for a governmentally imposed tax or fee that is required by law to be collected. Any Automatic Optional Safe Charge may not be made to guests staying under a group contract unless explicitly contracted for in advance.
18. *Hotel Fee(s) (Resort Fee, Urban Fee, Service(s) Fee, Hotel Amenity Fee, etc.)* Effective November 30, 2023, all Hotel Fees (also referred to as Resort Fees, Urban Fees, Service(s) Fees, and Hotel Amenity Fees) are prohibited unless the property obtains a waiver to charge the fee. Waivers may be requested via the proper form in the ChoiceNow service portal. Waiver requests must include detailed information on what above and beyond amenities guests receive for the fee. If approved, all Hotel Fees will be disclosed as part of the displayed rate at the time of booking. Waivers may be rescinded at any time with advance notice by Choice. A Hotel Fee may not be charged for services or amenities included in the rate (such as complimentary breakfast and complimentary high speed internet access) as a brand promise. At no time may a "hotel fee" be identified as a tax or other term that may be reasonably construed as a required tax or other governmentally imposed fee. Fees will be allowed on a per room basis if they are disclosed in all reservation channels and if

the property offers specific amenities of equivalent value to the fee. Any approved fee must be disclosed to the guest as part of the disclosed rate at the time of booking through all channels including but not limited to [www.choicehotels.com](http://www.choicehotels.com), 1 800 4 CHOICE, and all reservations made directly with the hotel.

## **180.0 Quality Assurance, Property Improvement Plan (PIP), and Corrective Action Plan (CAP)**

### **180.1 Reviews/Compliance/Corrective Action Plan**

1. *General*
2. All Franchisees must permit a designated representative of *Choice Hotels International* to periodically visit the property to conduct a Quality Assurance Review (QAR) and/or Property Improvement Plan (PIP) inspection.
3. An authorized representative of your hotel appointed by management (but preferably the General Manager) must be available for a QAR, and/or PIP inspection at any time between 8:00 AM and 6:00 PM Monday through Saturday. The QAR will be conducted even if an authorized representative is not available.
4. All QAR and/or PIP inspections can be done on an unannounced basis. Some brand standards may be evaluated prior to official announcement of the authorized Choice representative, depending on times of available brand programs.
5. If the hotel is not 100% occupied, you must make available to Choice, or our designated representative, one free sleeping room for one night in connection with the QAR and/or PIP inspection.
6. *Quality Assurance Review (QAR)*

A QAR is designed to assist you and *Choice Hotels International* by identifying areas in which your hotel does not meet its brand's minimum standards. During your QAR your hotel will be evaluated in four areas:

1.
  1.
    1. Guest Satisfaction evaluation of hotel's guest satisfaction based on a 12 month rolling average Likelihood to Recommend (LTR) score provided by guests via the Guest Insight System (GIS). The R12 LTR score is converted to a % score to calculate the overall score. For example, 8.24 is converted to 82.4%
    2. Brand Standards as set forth in these Rules & Regulations and measured at the time of inspection by a designated representative of Choice.
    3. Cleanliness evaluation of the hotel's cleanliness of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.
    4. Condition evaluation of the hotel's condition of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.

Review the Quality Assurance Review Process for the QAR minimum requirements for your brand.

This review is not intended to determine whether your hotel is in compliance with federal, state and local laws and regulations, which is your sole responsibility. A property representative may submit a formal appeal of QAR results within 30 days of the QAR. All appeals must be submitted via ChoiceCentral.com and include adequate documentation.

1. *Non compliance with QAR requirements.*
  2. When your hotel receives a Fail rating on a QAR, *Choice Hotels International* will send the Franchisee's designated representative a letter informing him/her of the Fail rating. The letter will specify a period of time for you to cure the deficiencies that led to the Fail rating.
  3. After the period specified in the letter has lapsed, *Choice Hotels International* may re inspect the hotel by performing a follow up QAR and may continue the process above until the property rating improves.
  4. Hotels that fail to meet standards may be subject to formal default of their franchise agreement, reservation suspension and/or termination.
  5. If *Choice Hotels International* does issue a formal Notice of Default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by *Choice Hotels International* if your hotel receives a Fail rating upon QAR re inspection.
  6. Non compliance Penalties
  7. In the event that you receive a Fail rating on your QAR you may be assessed a fee of up to \$25,000 per instance.
  8. QAR Refusal Penalty
  9. As of 1/1/2023, hotels that refuse to allow a Choice approved representative access to the hotel to conduct a full QAR, a refusal penalty of \$5,000 will be charged.
  10. Effect on Performance Zones Status
  11. A Fail rating on a QAR will result in a Performance Status of Yellow and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program. Hotels in default for QAR will result in a Performance Status of Red.
3. *Property Improvement Plan (PIP)*

Upon execution of a franchise agreement for an existing hotel, or upon the relicensing of a hotel which has undergone a change in ownership, or in conjunction with any contractual right to request a PIP, (i.e. failure to pass a QAR, etc.) a legally binding Property Improvement Plan addendum (PIP) may set forth those actions, as reasonably determined by *Choice Hotels International*, which must be taken by a Franchisee in order to bring a property into compliance with then current brand standards and specifications and will include a schedule for completion of such actions. A representative of Choice may inspect your compliance with the deadlines outlined in your PIP at any time after each deadline has passed.

1.
  1. Non compliance with PIP requirements

2. After the PIP inspection Choice Hotels International will send the Franchisee's designated representative a letter informing him/her of the results of the inspection. If one or more PIP items were found non compliant during the inspection the hotel may be subject to a re inspection. If a re inspection is required, the letter will specify a period of time for you to cure the deficiencies.
3. After the period specified in the letter has lapsed, Choice Hotels International will re inspect the hotel by performing a follow up PIP inspection and may continue the process above until the property is in compliance with all of its PIP requirements.
4. Hotels that fail to comply with the PIP requirements may be subject to formal default of their franchise agreement, reservations suspension, and/or termination.
5. If Choice Hotels International does issue a formal default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by Choice Hotels International if your hotel fails to comply with the PIP requirements on the follow up re inspection.
6. Non compliance penalties
7. Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance. Please refer to the list of the HGI items (1 Page PDF) located on the PIP Inspections Tab on the Compliance & QA Tab on your brand page.
8. Non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance.
9. Performance Zone Status
10. Failure to comply with the deadlines in your hotel's PIP may result in a Performance Status of Yellow or Red and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program.

D. Corrective Action Plan (CAP) effective October 1, 2023 Comfort Suites hotels that score below 88.50 in the Cleanliness section on two (2) consecutive QARs AND have a 12 month rolling Likelihood to Recommend (LTR) score below 6.5 at the time of the 2nd consecutive minimum Cleanliness score QAR, will be required to go through the CAP program at Choice Hotel's sole discretion: 1. Following the second consecutive QAR when falling below the Cleanliness and LTR thresholds as noted above, the hotel will be charged a penalty of \$225 per contracted room (not to exceed \$25,000). This penalty will be issued on the subsequent Franchise invoice following the second consecutive QAR. 2. The penalty is required to be paid within 30 days of billing on the applicable monthly Franchise invoice. 3. Failure to pay penalty may result in the hotel being placed in Default which may lead to termination of the Franchise Agreement. 4. In conjunction with the payment of the CAP penalty noted above, hotel will be required to engage with third party deep cleaning contractor(s) (solely determined by Choice Hotels International) for completion of on site work up to potentially including: · Guest arrival – Lobby/entrance spaces to include the below where applicable. · Guest room and public flooring (carpet, LVT, tile, and/or other flooring finishes.) · Guest room and public PTAC/HVAC · Guest room and public soft seating & window treatments · Guest room and public bathrooms: A. Tubs/Showers B. Vanities C. Commodes D. Mirrors 5. Property level engagement with the third party contractor must be completed no more than 90 days after the CAP penalty is paid in full. 6. After the completion of the CAP on

property, the property will be reinspected in approximately six (6) months and will need to achieve a QAR Cleanliness score above the threshold above as well as achieve a rolling 12 month LTR score higher than above threshold. Failure to achieve both score thresholds may result in Default which may lead to termination of the Franchise Agreement.

## **180.2 Performance Zones Program**

1. Performance Zone Status Each Comfort Suites will be assigned a “Performance Status”, indicating their level of compliance and required course of action:
2. Green Status – the hotel has no compliance or performance issues under the Performance Zones program
3. Yellow Status – the hotel has one or more compliance or performance issues under the Performance Zones program and may be subject to financial or other consequences unless cured. The hotel may be placed in Red Status if compliance issues are not cured and may be subject to formal default, reservation system suspension, and possible termination.
4. Red Status – the hotel has severe performance or compliance issues and is in formal default and at risk of reservation system suspension, and possible termination.
5. Clear No on property inspection has occurred or the requirement is not applicable.
6. Non compliance Penalties Each Comfort Suites that is found out of compliance and placed in either Yellow or Red Performance Status under the Performance Zones program may be charged the following non compliance penalties:
7. Human Trafficking Prevention Training (starting with the May 2024 scorecard) hotels are required to have at least one (1) owner and/or management level designee to complete the Human Trafficking Prevention training located in ChoiceU. The certification must be renewed every twelve (12) months to remain in compliance. As of September 2024, non compliant hotels will be billed \$500 quarterly until compliant.
8. Commitment to Clean Captain Certification Hotels are required to have at least one (1) current employee to fully complete the Commitment to Clean training located on Choice University®. The Commitment to Clean Captain must recertify every twelve (12) months to remain in compliance. Compliance standing is noted at the beginning of each month and may be charged a quarterly fee of \$150. See R&Rs Rules of Operation, 130.4 Housekeeping Standards.
9. Quality Assurance Reviews (QARs): Hotels that fail to meet the QAR standards for their brand and receive a Fail rating on the QAR may be assessed a fee of up to \$25,000 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
10. Property Improvement Plans (PIPs): Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance, non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
11. Operations Certification (HOST): Non compliant hotels will be billed \$250/month until compliant. See R&Rs Rules of Operation, 160.1 Organizational Management. Please ensure that all HOST Certified Managers employed at your hotel keep their

ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how certification compliance is tracked and reported.

12. Choice Owner Orientation (currently Choice Onboard; formerly known as TLC and Launch) – A non compliance penalty of \$125/month may be billed until the hotel is compliant or for up to 15 months whichever comes first. See R&Rs Rules of Operation, 160.1 Organizational Management
13. High Speed Internet Access: Hotels that fail to meet the HSIA requirements as outlined in 120.4 High Speed Internet Access may be assessed a fee of up to \$750 per quarter.
14. CrowdStrike – Hotels are required to download and install the required software monitoring agent provided by CrowdStrike on all computers used to process on site, physical credit card payments as described in section 170.1C. Hotels may be assessed a non compliance fee of \$150 monthly until compliant.
15. Chip Card (EMV) Utilization All hotels must meet the minimum threshold of 50% EMV on site usage as described in section 170.1 C. Hotels not meeting the minimum 50% threshold will be put into the Yellow Zone. If a hotel remains in the Yellow Zone for three (3) consecutive months, hotels will be billed \$150 monthly.
16. Group Purchasing Organization The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period. Hotels that fail to meet these requirements may be subject to quarterly non compliance penalties of \$250.
17. Laundry Chemicals Program All Comfort hotels are required to install Ecolab laundry systems and purchase Ecolab laundry chemicals for all on property laundry machines. Refer to section 130.3 Housekeeping standards for additional information.
18. Credit All Franchisees must meet all financial obligations to Choice Hotels.
19. Other obligations under the franchise agreement Each Comfort Suites is required to comply with any and all terms of the franchise agreement. A hotel's status under the Performance Zones program is not a waiver of Choice's right to demand exact compliance with any of the terms or conditions of the Franchise Agreement or the Rules and Regulations nor does it nullify any outstanding defaults or legal notices regarding your franchise agreement. You are also still required to meet the obligations of your Franchise Agreement irrespective of the Performance Zones Program.

## **190.0 Safety, Security & Risk Control**

### **190.1 Life Safety Systems**

On premise fire and emergency systems must meet or exceed prevailing federal, state or local codes, including all aspects of the ADA. When conflicts arise between Comfort Rules &

Regulations and local ordinances or codes, the more stringent option affording maximum guest and property protection shall prevail. In no way should these basic requirements be construed as totally comprehensive. Technical specialists including insurance authorities, local safety officials, and other experts should be consulted. Nothing in these Rules & Regulations should be construed as limiting the life safety systems and procedures needed. See R&Rs Architecture & Engineering, 440.07 Life Safety for additional information.

## **190.2 Entry Door Accessories**

The following accessories are brand standards and are required on all guest room entry doors:

1. Hasp type night latch
2. Room identification signage must be installed.
3. Electronic door lock system. By definition, electronic locks are lock systems that totally re key automatically after each guest.
4. A 1" mortise dead bolt must be an integrated part of each electronic door lock.
5. Electronic keycards may be imprinted with the appropriate brand logo and the Choice reservation system toll free number.
6. No specific property information, including but not limited to secondary name, address, telephone number or room numbers may be printed on or affixed to keycards in any fashion.
7. A 180 degree door viewer

## **190.3 Insurance Coverage**

1. *Required Coverage* Each property is required to adhere to ALL of the following insurance related limits during construction, renovation and during the term. Please refer to the Franchise Agreement for required coverage terms, conditions and exclusions.
  2. Commercial General Liability
  3. Five (5) stories or less:
    4. \$5,000,000 Per Occurrence
    5. \$5,000,000 General Annual Aggregate
    6. \$5,000,000 Products/Completed Operations Aggregate
    7. \$5,000,000 Personal and Advertising Injury
  8. Six (6) stories or more:
    9. \$10,000,000 Per Occurrence
    10. \$10,000,000 General Annual Aggregate
    11. \$10,000,000 Products/Completed Operations Aggregate
    12. \$10,000,000 Personal and Advertising Injury The Commercial General Liability Policy shall be further endorsed to:
  13. To the fullest extent permitted by law, provide additional insured coverage to *Choice Hotels International, Inc.*, its affiliates, subsidiaries and it and their respective employees, agents, officers and directors

14. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
15. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
16. Any Annual Aggregate shall apply on a per project/location basis
17. Worker's Compensation and Employers Liability
18. Workers Compensation insurance complying with the statutory requirements of the jurisdiction in which the property is located
19. Employers Liability insurance with limits of \$1,000,000 bodily injury by accident (each accident); \$1,000,000 bodily injury by disease (policy limit); and \$1,000,000 bodily injury by disease (each employee) The Worker's Compensation and Employers Liability Policy shall be further endorsed to:
20. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
21. All sole proprietors, partners, officers, executives, and members shall not be excluded from coverage. Any person that elects to exclude themselves from coverage shall not be allowed on site.
22. Automobile Liability
23. For all Owned, Hired and Non Owned vehicles
24. Five (5) stories or less: Combined Single Limit: \$5,000,000
25. Six (6) stories or more: Combined Single Limit: \$10,000,000 The Commercial Automobile policy shall be further endorsed to:
26. Include *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insured on a primary and non contributing basis.
27. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
28. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
29. Liquor Liability (If Applicable)
30. On Property with restaurants (whether owned or leased), bars, stores or any other operations which encompass the selling of alcoholic beverages on site require evidence of liquor liability from owner or lessee naming *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insureds on a primary and non contributing basis. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors must be included. The minimum limit required is \$5,000,000 each occurrence.

31. If a liquor license is required for alcohol available through a manager's reception (alcohol available but not sold), then liquor liability coverage will be required.
32. Umbrella Liability – Limit determined based on amount needed to meet the limit requirements stated within the General Liability, Auto Liability, Employers Liability and Liquor Liability
33. All Risk Property coverage insuring the Hotel and its contents for its full replacement cost.
34. (If applicable) Builder's Risk covering the property that is the subject of the work, including material incorporated or to be incorporated into the work, while such materials are located at the Project site, in transit to the jobsite, or in temporary storage awaiting delivery to the jobsite.
35. Cyber/Data Breach Response Insurance
36. All properties in the Choice system must have stand alone cyber/data breach response insurance in place with the following minimum limits:
  37. Data & Network Liability Coverage: \$1,000,000
  38. Regulatory & Defense Penalty Coverage: \$1,000,000
  39. Payment Card Liability & Costs Coverage: \$1,000,000
  40. Media Liability Coverage: \$1,000,000
  41. Legal & Forensic Expense: \$1,000,000
42. Breach Notification/Response: 50,000 individuals (including legal services, computer forensics, notification services, credit monitoring, call center support, public relations support and crisis management. Franchisees who fail to demonstrate coverage that meets, or exceeds, this requirement will have coverage automatically placed on their behalf. Annual Premiums range from 5053,098 depending on the deductible and includes an administrative fee.
43. *Procurement of Insurance* It is understood that *Choice Hotels International* does not in any way represent that the insurance or the limits of insurance specified herein are sufficient or adequate to protect the Franchisee's interests or liabilities. Acceptance by Choice of an improper certificate of insurance shall not constitute a waiver, release or modification of any of the insurance coverage and endorsements required under this Agreement.
44. *Certificate Of Insurance Requirements* Each property is required to provide Choice Hotels International with a current Certificate of Insurance on the Acord form. The insurance policies must contain all required elements noted above and within the Franchise Agreement, listing the following below:
45. Certificate Holder is to be named as: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* \_ 430 E. Douglas Avenue, Suites 400 Wichita, KS 67202
46. Location and property code of property. ***CERTIFICATES RECEIVED WITHOUT REFERENCING THE PROPERTY CODE AND HOTEL PROPERTY ADDRESS WILL NOT BE ACCEPTED.***
47. Certificate of Insurance is to be mailed faxed or emailed (not all) accordingly: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* 430 E. Douglas Avenue, Suite 400 Wichita, KS 67202 Phone Number: (303) 615 7690 \_ Email: [choicehotels@imacorp.com](mailto:choicehotels@imacorp.com) or [certificates@choicehotels.com](mailto:certificates@choicehotels.com)

## **200 Food & Beverage Operations**

### **Purpose and Scope**

The Franchise Agreement requires that the rules of operation established by *Choice Hotels International, Inc.* ("Choice"), as contained herein, must be observed by each hotel in the Comfort Suites system. The purpose of these Rules and Regulations (the "Rules") is to help the Franchisee provide its customers with a standardized, uniform hotel product that delivers the fine accommodations, warm hospitality and friendly service that they can expect will accompany the words "Comfort Suites". These Rules apply to all Comfort Suites hotels and are intended to help ensure quality and uniformity within the Choice system of hotels. By establishing these Rules, Choice does not assume responsibility for the acts or omissions of the Franchisee in connection thereto. Nothing in these Rules or in the breakfast manual should be interpreted as an intention on the part of Choice to control the manner in which the Franchisee executes its daily operations. All Comfort Suites hotel operations must adhere to all applicable local, state and federal laws and regulations at all times. This chapter outlines important areas of operating the breakfast program. Facility standards, customer service, food & beverage selection, utensils and equipment requirements as well as presentation standards can be found within this section. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

### **200.0 General**

#### **200.0 General**

The Comfort Breakfast is required at all Comfort Suites. Breakfast standards and compliance information is presented in full detail on the program website. Please consult the breakfast program website for requirements and best practices designed to help our Franchisees achieve these goals. It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes. Breakfast must be available to all hotel guests at no charge for three (3) continuous hours, starting no later than 7:00 a.m., on a daily basis. All menu options, required and optional, must be available for self service.

#### **200.1 Breakfast Ambassador**

1. *Breakfast Ambassador* As of 1/1/2024, it is required that a uniformed breakfast ambassador be present during the hours that the breakfast is open, provided fifteen (15) or more rooms were occupied the previous night. The Breakfast Ambassador must not have any other duties or responsibilities during breakfast hours. If fourteen (14) or less rooms were occupied during the previous night, another hotel employee may service the breakfast.

#### **200.2 Facility**

1. **Buffet**

2. The breakfast must be presented on a permanent counter or cabinet integrated in a permanent pantry or “breakfast nook” type setting. Non permanent counter space can be in the form of approved tables and carts, or other tables, baker’s racks, or carts with permanent countertops and fixed bases. Banquet, folding, skirted, or traditional breakfast room tables intended for dining are prohibited.
3. A minimum of one (1) trash can is required in close proximity to the breakfast buffet. All trash cans provided in the breakfast area must be built into the counter top/buffet, or be closed, covered, or capped. Depending on the food you serve, additional requirements may be necessary to meet all sanitation and health codes. It is the Franchisee’s responsibility to ensure adherence to all applicable local, state and federal laws.
4. *High Chair*
5. At least one high chair must be provided per property. See R&Rs Interior Design, 510.20.C. Fixtures, Furnishings & Equipment for interior design specifications on furniture.
6. *Artwork*
7. The complete set of brand approved wall art must be displayed in the breakfast room/area or within direct sight of the breakfast buffet

### **200.3 Food & Beverage Selection**

1. *Food, Beverage & Condiment Requirements* All menu items, required and optional, must be available for self service. Complete food and beverage requirements and available optional enhancements for the breakfast are listed on the program website. Adequate amounts and selection of all breakfast items must be available for the entire duration of the breakfast period. At no time may any required item be missing from breakfast.

***It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.***

### **200.4 Dishware/Utensils**

The dishware and utensils requirements for the breakfast are listed on the program website.

### **200.5 Equipment Requirements**

In addition to the coffee brewing equipment listed below, the required equipment for the breakfast is listed on the program website.

1. *Coffee Brewing Equipment*
2. Coffee must be brewed in one of the Choice approved equipment packages. All Comfort Suites must own and maintain service on approved brewing equipment from an approved vendor in the program. Refer to the program website for more details on equipment.

## **200.6 Presentation**

1. *Overview* To maintain a clean appearance, the breakfast buffet must be kept free of clutter. No figurines, decorative pieces, embellishments, plants of any kind are permitted on the buffet, or on any piece of equipment. White parchment paper is exclusively allowed as a liner in the breads/pastries piece and/or the chafing dish for hot foods. Only approved runners or signs with approved graphics are acceptable on the buffet or on any piece of equipment. "Tip jars" are prohibited at all times.
2. *Serving Pieces* The serving pieces for breakfast must be the Choice approved package available from the Hubert Company. If you wish to serve Optional Additions on your menu, you must serve those items in Choice approved serving pieces. Any appropriate, approved pieces in the program are acceptable. Original, factory, bulk packaging is prohibited, with the exception of canned whipped cream and syups for coffee/tea. These items must still be presented in a brand approved cold crock or tiered rack. Refer to the program website for details on all serving pieces.
3. *Signage & Graphics* There are mandatory signage and graphic components to the breakfast. Refer to the program website for details on all signage. Brand approved breakfast graphics, signage, and artwork are required. Non approved signage and graphics are prohibited. For details on the breakfast area wall art, please refer to the Reimaging Elements section of the Comfort Reimaging Hub for details, ordering information and deadlines. All graphics and signage must comply with the graphics in the program. ADA, Health Code, and Custom signs are available through SmartMarketing. Please note that hand written, unapproved or locally produced signage is strictly prohibited on any part of the buffet or serving pieces.

## **200.7 Food Safety & Storage**

**It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.**

## **200.8 Group Purchasing Organization (GPO) Food/supplies Program**

The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies.

1. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period.
2. Hotels that fail to have an active account and meet these minimum purchasing requirements may be placed in Yellow Zone in the Performance Zones Program and be subject to quarterly non compliance fees.

## **300 Construction, Project Management, and Submittal Information**

### **Purpose & Scope**

This Chapter outlines the design review and construction inspection process for new construction projects, including required submittals and site compliance visits. This process is designed to ensure general conformance with brand standards and design criteria as identified in the Interior Design and Architecture & Engineering sections of these Rules & Regulations. The Franchisee is solely responsible for detailed project specific design and project management activities with his/her own contracted design and construction professionals. Conversion and major renovation projects typically follow a parallel review process, generally with fewer submittal requirements, based on an individual property's age, condition and product quality as outlined in the scope of work defined by the Property Improvement Plan (PIP). Standards for these types of projects may vary from new construction, and commonly accepted variations are highlighted throughout the Rules & Regulations as necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **\*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn:Architectural Design Team Architectural Design Hotline: (866) 964 4887 Email:\*\*arch\_submittal@choicehotels.com**

## **300.0 Franchisee Responsibilities**

### **300.1 Code Compliance**

1. It is the sole responsibility of the Franchisee and his/her agents to produce a project which is in complete compliance with all local, state and federal building codes. Reviews performed by *Choice Hotels International* are to verify conformity to the Comfort Suites brand's Rules & Regulations.
2. All Comfort Suites properties are to be compatible with all aspects of the Americans with Disabilities Act (ADA). It is important to obtain current requirements as the codes may change. For further information, please contact the U.S. Department of Justice via telephone at (800) 514 0301, (800) 514 0383 (TTY) or online at [www.ada.gov](http://www.ada.gov).
3. All Comfort Suites properties are to be compatible with all aspects of the Occupational Safety & Health Administration (OSHA) standards. It is important to obtain current requirements as the standards may change. For further information, please contact the OSHA online at [www.osha.gov](http://www.osha.gov).

## **300.2 Insurance Requirements**

1. The Franchisee is to provide the minimum insurance requirements by the construction start and maintain until the Opening Date, at his/her expense, directly or through his/her general contractor, the following insurance coverage: Franchisee is to provide the minimum insurance requirements as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
2. Comprehensive General Liability Insurance as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
3. All risk builder's risk coverage to insure the hotel buildings under construction to 100% of their replacement cost value, protecting the Franchisee, *Choice Hotels International* and its affiliates and subsidiaries, Choice's and its subsidiaries' respective officers, directors, agents and employees as additional insured, and a worker's compensation policy as required by statute.

## **310.0 Submittal Process**

### **310.1 Preliminary Plan Drawings Submittal**

1. Within sixty (60) days of the execution of Franchisee's Franchise Agreement, a set of preliminary drawing are to be submitted to *Choice Hotels International*'s Architectural Design team at arch\_submittal@choicehotels.com.
2. *Items to be included in this submission are as follows:*
3. Site Development Plan
4. Exterior Building Elevations
5. Building floor plans for each floor level
6. Enlarged Guestroom Plans/Furniture Layout (provide all room types)
7. Enlarged Public Space Plan/Furniture Layout
8. Compliance with brand standards and overall project design will be verified.
9. Franchisee and Architect of Record will receive written comments within five (5) days of their receipt.
10. Requests for exceptions or alterations to Architecture & Engineering or Interior Design Rules & Regulations must be submitted in writing at this time via the submittal process outlined on the brand page.

### **310.2 Final Drawings Submittal**

#### **Construction Documents**

1. Within ninety (90) days of the execution of Franchisee's Franchise Agreement, a complete set of drawings are to be submitted to *Choice Hotels International*'s Architecture Design team at arch\_submittal@choicehotels.com.
2. Review of the final version of the previously submitted design intent.
3. Compliance with brand standards, technical engineering and construction principles will be verified.

4. Choice Hotels International's Product Design and Construction teams will review documents within ten (10) working days of their receipt.
5. Franchisee and Architect of Record will receive written comments and shall respond, identifying measures taken to rectify each item, within fifteen (15) days of receipt of original correspondence.
6. Final Project Approval letter must be received from Choice Hotels International before construction can commence.
7. Final documents are to be fully dimensioned and coordinated with all disciplines to ensure a compliant set of documents.
8. *Final Site Development Plan is to include but is not limited to:*
9. Parking space counts
10. Surrounding access roads and adjacent highways
11. Adjacent properties or natural conditions (e.g., ponds) impacting the Comfort Suites property
12. Sidewalk system
13. Site dimensions and area
14. Site lighting
15. Signage locations and details
16. Landscape materials and schedule
17. *Final Architectural Drawings are to include but are not limited to:*
18. Building Plans -floor plans for each floor level
19. Building Sections (floor, wall & ceiling)
20. Building Exterior Elevations identifying materials and signage
21. Back of House enlarged plans and reflected ceiling plans
22. Public Space enlarged plans, interior elevations and reflected ceiling plans
23. Guestroom/Guest Bath enlarged plans including Reflected Ceiling Plan, Furniture Plan, Architectural Plan and Interior Elevations of both guestroom and guest bath
24. Door and Window Schedule
25. *Final Interior Design Drawings are to include but are not limited to:*
26. Back of House enlarged plans identifying finishes and fixtures
27. Public Space enlarged plans identifying finishes and fixtures
28. Elevations of Back of House and Public Spaces identifying furniture, fixtures and equipment
29. Furnishings Control Number Key and Finish Legend
30. Finish Schedule
31. *Final Mechanical, Electrical and Plumbing Drawings*
32. Public Space enlarged plans identifying equipment and fixtures
33. Guestroom enlarged plans identifying equipment and fixtures
34. Back of House enlarged plans identifying equipment and fixtures
35. Structural Drawings and construction specification book are not required.

### **310.3 Interior Design Submission**

For Furniture, Fixtures and Equipment (FF&E) Interior Design submission requirements for both new construction and Property Improvement Plans (PIPs), please refer to Sections 510.1 Welcome & 510.0 Interior Design Submission.

## **320.0 Construction**

### **320.1 Site Observations**

1. Three or four observations will be made by the *Choice Hotels International* Project Manager to verify compliance with Brand design and construction standards.
2. Franchisee/General Contractor is to schedule site visits two (2) weeks in advance to coordinate phase of construction with required inspection.
3. Custom projects may require additional site visits.
4. *Scheduled observations are:*
5. Pre construction meeting with franchisee and general contractor prior to start construction
6. Pre drywall observation to view system rough in and framing
7. Finishes observation of an on site sample room
8. Final observation approximately one (1) month prior to property opening

### **320.2 Reports**

1. The Project Manager will issue a report following observation meetings. Any items identified as deficient or in error will be reviewed at the next site visit to verify that those items have been rectified.
2. Final visit and report are provided to the Franchisee and transmitted to Choice's Area Director to verify that the observation has been conducted and that there are no outstanding standards to rectify.

## **400 Architectural Design**

### **Purpose and Scope**

This Chapter reviews the architectural and engineering design criteria required to build a Comfort Suites hotel or maintain an existing property including some program elements. Comfort Suites properties are held to the same general design criteria with the exception of the guest room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and hard construction specifications at the time of deal approval when planning a new construction project. The items in this section reflect the overall direction of the brand with regard to architectural design requirements. Not all properties currently in the system will meet every one of the standards outlined. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, contract window, evaluations based on the

current rules and regulations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. Please note that you must construct your hotel in strict conformance with all applicable local, state and federal building codes, laws and regulations. In the event of a conflict between these Rules & Regulations and applicable local, state and federal building codes, laws and regulations, you must comply with all applicable local, state and federal building codes, laws and regulations. All properties are required to strictly adhere to all guidelines set forth by the ADA statute and the Occupational Safety Health Administration (OSHA) standards in the programmed areas described therein and any other applicable state, local or federal laws or codes. The Franchise Agreement issued by *Choice Hotels International* requires conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Any variances from these standards must be submitted in writing to *Choice Hotels International* for evaluation. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 \*\*\*\*Attention: Director, Architecture & Design** email: arch\_submittal@choicehotels.com

## Introduction

The Architectural Design Rules & Regulations are a chapter within the *Comfort Suites Rules & Regulations*. These standards govern the process and product which *Choice Hotels International* requires of all franchisees. The design of all new build hotels must follow the architectural design prototype in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Comfort branded hotel or in – system and undergoing a required renovation per a Property Improvement Plan. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the prototype drawings and architectural specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from *Choice Hotels International*. Refer to the prototype drawings and construction specifications.

## 410.0 Approach

### 410.00 General Site

1. *Building Orientation*
2. Provide clear visibility of the main building entrance from vehicular entry onto site.
3. Position building to maximize optimum views of adjacent sites and to minimize undesirable views.

4. Position building allowing service and trash areas to be located in the rear or side of the site, where they can be screened and accessed without direct interference with guest traffic.
5. *Site Requirements*
6. These criteria are required unless prohibited by existing site constraints:
7. Proved clear and direct access to property.
8. Provide a minimum of 10' 0" between property line and parking and/or drive aisle.
9. Provide a minimum of 10' 0" between side of building and sidewalks.
10. Provide a minimum of 21' 0" between front of building and sidewalks.

#### **410.01 Hardscape Requirements**

1. *Outdoor Patio*
2. For hotels with adequate available site space, provide outdoor patio seating screened with fence and landscaping.
3. *Curb Cuts*
4. Minimum of one (1) curb cut from primary access road.
5. Minimum 24' 0" clear from face of curb to face of curb.
6. Provide concrete curb and gutter.
7. *Drive Aisles*
8. Provide double loaded parking, single loaded parking permitted with approval from *Choice Hotels International*.
9. Minimum 24' 0" clear width at double loaded parking and approach to trash enclosure.
10. Paved in concrete or asphalt.
11. *Trash Enclosure*
12. Locate out of view from site entrance, Porte Cochere and guestrooms.
13. Provide heavy duty concrete pad for trash dumpster and apron in front of enclosure.
14. Gate of solid material to completely screen view into the enclosure.
15. Enclosure should be of material and finish consistent with the exterior of the building.
16. Enclosure to be a minimum of 8' 0" high.
17. *Parking*
18. Parking is to be convenient to guest rooms and public areas, and linked to building entrances with a sidewalk system.
19. Downtown location: Number of stalls required is based on ratio of one (1) stall per two (2) rooms plus one (1) space per four (4) seats in a conference room or food facility unless ordinances dictate otherwise.
20. Highway location: Number of stalls required is based on ratio of one (1) stall per one (1) room plus one (1) space per ten (10) seats in a conference room or food facility.
21. Airport location: Number of stalls required is based on ratio of one (1) stall per four (4) rooms plus one (1) space per ten (10) seats in a conference room or food facility.

22. Minimum parking stall size required is 9' x 18', unless otherwise required by local ordinance.
23. Concrete wheels stops are not permitted.
24. Provide curb and gutter at site perimeter and throughout parking.
25. Pave in concrete or asphalt
26. Paint demarcations of parking stalls and pedestrian crossings.
27. *Accessible Parking*
28. Provide accessible parking stalls per ADA and governing code requirements.
29. *Sidewalks*
30. Minimum 5' of clear unobstructed width.
31. Broom or textured finish concrete with troweled edges and joints.
32. Provide a sidewalk system which allows guests to reach all building entrances from parking areas.
33. *Fencing*
34. Outdoor pool to be fenced for privacy
35. Solid material fencing to screen unsightly views and HVAC equipment.
36. Chain link fencing is prohibited.

## **410.02 Landscape Requirements**

1. *General Requirements*
2. Scheme should include seasonal color, local plant varieties and evergreen varieties.
3. Trees should be used along frontage to add to curb appeal while mitigating the view of large expanses of parking.
4. Create eye catching landscape features at the main curb cut, near monument brand signage and at building entrances. Approved decorative planters may be used in cases of space constraints.
5. Provide plantings scaled to their place (e.g., low massing plants below windows, groupings of ornamental plants at building entrances).
6. Use landscaping to screen mechanical, electrical, dumpster and any other undesirable views.
7. Outdoor pool to be screened with landscaping for privacy.
8. Center tree trunks on parking stall striping to prevent damage from vehicles.
9. Irrigation system is optional.
10. Landscaping must be adequate to cover all poles and wiring on monument signs. Signs must appear flush to the ground with landscaping coverage. Poles and wiring must not be visible.
11. *Site Drainage*
12. Prevent water from ponding at any part of the site, especially walkways.
13. *Parking Islands*
14. Provide curbed landscape islands within the parking aisles to break the vastness of pavement.
15. For new construction, it is required that an island occurs every 15 parking stalls.

16. *Site Area Coverage*
17. Minimum 10% of total site area to be landscaped with a combination of ground cover, lawn material, shrubs and trees.

### **410.03 Lighting Requirements**

Should conflicts arise between these Rules & Regulations and local, state or federal codes, the more stringent codes affording maximum guest and property protection shall prevail.

1. *Building Lighting*
2. Clearly illuminate the Porte Cochere and building entrances to ensure identification of access points.
3. All lighting provided as feature lighting on the building façade or in landscaped areas must be white/off white. Colored lighting of any kind is prohibited
4. *Site Lighting*
5. Pole mounted fixtures are required. Building mounted fixtures are permitted with prior written approval from *Choice Hotels International* to illuminate parking but may not interfere with guest comfort. Mount only on blank, windowless façades.
6. Locate poles to align with parking stall striping and prevent damages to pole bases from vehicles.
7. Pole bases to protrude a maximum of 12" above ground.
8. Pole height not to exceed 20'.
9. Use uniform lighting; do not mix various bulb types.
10. Fixtures to be photoelectric cell controlled.

### **410.04 Building Exterior**

The façade of any Comfort Suites property is expected to reflect the minimum standards, in design, execution, color and materials, as set forth in these Rules and Regulations and current Guideline Prototype Drawings & Construction Specifications. Façade enhancements, modifications and omissions may be required at system entry and/or at a contract window, and are to be performed in a professional manner such that the façade is similar to, or better than, a newly constructed property. Conversion properties must verify removal of all previous signature elements (e.g., signage, graphics) and correct any visible traces.

1. *Design Elements*
2. Porte Cochere directly adjacent to the vestibule
3. Tower or other prominent element for display of building signage
4. Variety of approved finish materials and paint colors per prototype in effect unless existing color palette is approved in advance by Choice Hotels International.
5. Integral window frame and PTAC grille. Separate window framed PTAC grille may be allowed based on existing conditions with prior approval from *Choice Hotels International*
6. Full height public space windows, applicable to properties

7. Unacceptable finish materials include exposed concrete block (decorative may be allowed pending review), T 111 plywood and vinyl siding.
8. Acceptable finish materials include brick, EIFS, stone, stucco and cementitious siding.
9. Exterior colors to be approved by Choice Hotels.
10. *Canopy / Porte Cochere*
11. Provide a Porte Cochere, unless a fully appointed outdoor patio, per the current prototype requirements, is provided at the front/ arrival area of the building
12. When required, provide a structure that allows two widths of traffic, minimum width of 24' 0" clear, from face of curb to face of curb.
13. Minimum height of 12' 0" clear for standard cars recommend 14' 0" for motor coaches.
14. *Pool*
15. Indoor pool areas to be designed with windows and door to the exterior.
16. Screen unsightly views while sitting at the pool.
17. Pool storage and equipment to be located in an enclosed room/building adjacent to pool deck.

See Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor and R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for further details.

## **410.05 Exterior Signage**

The exterior signage of any Comfort brand property must meet the minimum standards as set forth in these Rules and Regulations. All signage must be approved by Choice Hotels International and manufactured and installed by a Choice Hotels Qualified Vendor. All property signage must have the necessary permits if required by local and state governments Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so that signage can be installed prior to property opening. See R&Rs Service Marks/Signage, 600.1 Signage.

## **410.1 Welcome**

### **410.10 Vestibule**

A vestibule is required at the main entrance of the Comfort Suites.

1. *Design Characteristics*
2. Minimum of 80 SF.
3. Fully or semi glazed.
4. Automatic sliding doors, unless prohibited by existing conditions.
5. Drywall ceiling: height to be minimum of 8' 0" AFF.
6. Card reader required at any time the front desk is not in operation.

7. *Atmosphere*
8. Lighting
9. Recessed down light fixture. Alternate lighting in existing properties is subject to *Choice Hotels International* review and approval.
10. *Systems*
11. HVAC
12. Design as part of the central air conditioning system; PTAC unit is not permitted. See R&Rs Interior Design, 510.10 Vestibule for interior design specifications.

#### **410.11 Lobby**

1. *Design Characteristics*
2. Minimum area of 900 SF for up to 100 guest rooms for new construction.
3. The Lobby may be required to be retrofitted to meet the above standard prior to system entry or at contract window. However, if existing design parameters limit meeting this standard, retrofitted to a minimum of 500 SF up to 100 guest rooms may be allowed with prior written approval from *Choice Hotels International*.
4. Focal wall with fireplace or regional feature unless prohibited by existing conditions.
5. Adjacent to breakfast area and registration area, with direct view of front desk
6. Must be able to accommodate at least two multi functional seating groups.
7. Full height windows unless prohibited by existing conditions.
8. Vending machines of any kind are not permitted in the Lobby. They are to be located in a separate vending area as described in section R&Rs Architecture & Engineering, 410.51 Vending Areas.
9. Television at seating area is optional.
10. Smooth finish drywall ceiling; minimum height of 9' 0".
11. Provide permanent counter for coffee service.
12. *Atmosphere*
13. Lighting
14. Provide recessed down light for general lighting.
15. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval.
16. Minimum rating of 20 foot candle or better throughout
17. Minimum rating of 30 foot candle or better at reading areas
18. *Systems*
19. HVAC
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Coordinate locations of power outlets with furniture, televisions, equipment, and accessories. Exposed cords are prohibited. See R&Rs Interior Design, 510.11 Welcome Center / Lobby / Living Room for interior design specifications.

## **410.12 Registration Area**

1. *Design Characteristics*
2. Centrally locate within the Lobby to be easily identifiable upon guest entry.
3. The approved Welcome Wall and components must be installed on a wall directly behind the front desk. Refer to section 510.10 for details.
4. All removable objects within the specified space noted in 510.12 must be removed from the Welcome Wall surface. Refer to the Comfort Reimaging Hub for program guidelines and requirements, product specifications and ordering information. One of four design options is required.
5. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
6. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
7. Approved decorative wall covering or approved painted wall with approved branded signage.
8. Approved stone wall with branded logo signage.
9. Minimum counter length is 12' 0" for up to 100 rooms.
10. Standard millwork height on guest side to be between 3' 6" and 4' 0".
11. Door is required for employee access to Workroom/ Office area. Guest view into Work Area/ Back of House from guestroom side of registration desk is prohibited.
12. Fire alarm panel to be mounted on sidewall of registration desk. Prohibited on back wall unless required by code.
13. Computer equipment to be concealed by varied counter heights.
14. Night window is not permitted.
15. Conceal electrical and computer cords via properly placed grommets.
16. Smooth finish drywall ceiling height to be a minimum of 8' 0" AFF.
17. *Atmosphere*
18. Recessed down light fixtures at rear of Registration Desk.
19. Decorative lighting is subject to *Choice Hotels International* review and approval.
20. Lighting
21. Graphics
22. Franchisee statement to be posted within guest view, visible from the front desk.
23. *Systems*
24. Design as part of the central system; PTAC unit is not permitted.
25. HVAC See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
26. Electrical
27. Verify equipment requirement with Property Systems.

28. Provide power outlets, for each computer station and general use, per the final computer equipment layout.
29. Telecommunications
30. Provide data and telephone ports for each computer station, per the final computer equipment design. See R&Rs Interior Design, 510.12 Registration Area for interior design specifications.

#### **410.13 Elevator Lobby**

1. *Design Characteristics*
2. Locate in close proximity to the Registration Desk and Lobby off of the main corridor. Alternate locations require pre approval from *Choice Hotels International*.
3. Minimum of 60 square feet to allow clearance for guests to maneuver their luggage. Size may be smaller for existing properties with prior approval from *Choice Hotels International*.
4. Cart Storage alcove in close proximity to the first floor elevator lobby or in the vestibule.
5. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
6. *Atmosphere*
7. Lighting
8. Combination of recessed down light and decorative fixtures.
9. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval
10. Minimum rating of 30 foot candle
11. *Systems*
12. HVAC
13. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.13 Elevator Lobby for interior design specifications.

#### **410.14 Public Restrooms**

Convenient access from all public areas is required, including provisions for the handicapped, in accordance with all applicable codes including the ADA.

1. *Design Characteristics*
2. Locate convenient to all public space areas.
3. Minimum size of 90 SF each.
4. Separate facility for men and women.
5. A single unisex restroom is permissible if existing conditions prohibit the provision of separate facilities and it is compliant with local code. Any Comfort Suites public restroom must meet all of the standards provided herein.
6. Single compartment featuring one vanity and one toilet for up to 100 rooms. Increased room count or meeting facility may necessitate additional square footage.
7. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.

8. Plumbing fixtures include:
9. Floor mounted toilet fixture(s) is the minimum
10. Stone top vanity with apron and splash blocks. Wall hung sink is not acceptable.
11. Toilet accessories include:
  12. Framed mirror mounted above vanity.
  13. Paper towel dispenser or electric hand drying devices and waste unit are required.
  14. Permanent liquid soap dispenser.
  15. Feminine napkin vendor unit.
  16. Feminine napkin disposal unit
  17. Baked enamel or plastic laminate finished partitions (if applicable).
  18. See FF&E specifications for approved accessories.
19. *Atmosphere*
20. Lighting
21. Wall mounted fixture over vanity.
22. Additional ceiling light for oversized facilities.
23. STC Rating
24. Minimum rating of 54 at public space walls. See 440.00 Sound Transmission Coefficient (STC) for additional information.
25. *Systems*
26. HVAC
27. Design as part of central system, PTAC unit is not permitted.
28. Continuous exhaust system with noise control required. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical
30. Provide convenience power outlet above the vanity See R&Rs Rules of Operation, 110.1 Public Restrooms for operational requirements. See R&Rs Interior Design, 510.14 Public Restrooms for interior design specifications.

## 410.2 Public Space Food Service

### 410.20 Breakfast Room

1. *Design Characteristics*
2. Locate adjacent and with direct access from the Lobby in a dedicated and separate room. Separation can be signified by either a pair of glass doors or a cased opening.
3. Screen direct view into Food Prep Room from seating area.
4. Immediately adjacent to Food Prep Room.
5. Provide one (1) seat per four (4) guest rooms.
6. Minimum 8 SF per guest room unless prohibited by existing conditions. Smaller size, dictated by existing conditions, may be acceptable in retrofit situations at Choice Hotels' discretion.

7. Casework includes a permanent buffet counter and base cabinets. Locate buffet in dedicated alcove out of direct view from seating area if possible.
8. Buffet counter to be a minimum of 30 linear feet (need not be contiguous).
9. Minimum 40" flat panel HDTV flat panel, wall –mounted television, placed in direct view from most of the seating area.
10. Smooth finish drywall ceiling; height to be a minimum of 9' 0" AFF.
11. *Atmosphere*
12. Lighting
13. Recessed down light or pre approved decorative light fixtures
14. STC rating
15. Minimum rating of 54
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets at the buffet counter above splash block; per equipment requirements. See R&Rs Interior Design, 510.20 Breakfast Room for interior design specifications.

## **410.3 Meeting Space**

### **410.30 Meeting Room**

1. *Design Characteristics*
2. Locate in close proximity to the Lobby, with access from the Lobby Corridor, so that outside attendees may access the room without going through guestroom corridors.
3. Sized at one (1) guest room bay minimum. Increased room count may necessitate increased Meeting Room spatial requirements.
4. Provide coat closet. Furnish with shelf and rack system.
5. Provide storage room for furniture and equipment depending on room size and setup.
6. Provide permanent counter for food service. Breakfast counter may be used if directly adjacent to and accessible from meeting room. In cases of space constraint a temporary food service display may be allowed with prior approval from *Choice Hotels International*.
7. Acoustical ceiling: minimum ceiling height is 9' 0" AFF. Fixtures Include:
8. Projection screen
9. Television
10. *Atmosphere*
11. Lighting

12. General lighting; recessed ceiling fixtures.
13. Pre approved existing decorative lighting.
14. STC Rating
15. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
18. Design as part of central system, PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets per equipment requirements.
21. Provide power outlets along the food service counter above the splash block.
22. Telecommunication
23. Provide data and telecommunication lines as required per individual project two (2) data/phone outlets in one bay meeting room. Additional outlets may be required in larger facilities.
24. High Speed Internet Access is required. Service may be wireless or wired and must meet the standards set forth in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
25. Provide cable outlet at TV location See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Interior Design, 510.30 Meeting Room for interior design specifications.

## **410.4 Public Space Circulation**

### **410.40 Passenger Elevator**

1. *Design Characteristics*
2. One (1) elevator is required for properties up to three (3) stories and up to 100 guest rooms.
3. Two (2) elevators are required for properties four (4) stories or more with greater than 100 guest rooms.
4. Hydraulic elevator service for properties up to four (4) stories, traction elevators required for properties five (5) stories and greater.
5. Speed required of hydraulic elevator for floors 2-4 is 200 fpm (feet per minute).
6. Speed required for geared elevator for floors 4-7 is a minimum of 350 fpm.
7. Minimum load capacity of 3000 lbs.
8. Minimum cab size of 5' 0" x 7' 0"
9. Minimum ceiling height of 8' 0" AFF
10. *Atmosphere*
11. Lighting
12. Per the elevator manufacturer's specifications,

13. *Systems*
14. Electrical
15. Provide power outlet for housekeeping and maintenance needs. See R&Rs Interior Design, 510.40 Passenger Elevator for interior design specifications.

#### **410.41 Guest Room Corridor**

1. *Design Characteristics*
2. Interior and double loaded corridor required.
3. Avoid locating access to public rooms, such as meeting rooms, from the guestroom corridor.
4. Minimum corridor width is 5' 0" or per code requirement.
5. Combination of smooth drywall and tegular style acoustical ceiling tile.
6. Minimum ceiling height of 8' 0" AFF. Height of 7' 6" AFF is allowed at alternating areas in case of physical constraints.
7. *Atmosphere*
8. Lighting
9. Recessed down light or approved surface mounted ceiling and/or wall sconce fixtures
10. STC Rating
11. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. Graphics
13. Properly sized placards should be placed to direct guests to, or identify: guest rooms, vending areas, elevators, Lobby, Meeting Room and recreational amenities.
14. Back of House areas restricted to employees shall be clearly identified.
15. The graphics must comply with pre approved sign package.
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets for housekeeping and maintenance needs. See R&Rs Interior Design, 510.41 Guest Suite/Room Corridor for interior design specifications.

#### **410.5 Guest Facilities**

##### **410.50 Guest Laundry**

1. *Design Characteristics*
2. Locate in a central, first floor location for easy access.
3. Minimum 100 SF. Allowed on upper floors in existing properties.
4. Avoid adjacency to guestrooms.

5. One facility required up to 100 rooms. . Additional laundry area is recommended as room count increases.
6. Allow space for one (1) washer and one (1) dryer. Additional equipment required over 100 rooms
7. Equipment to be commercial grade and coin operated.
8. Provide wall mounted, coin operated dispenser of laundry detergent and fabric softener.
9. Provide permanent wall hung counter that is able to fold against the wall if needed. Counter size is dependent upon room size and shape.
10. Door with vision glass or full glass door with optional card reader
11. Acoustical ceiling tile: height to be a minimum of 8' 0" AFF.
12. *Atmosphere*
13. Lighting
14. Recessed ceiling light fixtures. Decorative lighting requires prior approval from Choice Hotels International.
15. STC rating
16. Minimum rating of 54 at public space walls and 60 at shared guestroom walls.
17. *Systems*
18. HVAC
19. Provide continuous exhaust fan with noise control.
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Provide convenience power outlet over counter for guest use.
23. Provide power outlets per equipment requirements.
24. Plumbing
25. Locate a floor drain to prevent any ponding water. See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Interior Design, 510.50 Guest Laundry for interior design specifications.

#### **410.51 Vending Areas**

1. *Design Characteristics*
2. Minimum area is 90 SF.
3. Required on every floor, unless prohibited by existing conditions.
4. On the first floor, provide an ice machine, a soft drink machine and a food/snack vending machine. Soft drink and food vending machines are not required if a marketplace is provided.
5. On the upper floors, provide an ice machine and a soft drink machine at a minimum. Guests must be able to get ice without leaving their floor.
6. Position/screen machines, so they are not directly visible by guests from the corridor.

7. Access to the space must be through a cased opening, unless a door is required by code. If door is required, provide full glass door or with glass insert.
8. Ice machine to feature a closed bin and a dispenser chute.
9. Smooth finish drywall ceiling height is a minimum of 8' 0".
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted ceiling mounted light fixtures, unobstructed by equipment.
13. STC Rating
14. Minimum rating of 34 at adjacent interior spaces
15. Minimum rating of 54 at corridor See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
  18. Design as part of the central system; PTAC unit is not permitted.
  19. Provide continuous exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
20. Electrical
21. Provide power outlet per equipment requirements.
22. Plumbing
23. Locate a floor drain to prevent ponding water. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Interior Design, 510.51 Vending Areas for interior design specifications.

## **410.52 Business Center**

1. *Design Characteristics*
2. Minimum 100 SF.
3. Locate with direct access from the Lobby or Lobby corridor, in view of the Front Desk.
4. Semi enclosed area or fully enclosed with a glass door.
5. Minimum 4 linear feet of counter per work station for up to 100 rooms.
6. Minimum length of counter is 8' 0" with at least one hotel provided computer (see R&R 110.5 Business Center for Rules of Operations)
7. Countertop finish to be consistent with lobby finishes. Provide grommet holes in countertop for cord management.
8. Smooth finish drywall ceiling: height to be a minimum of 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed down lights or approved decorative pendant fixture.
12. STC Rating
13. Minimum rating of 54 if business center is enclosed.
14. *Systems*

15. HVAC
16. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
17. Electrical
18. Provide power outlets per equipment requirements.
19. Provide power outlets above the counter for guest provided devices
20. Telecommunications
21. Provide data and telecommunication outlets for hotel and guest provided equipment.
22. High speed internet access must be available at all computer stations. See R&Rs Rules of Operation, 110.5 Business Center for operational requirements. See R&Rs Interior Design, 510.52 Business Center for interior design specifications.

#### **410.53 Marketplace Area**

All Comfort Suites must implement the Marketplace program. Dedicated alcove type space is required for all contracts executed on or after 9/1/2012 and will be required as determined by PIPs for existing hotels. If the property already has a dedicated alcove, including built in shelving and cabinetry, a separate *snack cabinet* will not be required. See R&R 110.8 for Rules of Operation and additional requirements for the Marketplace program.

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk, with access from the main corridor.
3. Minimum of 80 SF
4. Fully open to the registration area, semi opened or fully enclosed.
5. Provide millwork shelving in a finish consistent with lobby finishes or specified cabinet per Marketplace program details
6. When semi opened or enclosed, provide opening between Registration Desk and Marketplace for transactions
7. Smooth finished drywall ceiling: height to be a minimum of 8' 0" AFF.
8. *Atmosphere*
9. Lighting
10. Recessed down lighting or approved decorative lighting.
11. STC Rating
12. Minimum rating of 50.
13. *Systems*
14. HVAC
15. Design as part of the central system; PTAC unit is not permitted.
16. Provide exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.53 Your Suite Success Marketplace for interior design specifications. See R&Rs 110.8 Marketplace Operations for equipment and product requirements.

## 410.6 Recreation

### 410.60 Fitness Center

Every Comfort Suites property is to provide a Fitness Center for guest use as stated in R&Rs Rules of Operation, 110.3 Fitness Center. For additional, valuable information, please refer to the **Fitness Center Hot Topic & Key Brand Initiative**.

1. *Design Characteristics*
2. Locate on first floor in close proximity to the Elevator, Vending Area, Pool area and Public Restrooms.
3. Minimum of 500 SF Smaller size may be allowed in existing properties with prior approval from Choice Hotels International.
4. Accent painted wall with vinyl graphic.
5. As of 4/1/2021, optional for existing hotel with contract prior to 1/1/2021, but could be required upon any contractual event or renovation
6. Exterior windows for natural light, unless existing conditions do not allow
7. Provide a 40" wall or ceiling mounted flat panel HD television is required. Television must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues.
8. Approved Accent wall and field walls
9. Approved LVT flooring
10. Decorative full height mirrors along entire length of one wall.
11. If a flat mirror is provided, locate power outlets occurring along this mirror surface in the wall base.
12. Exercise Equipment as described in R&Rs Rules of Operation 110.3 Fitness Center.
13. Single entry door with vision panel or full glass door with optional card reader
14. Smooth finished drywall or acoustical ceiling tile: height to be a minimum of 8' 0".
15. *Atmosphere*
16. Lighting
17. Recessed down lights or surface mounted ceiling fixtures
18. Controlled by key switch
19. STC Rating
20. Mitigate sound transmission if Fitness Room is adjacent to guestrooms
21. Minimum rating of 56 See 440.00 Sound Transmission Coefficient (STC) for additional information.

- 22. Graphics
- 23. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
- 24. Required signage per R&Rs Rules of Operation, 110.3 B
- 25. *Systems*
- 26. HVAC
  - 27. Provide separate exhaust fan; ensure ventilation and climate controls maintain a comfortable environment during workouts.
  - 28. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
- 29. Electrical
  - 30. Provide power outlets per equipment requirements. Floor mounted outlets are preferred however wall mounted ones are allowed based on existing conditions.
  - 31. Provide floor mounted power outlets as required for exercise equipment. Wall mounted power outlets allowed based on existing conditions.
- 32. Plumbing
  - 33. Provide a drinking fountain (a water cooler with cups may be provided in lieu of fountain). See R&Rs Rules of Operation, 110.3 Fitness Center for operational requirements. See R&Rs Interior Design, 510.60 Fitness Center for interior design specifications.

## **410.61 Swimming Pool**

### Indoor & Outdoor

- 1. *Design Characteristics*
- 2. Minimum size of 400 SF of water surface for up to 100 rooms.
- 3. Pool materials:
- 4. Body: gunite with approved finish
- 5. Coping: pre cast concrete with integral depth and “No Diving” indicators
- 6. Drain: continuous, perimeter deck drain
- 7. Depth from per code requirements
- 8. Provide adequate deck space for furniture placement and guest circulation.
- 9. Indoor Pool:
- 10. Locate along the main public corridor, leading from the Lobby. Access is required from the elevator and stairs, without passing through public spaces.
- 11. Electronic card reader is required.
- 12. Provide air lock vestibule at entry from corridor.
- 13. Indoor ceiling height to be a minimum of 10' 0" AFF unless existing structure prohibits it.
- 14. Maximize natural light with full height windows.
- 15. Smooth finish drywall ceiling

16. Provide mechanical and storage rooms for pool equipment, furnishings, and chemicals.
17. Owner should confer with pool design specialists to determine the dehumidification needs for the pool area.
18. **Outdoor Pool:**
19. Outdoor pool requires metal fencing and gate(s) with childproof latch meeting all local, state and applicable safety codes.
20. Provide mechanical and storage building for pool equipment, furnishings and chemicals.
21. Chain link fence is not permitted
22. Final finishes should be coordinated with overall project scheme.
23. *Atmosphere*
24. **Lighting (Indoor)**
25. Recessed, surface ceiling mounted or walls sconces. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
26. Underwater lighting required.
27. **Lighting (Outdoor)**
28. Provide decorative fixtures that light only pool area. Avoid illuminating guestroom areas with pool deck fixtures.
29. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
30. **STC Rating (Indoor)**
31. Minimum rating of 54 to be maintained at walls adjacent to public space rooms.
32. Minimum rating of 60 if pool area is adjacent to guest rooms See 440.00 Sound Transmission Coefficient (STC) for additional information.
33. **Graphics**
34. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.61 B.3. Graphics.
35. Verify compliance with all applicable state, federal, local, and municipal regulations, codes and laws.
36. **Systems**

See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.

  1. Electrical
  2. Provide water and moisture proof power outlets per applicable codes.
  3. Plumbing
  4. Provide a drinking fountain or water cooler in close proximity to the pool area.
  5. Telecommunications
  6. Provide house telephone for guest assistance.
  7. Equipment

8. Make provisions to mitigate noise produced by equipment.

Pool equipment and storage is detailed in R&Rs Architecture & Engineering, 430.40 Pool Equipment Room and 430.41 Pool Storage Room/Building.

See R&Rs Rules of Operation, 110.2 Swimming Pool Indoor & Outdoor for operational requirements.

See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

## **410.62 Whirlpool**

Optional

1. *Design Characteristics*
2. Whirlpool materials:
3. Body: gunite with approved finish
4. Coping: pre cast concrete with integral depth and “No Diving” indicators
5. Drain: continuous, perimeter deck drain
6. *Atmosphere*
7. Graphics
8. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.62.B.1. Graphics.
9. Verify compliance with all governing codes.

See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements.

See R&Rs Interior Design, 510.62 Whirlpool Optional for interior design specifications.

## **420.0 Guest Suite/Room**

### **420.00 Suite Room Mix/Types**

All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein. For existing and opened Comfort Suites hotels, evaluations will be performed at significant life cycle events – which may include but are not limited to renovations, relicensing, contract window and design exceptions or waivers granted based on individual properties’ age, physical constraints and condition as well as product quality. All furniture, finishes, and fixtures shall comply with the brand approved Décor package in effect at the time of execution of contract, or other contractual event, or upon renovation, whichever is most recent.

1. *Room Mix*
2. Room mix depends on the specific market condition. Refer to the current prototype for guideline room mixes.

3. Accessible varieties of each room type must be designed in each project. Consult ADA standards and local governing codes for the correct number of accessible guest rooms to be included.
4. 100% of all guest rooms to be designated as "Non Smoking". See R&Rs Rules of Operation, 100.4. A. Number of Designated Rooms.
5. For new construction, shower – only bathrooms in single – bedded room types and bathtub in double – bedded room types, unless prohibited by existing conditions.
6. *Guest Suite/Room Types*
7. King suite is minimum 325 SF clear.
8. Queen/Queen suite is minimum 370 SF clear.
9. Minimum of 11' 6" clear width is required for all room types
10. Alternate room types and sizes in existing properties are subject to Choice Hotel International approval.

## **420.01 Guest Suite**

1. *Design Characteristics*
2. Separate sleeping and seating area
3. Separation between sleeping and seating area may be achieved through a solid full height wall, semi open wall, or casegoods/desk assembly. Existing solid wall design is subject to Choice Hotels International's approval.
4. Living area to be at least 8' deep when a casegoods divider is provided; at least 9' deep when a solid wall is provided.
5. Minimum 6 square feet semi open or fully enclosed closet with a solid door, unless prohibited by structural constraints. If space does not allow a built in closet, an approved wardrobe may be provided with prior written permission from Choice Hotels International.
6. Closet to include shelf, rod and support bracket for iron and ironing board.
7. Refrigerator and microwave are required in either a furniture cabinet or a built in niche.
8. Media panel required for wall hung television.
9. Minimum 4' 0" x 5' 0" operable window. Non operable windows allowed in existing properties with prior approval from Choice Hotels international.
10. Self closing entry door with approved door hardware including but not limited to electronic door lock, door viewer and safety hardware. See Architectural Specifications for Door Hardware
11. Textured drywall ceiling: height to be a minimum of 8' 0" AFF
12. *Atmosphere*
13. Lighting
14. Combination of recessed down lights, wall sconce and decorative ceiling fixture.
15. STC Rating
16. Minimum rating of 54
17. Graphics

18. Room identification plaque. Signage is attached to corridor wall adjacent to room door. See 440.00 Sound Transmission Coefficient (STC) for additional information.
19. *Systems*
20. HVAC
21. Through wall PTAC unit internal drainage system highly recommended.
22. Electrical
23. Night Stand Re charge A minimum of two (2) approved, dedicated standard AC power source outlets must be open and available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Comfort Suites Brand page under the Deadlines & Brand Programs Tab.
24. Provide no fewer than one (1) duplex outlets as listed:
25. Lamp at each nightstand
26. Lamp at seating area
27. Desk lamp
28. Clock
29. Television
30. Housekeeping
31. Coffee niche
32. Luggage bench
33. Telecommunications
34. Phone outlet at desk is optional. Coordinate location with media panels if provided. No outlet should be located within the coverage area of the panels. See R&Rs Rules of Operation, 120.2 D. Guest Room Telephones.
35. One (1) phone outlet at nightstand is required.
36. High Speed Internet Access is a standard feature in all guest rooms. See R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA). See R&Rs Interior Design, 520.0 Guest Room and 520.2 Guest Room/Bath Finishes & Furnishings for interior design specifications.

## **420.1 Guest Bath**

### **420.10 Guest Bath**

1. *Design Characteristics*
2. Minimum size of 50 SF.
3. Single compartment bath including shower or bath, free standing vanity, and toilet.
4. Shower with frameless glass door per Architectural specifications may be provided in single bedded rooms and suites.
5. Bath tubs are required in double bedded rooms and suites.

6. Minimum 30" w x 60" shower pans. Minimum 30" W x 60" L tubs.
7. Vanity to be a minimum of 4' 0" long. Alternate lengths may be permitted based upon existing conditions.
8. Vanity countertop to be granite or quartz at a minimum.
9. Tub surround to be decorative cultured marble at minimum. One piece fiberglass tub/ surround unit is prohibited.
10. Tub and shower surround to be a full height above tub and shower pan for ceiling heights up to 7' 6".
11. Facial tissue dispenser to be displayed in an approved tissue box. Dispenser located in vanity apron is subject to approval by Choice Hotels International based on existing conditions.
12. Smooth finish drywall ceiling: height is a minimum of 7' 6".
13. *Atmosphere*
14. Lighting
  15. Decorative vanity light or lighted mirror
  16. Ceiling mounted fixtures for general lighting
17. STC Rating
  18. Minimum rating of 34 at Guest Room Bath to Guest Room partition wall
  19. Minimum rating of 51 at Guest Room Bath to corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
20. *Systems*
21. HVAC
22. Through the roof exhaust fan, unless prohibited by existing conditions, switched independently from the light fixture.
23. Electrical
24. Provide a convenience outlet to accommodate appliances above the vanity splash block.
25. Plumbing
  26. A minimum of two (2) to five (5) gallons of hot and cold water must be accessible to all guest rooms and back of house areas upon demand.
  27. Pressure must be designed to maintain maximum capability during peak use at 100% capacity.
  28. Hot water must maintain 115o F during peak use hours or per code requirements.
29. Telecommunications
30. Recommend wall mount telephone in accessible baths See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

#### **420.11 Accessories & Plumbing Fixtures**

1. *Bath Accessories*
2. Framed vanity mirror.

3. A stainless steel or chrome curved shower rod must be installed in all bathrooms with tubs. Shower door is required in all "shower only" bathrooms. See FF&E specifications for approved products. Must be permanently affixed.
4. Double robe hook
5. Wall mounted toilet paper holder with extra roll stored on vanity base shelf. When a vanity base is not present, a dual roll dispenser is required.
6. 24" towel bar. Towel bar may be integral to glass shower door.
7. 18" towel bar in the vanity area unless millwork shelving is provided.
8. Two (2) soap dishes, one corner mounted and one centered on length of tub. One soap dish at showers. No handles are allowed on any soap dish. See Interior Design specifications for style.
9. Detachable, commercial grade, wall mounted hair dryer.
10. *Plumbing Fixtures*
11. Commercial grade tank style toilet with closed front seat and cover.
12. Injection – molded seat to remain upright without assistance.
13. Enameled cast iron or steel bathtub. Acrylic tubs require prior written approval from Choice Hotels International. One piece tub surround is prohibited unless waived in advanced by Choice Hotels International.
14. Sink to be under mounted vitreous china. . Wall hung models are not permitted.
15. Sink drain to be pop up style and in place at all times. Rubber stoppers are not permitted.
16. Shower trim to be single handle, pressure balancing unit with anti scalding protection and hot and cold temperature indicators.
17. Tub/shower drain to be pop up or trip variety and in place at all times. Rubber stoppers are not permitted.
18. Faucet set to be commercial grade per Plumbing Fixtures Schedule in Architectural Specifications.
19. Showerhead to be commercial grade with minimum 3 spray massaging settings feature. See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

## 430.0 Administration

### 430.00 Employee Break Room

1. *Design Characteristics*
2. The Break Room must have a minimum of 115 SF unless existing conditions dictate otherwise.
3. Locate in back of house area.
4. Provide a minimum of 5' 0" long counter with sink.
5. Provide full size refrigerator and microwave.
6. Provide seating area with table and stacking chairs
7. Provide base and wall cabinets

8. Provide employee lockers
9. Minimum ceiling height of 8' 0" AFF.
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted lighting.
13. STC Rating
14. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
15. *Systems*
16. HVAC
17. Design as part of the central system depending on location.
18. Electrical
19. Coordinate power outlets with equipment locations. Provide additional outlets as needed. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.00 Employee Break Room for interior design specifications.

## **430.01 Employee Restroom**

Optional

1. *Design Characteristics* The following standards apply if an employee restroom is provided:
  2. Locate in back of house area near break room and offices.
  3. Single compartment restroom
  4. Minimum of 55 SF
  5. Plumbing fixtures include:
    6. Toilet
    7. Wall hung sink or vanity
    8. Bath accessories include:
      9. Mirror
      10. Wall mounted soap dispenser
      11. Paper towel dispenser / disposal unit
      12. Toilet paper dispenser
      13. Minimum ceiling height is 8' 0" AFF.
  14. *Atmosphere*
  15. Lighting
  16. Recessed or decorative wall mounted vanity strip light or sconces
  17. STC Rating
  18. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  19. *Systems*
  20. HVAC

21. Design as part of the central system depending on location. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
22. Electrical
23. Provide convenience outlet at vanity over the sink. See R&Rs Interior Design, 530.01 Employee Restroom for interior design specifications.

## **430.02 Workroom**

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk.
3. Minimum 100 SF
4. Provide millwork counter and cabinets.
5. Smooth drywall or acoustical ceiling tile; minimum ceiling height is 8' 0 " AFF.
6. *Atmosphere*
7. Lighting
8. Recessed or surface mounted ceiling lighting fixtures.
9. STC Rating
10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide outlets per equipment requirements
16. Telecommunications
17. Provide data/telephone jacks at the desk per equipment requirements. See R&Rs Interior Design, 530.02 Work Room for interior design specifications.

## **430.03 Office**

Comfort Suites is designed to accommodate a General Manager's office and a Sales office.

1. *Design Characteristics*
2. Locate adjacent to the Work Room.
3. Minimum of 110 square feet per office
4. Minimum ceiling height is 8' 0" AFF
5. *Atmosphere*
6. Lighting
7. 2' x 4' recessed ceiling fixtures, recessed down lights, or surface mounted ceiling light fixtures.
8. Desk lamp
9. STC Rating

10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide electrical outlets per equipment requirements.
16. Telecommunications
17. Provide data/telephone jacks per equipment requirements. See R&Rs Interior Design, 530.03 Offices for interior design specifications.

## 430.1 Back of House Food Service

### 430.10 Kitchen

#### Food Preparation

1. *Design Characteristics*
2. Design must comply with all governing health and safety codes.
3. Locate adjacent to and with direct access to the Breakfast Room.
4. Minimum 170 SF.
5. Provide adequate counter space base and overhead cabinets.
6. Kitchen equipment to include reach in refrigerator, reach in freezer, microwave oven, three compartment sink, wall shelving, dishwasher.
7. All equipment to be commercial grade
8. Changeable acoustical ceiling tile: minimum height is 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed or surface mounted ceiling light fixtures
12. STC Rating
13. Minimum rating of 56 at Public space See 440.00 Sound Transmission Coefficient (STC) for additional information.
14. *Systems*
15. HVAC
16. Design as part of the central system. PTAC units are prohibited.
17. System design must assure proper ventilation. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
18. Electrical
19. Provide power outlets per equipment requirements.
20. Plumbing

21. Provide floor drain. See R&Rs Interior Design, 530.10 Kitchen Food Preparation for interior design specifications.

## 430.2 Housekeeping

### 430.20 Hotel Laundry

1. *Design Characteristics*
2. Laundry
3. Minimum 550 SF for the main laundry, dryer enclosure, linen chute, cart storage, and supplemental water heating equipment if needed.
4. Locate the facilities adjacent to the Employee Workroom and Break Room Workroom/Office area with direct access from the main corridor. Avoid proximity to guest rooms due to noise and traffic.
5. Equipment includes a minimum of two (2) washers and two (2) dryers unless existing conditions prohibit it. Properties with room greater than 100 rooms should provide additional equipment proportionate to the Guest Room increase.
6. Additional items are table(s) for folding and general use, laundry sink and linen chute.
7. Sound and vibration from equipment, must be minimized by appropriate slab design.
8. Provide 8" raised slab for washer equipment mounting. Additional items are table(s) for folding and general use, laundry sink and linen collection cart.
9. Drywall ceiling: minimum ceiling height of 8' 0" AFF
10. Main Linen Storage
11. Locate linen storage area or room within the Main Laundry room.
12. Minimum 90 SF for up to 100 rooms
13. Entire room to be lined by floor to ceiling shelving
14. Ceiling finish consistent with Laundry Room ceiling: Minimum height is 8' 0" AFF.
15. *Atmosphere (All)*
16. Lighting
17. Minimum strip lighting
18. STC Rating
19. Minimum rating of 56 at corridor wall
20. Minimum rating of 34 at interior separation walls

See 440.00 Sound Transmission Coefficient (STC) for additional information.

1. *Systems (All)*
2. HVAC
3. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
4. Electrical
5. Provide power outlets as required by equipment needs.

6. Plumbing
7. Provide a floor drain within the main laundry space.
8. Provide trench drain at rear of washers within raised slab. See R&Rs Interior Design, 530.20 Laundry/Linen Storage for interior design specifications.

### **430.21 Auxiliary Housekeeping/Linen Storage (Floors 2 and Above)**

1. *Design Characteristics*
2. Locate in back of house area off of upper floor guest room corridor.
3. Minimum 100 square feet including linen chute for up to 100 rooms.
4. Room to include the linen chute.
5. Floor to ceiling shelving.
6. Acoustical ceiling tile; minimum height is 7' 6"
7. *Atmosphere*
8. Lighting
9. Minimum strip lighting
10. STC Rating
11. Minimum rating of 54 at corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
15. Electrical
16. Provide power outlets and other electrical service as needed. See R&Rs Interior Design, 530.21 Auxiliary Linen Storage (Floors 2 and above) for interior design specifications.

### **430.22 General Storage Room**

1. *Design Characteristics*
2. Provide on each floor, preferably in back of house area. May be combined with hotel Housekeeping/Linen storage room.
3. Minimum 160 SF of general storage for up to 100 rooms
4. Provide floor to ceiling shelving
5. Acoustical ceiling tile: minimum height to be 8' 0".
6. *Atmosphere*
7. Lighting
8. Strip light fixtures
9. *Systems*
10. HVAC
11. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
12. Electrical

13. Provide outlets and other electrical service as needed.

## 430.3 Back of House Circulation

### 430.30 Stairwells

1. *Design Characteristics*
2. Compliance with all governing codes is mandatory
3. Stairs are located directly off of the Guest Suite/Room Corridors with exits on grade.
4. Building stairs are not to be tied into parking garage or multi use stairs. If situation exists, provide electronic card reader for security.
5. If entry door at corridor is omitted, provide electronic card reader at stair door.
6. Handrail finish to comply with approved Décor package requirements.
7. *Atmosphere*
8. Lighting
9. Ceiling or wall mounted light fixtures.
10. STC Rating
11. Minimum rating of 51 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.30 Stairwells for interior design specifications.

### 430.31 Service Elevator

#### Optional

1. Design Characteristics
2. Locate elevator adjacent to back of house areas. Personnel must not cross public spaces from service areas, to access the service elevator.
3. Provide a minimum of one (1) service elevator for properties four (4) or more stories. Provide a minimum of two (2) service elevators for properties with 8 or more stories and/or 300 guest rooms. General rule is one (1) service elevator for every two (2) passenger elevators.
4. Minimum cab size is 5' x 7'.
5. Minimum load capacity of 3500 lbs.
6. Minimum ceiling height of 8' 0" AFF
7. *Atmosphere*
8. Lighting
9. Per the elevator manufacturer's specifications
10. Systems

11. Electrical
12. Provide power outlet for housekeeping and maintenance needs.
13. Telecommunications
14. Provide house telephone.

## 440.0 System Information

### 440.00 Sound Transmission Coefficient (STC)

1. Materials with sound absorption properties, separation of ductwork, vibration isolation devices, caulk and other strategies must be used to limit sound transmission and meet the specified ratings put forth in this document.
2. Acoustics must be considered to avoid background noise, reverberation, resonance, echo and conversation travel.
3. Sound transmission between adjacent public areas or public areas to service areas, must maintain a minimum STC rating of 54. Higher STC rating of 60 is required between guestrooms and noise inducing public space and mechanical rooms. Folding or similar folding partitions must maintain the same rating.
4. Provide sound – mitigating measure as noted by *Choice Hotels International* for properties near highways, airports, and other outside noise inducing sources. Consider windows in addition to floors and walls in these locations.

## 500 Interior Design

### Purpose and Scope

This Chapter reviews the interior design criteria required to build or renovate a Comfort Suites hotel. All Comfort Suites properties are held to the same general design criteria with the exception of the guest suite/room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and pre approved decor specifications at the time of deal approval when planning a new construction project. The Comfort pre approved décor package has been created to give hotels stylish and high quality products that meet the design requirements for each element specified. Using the approved décor package gives hotel operators a smooth path to renovation plan approval. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, and contractual windows, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements

contained herein in accordance with local market, design requirements, or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules and Regulations may be addressed by contacting: **Choice Hotels International**  
**915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Procurement Services** Interiordesign@choicehotels.com or Procurement\_help@choicehotels.com

## 510.1 Interior Design Submission

### 510.0 Interior Design Submission

All not – yet – open new build hotels must follow the design guidelines detailed in the Guideline Prototype Drawings & Construction Specifications and Approved FF&E Specifications in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Choice Hotels branded hotel or with a contract window. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the Guideline drawings and specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from Choice Hotels International.

1. Interior design approval from Choice Hotels International is required for guest room and public space Furniture, Fixtures and Equipment (FF&E) items based on the following contractual events and/or renovation schedule.
  2. Contractual Events:
  3. Execution of Franchise Agreement for a new construction or conversion property to enter the Comfort brand; or
  4. Addendum to the Franchise Agreement based on the following lifecycle events:
  5. Product refresh at the contractual window (Property Improvement Plan, or PIP)
  6. Relicensing agreement
  7. Repositioning agreement
  8. Addendum to the Franchise Agreement or Product Improvement Plan (PIP) to correct Quality Assurance Review (QAR) failures; or
  9. Non PIP related property renovations (not new construction).
  10. Schedule: Complete interior design submissions and all necessary approvals from Choice Hotels must be finalized:
    11. No less than six (6) months prior to:
    12. New construction hotel expected opening date;
    13. Conversion hotel expected opening date;
    14. Repositioning hotel expected opening date;
    15. Property Improvement Plan (PIP) item due date(s)
    16. Within thirty (30) days after:
    17. Execution of a Relicensing agreement;
    18. QAR failure
    19. Interior Design Submission Process

20. **Pre Approved Interior Design Package** The pre approved interior design package has been developed specifically for the Comfort brand in support of the brand vision and interior design guidelines for public space and guest rooms. The most up to date information and illustrations of the Comfort pre approved design package can be found on the Comfort brand page under the Architecture & Design tab. The pre approved design package has been developed to give owners and developers flexibility and guests the decor they expect at an upper midscale level. The pre approved package captures the essence of the brand, evoking Comfort's warm and welcoming personality. All products and materials specified in the package have been vetted for performance and quality. Adopting the pre approved Design Package will offer your guests a design that is modern, cohesive, and timeless from day one. For hotels completing a PIP or non PIP renovation (not new construction), additional tools and resources can be found on the Architecture & Interior Design resource page to assist you in melding the brand pre approved package with your existing FF&E. To ensure products meet the quality and standards required by the brand, and to assist with the design submission process, the use of a Choice Qualified Procurement Company is highly recommended.
21. **Interior Design Submission Process** Whether your property is a new construction, conversion, PIP driven renovation or self driven renovation the submission process outlined herein must be observed. As of January 1, 2021, franchisees have the option to select from three different submittal paths, each involving specific submittal and fee requirements. Following these steps will allow the Franchisee to communicate more efficiently the design intent while allowing the Choice Design team to expeditiously process and return the reviewed documents. The three submittal paths are as follows:
  22. **Path 1: Submittal of Pre Approved Design Package** This path requires the adoption of the pre approved design package in its entirety. No changes are permitted on this path. No fee is assessed, and the submittal process consists of completing a simple Design Intent Form.
  23. **Path 2: Submittal of Modified Pre Approved Design Package** This path requires the use of the pre approved package, modified within acceptable guidelines published by Choice Hotels. The allowed modifications have been designated to provide more flexibility to franchisees while maintaining the integrity of the pre approved FF&E package as designed. A design review fee will be assessed as follows to cover the time needed to review the modifications.
24. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
25. A design review fee of \$4,000 is required to process submittals from a Choice qualified procurement company.
26. A design review fee of \$6,000 is required to process submittals from a non – qualified procurement company.
27. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.

28. Only items marked "Approved" are permitted to be ordered, purchased and/or installed. Items marked "Denied", or not approved, must be re submitted within ten (10) business days to Choice's Interior Design.
29. **Path 3: Submittal of a Custom Design Package** This path allows the use of a custom design package. In Path 3, all FF&E categories are open to customization except casegoods, which are required to be from the pre approved design package. The custom design including FF&E specifications must comply with brand standards for look and feel, performance and quality. A design review fee will be assessed as follows to cover the time required to review the custom FF&E selections.
30. Submittal requirements for Path 3 include the following documents: Business case, design intent form, 3D renderings and/ or décor boards and specifications
31. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
32. A design review fee of \$8,000 is required to process submittals from a Choice qualified procurement company.
33. A design review fee of \$10,000 is required to process submittals from a non - qualified procurement company.
34. Casegoods is not customizable and will not be waived.
35. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
36. Compliance Franchisees are required to maintain an Interior Improvement File that will be available for reviews by CHI agents. The file must include:
37. Supporting documents from the Design team documenting the approvals such as design submission forms and design intent forms.
38. Addendum to the Franchise Agreement with the interior improvement items identified
39. Any correspondence between Choice agents and the property related to the interior improvement including, but not limited to:
40. Approvals/Denials for changes or modifications to the originally approved Design Approval Letter
41. Revised Design Approval Letter
42. E mail correspondence of shipping/installation status.
43. Order and installation receipts acknowledging delivery and or installation of the agreed upon improvement items. Representatives of Choice Hotels International, including Quality Assurance representatives, will conduct reviews to ensure compliance with the interior improvement plan and items selected as outlined on the Design Approval Letter. Reviews may be conducted by any CHI representative and can include:
44. Physically checking the interior improvements implemented at the property.
45. Reviewing the paperwork outlined above in the Interior Improvements File. The reviews may occur during a Brand Standards Inspection as part of a review before allowing a property to come online, during a product evaluation at a lifecycle event

or during any other appropriate contact with CHI representatives. The reviews may occur during an Opening Inspection or as part of a review before allowing the property to come online, during a Quality Assurance Review, or produce improvement plan (PIP) inspection at a life cycle event or during any other appropriate contact with CHI representatives. **Note: Failure to comply with the items listed on the design approval letter could result in a delay in the opening process or a default under the Franchise Agreement; should the purchase or installation of unapproved items occur, a Franchisee will also be required to replace those items with the approved items outlined in the design approval letter at the cost to the Franchisee.**

## 510.1 Move to Modern Public Space

The Comfort Suites Public Space is designed to welcome our guests with a sense of warmth and character to create a positive first impression of the hotel. The products and design elements in this space combine with signature brand programs, elements and service to create the Comfort Welcome Experience, which will help Comfort guests relax and begin to enjoy their stay. Our brand promise is to ensure that guests feel refreshed and ready to take on the day – and one vital way we deliver on this promise is by providing a physical product that is warm, welcoming, and up to date at every Comfort hotel. All Comfort Suites hotels must comply with the following Move to Modern Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to R&R 510.0 for details.

1. General Lobby Area Flooring: Aside from the soft seating area(s), all flooring in the lobby area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.11A
2. Flooring under Soft Seating Area(s): All carpet, bound area rugs, or carpet insets under soft seating in the lobby are the brand approved items. Refer to R&R 510.11B.
3. Public Area Sofa(s): All sofas in the lobby and all public areas are the brand approved public space sofas. Refer to R&R 510.11 C2.
4. Public Area Lounge Chairs: All chairs in the lobby and all public areas are the brand approved lounge chairs. Refer to R&R 510.11 C2.
5. Lobby Area Walls: All walls in the lobby area, including walls behind the front desk (excluding Welcome Wall stone, if present) and all areas not covered in another brand standard, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.11A4.
6. Lobby Area Window Treatments: All window treatments in the lobby and front desk area are the brand approved window treatments. Refer to R&R 510.11 B2.
7. Public Area Ottomans: All ottomans in the lobby and all public areas are the brand approved ottomans. Refer to R&R 510.11C2.
8. Public Area Furniture: All free standing case goods in the lobby and all public areas are the brand approved casegoods. Prohibited items include china cabinets and armoires. Refer to R&R 510.11C7.

9. Public Area portable lamps: All tabletop lamps and floor lamps in the lobby and elevator landings are brand approved lamps. Refer to R&R 510.11 B1.
10. Breakfast Area Flooring: All flooring in the breakfast area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.20 A1.
11. Breakfast Area Dining Chairs: All seating in the breakfast area (including chairs, bar stools, and banettes) are the brand approved seating. Refer to R&R 510.20 C3.
12. Breakfast Area Dining Tables: All breakfast area dining tables are the brand approved tables. Refer to R&R 510.20 C2.
13. Breakfast Area Walls: All walls in the breakfast area have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.20 A3.
14. Breakfast Area Window Treatments: All breakfast area windows treatments are the brand approved window treatments. Refer to R&R 510.20 B2.
15. Interior Corridors: All interior corridors have the brand approved carpet installed. (Elevator landing areas and first floor corridors may have the brand approved carpet and/or brand approved hard flooring installed. Refer to R&R 510.41 A1.
16. Interior Corridor Walls: All interior corridors walls, including elevator land ings, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.41 A3.
17. Interior Corridor Window Treatments: All window treatments in the interior corridors are the brand approved window treatments. Refer to R&R 510.41 B2. See R&Rs 510.7 Public Space Finishes & Furnishings for finish standards for all public space. All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein.

## **510.10 Vestibule**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Base to match pre approved floor finish.
6. Walls
7. Pre approved vinyl wall covering.
8. Ceiling
9. Smooth painted drywall ceiling See R&Rs Architecture & Engineering, 410.10 Vestibule for architectural specifications.

## **510.11 Lobby**

1. Materials
2. Flooring
3. Pre approved wood look porcelain tile or luxury vinyl tile/planks

4. Pre approved carpet inset or brand approved bound rug under all soft seating groupings.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Ceilings
10. Smooth painted drywall ceiling.
11. Atmosphere
12. Lighting
13. Pre approved decorative lighting including wall sconces, pendants, or ceiling mounted fixtures.
14. Window Covering
15. Pre approved roller sheers or shades. Drapery may be approved if existing conditions prohibit roller sheers/shades.
16. Fixtures, Furnishings & Equipment (FF&E)
17. All FF&E to comply with current pre approved package standards. Design exceptions may be considered based on existing conditions. See R&Rs Architecture & Engineering, 410.11 Lobby for architectural specifications.

## **510.12 Registration Area**

1. Materials
2. Floor
3. Pre approved porcelain tile or luxury vinyl tile.
4. Carpet or mat at employee side of registration desk.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. The Welcome Wall, is a signature component of the design initiative for the Comfort Family of brands. Links for guidelines, specifications, and ordering information can be found on the Comfort Suites Brand page under the Reimaging Hub Inside Your Hotel section. One of four options is required. All removable objects must be removed from the Welcome Wall wall.
9. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
10. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.

11. Approved decorative wall covering or approved painted wall with approved branded signage.
12. Approved stone wall with branded logo signage. If a door is located on back wall, it is to blend with wall color.
13. Counter Tops
14. Granite or quartz counter at upper and accessible tops for guest use and at employee counter if exposed to guest view from the lobby.
15. Minimum of plastic laminate lower top at employees' side of desk if concealed from guest view.
16. Millwork
17. Front desk façade to be stained wood veneer to match lobby finishes.
18. Plastic laminate base cabinets, storage shelves, printer base cabinets, and a lockable cash drawer.
19. Ceiling
20. Smooth painted drywall ceiling.
21. Atmosphere
22. Lighting
23. Decorative lighting per pre approved FF&E package.
24. Graphics
25. Franchisee Statement as specified in R&Rs Rules of Operation, 100.1 A.1 is to be posted within guest view.
26. Comfort Suites the brand approved logo is required behind registration desk. See the Reimaging Hub Inside Your hotel on the Comfort Suites brand page. See R&Rs Architecture & Engineering, 410.12 Registration Desk Area for architectural specifications.

### **510.13 Elevator Lobby**

1. Materials
2. Floor
3. First floor elevator landing flooring to be consistent with lobby flooring.
4. Upper floor elevator landings to be either consistent with lobby flooring or guestroom corridor flooring.
5. Base
6. Base to match flooring.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Full height base to ceiling corner guards.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting

14. Pre approved surface mounted ceiling lights and/or wall sconces. See R&Rs Architecture & Engineering, 410.13 Elevator Lobby for architectural specifications.

## **510.14 Public Restrooms**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
8. Door
9. Door and frame finishes per pre approved design package.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting
14. Decorative lighting above vanity mirror per pre approved design package.
15. Fixtures, Furnishings & Equipment
16. Artwork and vanity mirror(s) to be per the pre approved design packages. See R&Rs Rules of Operation, 110.1 Public Restrooms for operational compliance. See R&Rs Architecture & Engineering, 410.14 Public Restrooms for architectural specifications.

## **510.2 Public Space Food Service**

### **510.20 Breakfast Room**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Ceiling
9. Smooth painted drywall ceiling.
10. Buffet Millwork
11. Granite or quartz stone top and backsplash at serving buffet and beverage areas
12. Stained wood veneer wall and base cabinets

13. Atmosphere
14. Lighting
15. Decorative lighting per pre approved design package.
16. Window Covering
17. Roller sheer or shade window treatments per pre approved design package.
18. Fixtures, Furnishings & Equipment
19. Furniture to be per pre approved design package.
20. A minimum 40" flat panel HDTV television. All televisions must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room. All TV functionality must be controlled using a single remote control.
21. Pre approved artwork set must be displayed on breakfast serving wall(s) or on a wall within direct sight of the breakfast buffet. Refer to the Comfort Re imaging Hub Inside Your Hotel for details.
22. Additional pre approved artwork. See R&Rs Architecture & Engineering, 410.20 Breakfast Room for architectural specifications.

## **510.3 Meeting Space**

### **510.30 Meeting Room**

1. Materials
2. Floor
3. Pre approved carpet over specified pad or wood look luxury vinyl tile.
4. Base
5. Carpet base to coordinate or match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Millwork
9. Stained wood veneer wall and base cabinets with adjustable shelves in each cabinet
10. Granite or quartz counter top and backsplash
11. Door
12. Door and frame finishes to be per pre approved design package.
13. Ceiling
14. Smooth painted drywall or acoustical ceiling tile.

15. Atmosphere
16. Lighting
17. Pre approved decorative lighting is acceptable.
18. Window Covering
19. Pre approved blackout lined shade or drapery.
20. Fixtures, Furnishings & Equipment
21. Furniture to be commercial/hospitality grade
22. Board room or conference room tables and ergonomic or stackable chairs.
23. Built in plastic laminate base and wall cabinets.
24. Granite or quartz top and splash blocks at built in cabinet
25. Artwork per pre approved design package. See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Architecture & Engineering, 410.30 Meeting Room for architectural specifications.

## **510.4 Public Space Circulation**

### **510.40 Passenger Elevator**

1. Materials
2. Floor
3. Pre approved carpet over specified pad to match or coordinate with corridor carpet
4. Pre approved porcelain or luxury vinyl tile
5. Approved carpet tile is acceptable
6. Base
7. Pre approved porcelain or rubber base.
8. Walls
9. Plastic laminate panels with brushed stainless steel backing
10. Handrails to be brushed stainless steel
11. Door
12. Brushed stainless steel with matching frame
13. Ceiling
14. Vinyl or metal egg crate prefabricated panels
15. Atmosphere
16. Lighting
17. Per the elevator manufacturer's standard. See R&Rs Architecture & Engineering, 410.40 Passenger Elevator for architectural specifications.

### **510.41 Guest Room Corridor**

1. Materials
2. Floor
3. Pre approved carpet over specified pad per pre approved design package.
4. Base

5. Pre approved carpet or rubber base.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high – moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Door
10. Service doors located off of corridor to receive the guest room door finish; painted or stained.
11. Painted door frame.
12. Ceiling
13. Combination smooth painted drywall and acoustical ceiling tile.
14. Atmosphere
15. Lighting
16. Pre approved decorative lighting per pre approved design package.
17. Window Covering (when applicable)
18. Pre approved coverings per design package.
19. Graphics
20. Graphics package is to include all public, back of house and guest room wall markers in one consistent style and color. Consult interior design specifications for the approved signage package.
21. Graphics are not to be placed on any door surface, rather on wall adjacent to door. See R&Rs Architecture & Engineering, 410.41 Guest Suite/Room Corridor for architectural specifications.

## 510.5 Guest Facilities

### 510.50 Guest Laundry

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile to match or coordinate with flooring.
6. Walls
7. Pre approved wall vinyl wall. Smooth textured paint may be approved in high – moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Counter
10. Plastic laminate built in counter or free standing casegoods table.
11. Fixtures, Furnishings and Equipment

12. A minimum of one side chair for guest usage See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Architecture & Engineering, 410.50 Guest Laundry for architectural specifications.

### **510.51 Vending Areas**

1. Materials
2. Floor
3. Pre approved porcelain tile flooring.
4. Base
5. Pre approved porcelain tile to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guard.
9. Ceiling
10. Smooth painted drywall ceiling or acoustical tile if existing. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Architecture & Engineering, 410.51 Vending Areas for architectural specifications.

### **510.52 Business Center**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile to match or coordinate with lobby flooring.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Counter top
9. Granite or quartz counter with backsplash.
10. Ceiling
11. Smooth painted drywall or acoustical ceiling tile if existing.
12. Atmosphere
13. Lighting
14. Pre approved decorative lighting.
15. Window Covering (if window exists)
16. Pre approved roller sheer or shades.
17. Fixtures, Furnishings & Equipment
18. Furniture to be commercial hospitality grade and pre approved. See R&Rs Rules of Operation, 110.5 Business Center for operational details. See R&Rs Architecture & Engineering, 410.52 Business Center for architectural specifications.

## **510.53 The Comfort Suites Marketplace**

1. Materials
2. Floor
3. Pre approved wood look plank tile.
4. Base
5. Base to match flooring.
6. Walls
7. Pre approved vinyl wall covering.
8. Atmosphere
9. Lighting
10. Recessed down lighting or decorative lighting.

If there is not currently a dedicated alcove in operation, a minimum of one approved snack cabinet must be installed for implementation of the Marketplace. Please refer to the R&Rs section 110.8 for Rules of Operation of the Marketplace. See R&Rs Architecture & Engineering, 410.53 Marketplace Area for architectural specifications.

## **510.6 Recreation**

### **510.60 Fitness Center**

A Fitness Center is required at all Comfort Suites hotels. In addition to the Rules and Regulations noted below, please refer to section 110.3 Comfort Suites Fitness Center and section 410.60 Fitness Center for Architectural requirements. For complete Fitness Center program information including the standards below, you can also refer to the Hot Topic & Key Brand Initiative on the Comfort Suites Brand page for details.

1. Materials
2. Floor
3. Wood look luxury vinyl tile or rubber flooring per current design package.
4. Base
5. Vinyl or rubber base
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Option 1: One wall to be approved accent painted wall with approved vinyl graphic. Mirrored wall to have approved wood look vinyl and all other walls to be brand approved neutral vinyl. Option 2: Previously approved for existing hotels: one wall to have an approved accent color and all other walls neutral OR all other walls can be neutral. Hotels must adopt option1 upon renovation.
9. Pre approved decorative framed mirrors or full height, full width wall mirror. Install from top of base to ceiling on the wall.

10. Door
11. Door and frame finishes per pre approved design package.
12. Ceiling
13. Smooth painted drywall or acoustical ceiling tile.
14. Atmosphere
15. Window Covering
16. Pre approved roller shades. Wood blinds are acceptable if existing.
17. Graphics
18. A posted notice pertaining to liability in compliance with all local, state, and/or federal codes must be located in clear view of guests.
19. Fixtures, Furnishings & Equipment Equipment to be commercial grade. Pre approved artwork per pre approved design package. Refer to the Reimaging Hub Inside Your Hotel for details on artwork requirements. Only approved artwork is permitted. See R&Rs Rules of Operation, 110.3 The Comfort Suites Fitness Center for FF&E items as well as operational requirements. See R&Rs Architecture & Engineering, 410.60 Fitness Center for architectural specifications.

## **510.61 Swimming Pool**

**Indoor & Outdoor** It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's pool.

1. Materials
2. Floor (Outdoor)
3. Concrete with troweled finish
4. Floor (Indoor)
5. Pre approved porcelain tile.
6. Alternate flooring finishes will be considered.
7. Coping
8. Coping should be of coordinating style.
9. Pool walls
10. Glazed tile with accent tile pattern above water line.
11. Walls (Indoor)
12. Field tile wainscot, accent tile banding above wainscoat.
13. Ceiling (Indoor)
14. Smooth painted drywall ceiling.
15. Atmosphere
16. Lighting (Indoor and Outdoor)
17. Pre approved decorative lighting.
18. Graphics
19. Graphics package should state the Pool Use Guidelines including but not limited to, "No Lifeguard on Duty", "No Glass Containers" and "No Diving" are to be part of the

project's graphics package. The design should be consistent with the overall project graphics.

20. Additionally, should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics.
21. Window Covering (Indoor)
22. Pre approved roller sheers or shades.
23. Fixtures, Furnishings & Equipment
24. Furniture to be commercial hospitality grade – refer to interior design specifications. Provide a combination of seating types including lounge chairs, chaises (where space allows), as well as dining and side tables. See R&Rs Rules of Operation, 110.2 Swimming Pool for operational requirements. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for architectural specifications.

## **510.62 Whirlpool**

Optional It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

1. Materials
2. Floor
3. Concrete with troweled finish
4. Coping
5. Pre cast concrete of coordinating color with depth indicators, and "no diving" demarcations per code requirements
6. Atmosphere
7. Graphics
8. The design of all pool/whirlpool graphics should be consistent with the overall project graphics.
9. Provide medical warnings and guest use responsibilities signage at whirlpool area.
10. Graphics package should state the Pool Use Guidelines including but not limited to "No Lifeguard on Duty" and "No Glass Containers". The design should be consistent with the overall project graphics.
11. Additionally, hotel should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics. See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements. See R&Rs Architecture & Engineering, 410.62 Whirlpool Optional for architectural specifications.

## **520.0 Guest Suite**

### **520.0 Guest Suite**

The Comfort Suites pre approved design packages have been developed specifically for the Comfort brand. They include solutions for all of the design elements for guestroom along with satisfying the brand's vision and guidelines related to interior design. Please also refer to the interior design submittal requirements in section 510.0 as all FF&E selected for these areas, require prior written approval from Choice Hotels International. All properties are required to strictly adhere to all guidelines set forth by the ADA in the programmed areas described herein. All FF&E items must be approved pieces of the pre approved package in effect at the time of contract execution, or at the time of a contractual event, or renovation whichever is most recent. All Comfort Suites hotels must comply with the Move to Modern Guest Room Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to section 510.0 Interior Design Submission for details on the submission process.

1. Guestroom flooring: All flooring (carpet and/or hard flooring) is the brand approved flooring. Carpet is required, but approved hard flooring is acceptable at the entrance area and/or the soft seating/living area in suites.
2. Guestroom walls: All walls must have either brand approved wall vinyl OR paint color(s) exclusively installed. Painted wall vinyl is prohibited. If an accent wall(s) is present, it must have the brand approved wall vinyl or a brand approved paint color. Wall borders are prohibited, but crown molding is acceptable.
3. Guestroom lighting/lamps: All lighting and lamps in the guest room including table top lamps, floor lamps, wall and headboard sconces, and ceiling mounted fixtures are the brand approved lamps and lighting.
4. Guestroom lounge chairs & lounge chair ottomans: All lounge chairs in the guestroom are the brand approved lounge chairs. An ottoman is optional at the lounge chair, but if an ottoman is present with the lounge chair, it must be the brand approved ottoman specifically for the lounge chair. Accent pillows are optional, but if present, must be the brand approved accent pillows.
5. Guestroom desk chairs and activity chairs: The chair at the desk is the brand approved ergonomic chair. All chairs at the activity table are the brand approved activity chairs.
6. Guestroom sofas/sectionals: All sofas/sectionals in the guestroom are the brand approved sofas/sectionals. Accent pillows are optional, but if present, are the brand approved accent pillows.
7. Guestroom Sofa Ottomans: If a sofa/sectional is present in the room, two (2) brand approved sofa ottomans are required, or a brand approved round top table with brand approved nested ottoman is required, or a brand approved cocktail table is acceptable.
8. Guestroom Case Goods: All case goods in the guestroom are the brand approved case goods. This includes but is not limited to headboards, console table, C table, nightstands, desks, media boards, dressers/chests, end/side tables, luggage

benches, activity tables, and wardrobes. Microwaves and/or refrigerator are in brand approved pieces or presented in a built in nook.

9. Guestroom Artwork & Full length mirror: Brand approved artwork is present in all rooms and matted and in the approved framed. It must be regional (or other brand approved) color photography artwork or brand approved abstract artwork. Additional, previously installed brand approved "Flourish" and "Breeze" patterned artwork is also acceptable at the desk, activity table, or luggage bench along with regional color photography artwork only. "Poster art", additional non approved artwork, and/or any artwork above the headboards is prohibited. If present, the full length mirror is an approved framed or approved closet door mirror.
10. Guestroom Window Treatments: All window treatments are the brand approved window treatments.

## **520.00 Guest Suite Types & Furnishing**

1. King Room (or one bedded room) Accessible King Room (or one bedded Accessible suite/room)
2. Mattress, boxspring and bed base per *Choice Hotels International* specifications.
3. Mattress, boxspring and bed base
4. Casegoods
5. One (1) Wall mounted headboard with side panels; may be with or without integrated lighting depending on pre approval.
6. Two (2) nightstands
7. Desk
8. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
9. Approved stand alone microfridge cabinet if built in or millwork niche is not provided.
10. One (1) cocktail table with nested ottoman; or one (1) cocktail table is acceptable based on previous package installation .See below for sofa ottoman option.
11. End table at sofa and space availability.
12. Media panel for wall hung television
13. Softgoods
14. A full size sleeper sofa or sectional sofa with full size sleeper is required.
15. Two (2) Cocktail ottomans at sectional if casegood above are not provided
16. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
17. Ergonomic chair at desk
18. Fixtures
19. Two (2) headboard sconces
20. One (1) desk lamp
21. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixture in entry area.

22. Floor lamp and wall sconce at sectional sofa or table lamp on side table if sofa sleeper and lounge chair exist.
23. Ceiling light over living area if floor lamp and wall sconce are omitted.
24. Other wall mounted fixture in lieu of lamps with pre approval.
25. Approved alarm clock with battery backup. See R&Rs 150.2 Guest Room Amenities & Supplies for specified information on the alarm/clock radio.
26. Television with remote control
27. Television cloning unit to program television
28. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Room Amenities & Supplies for details.
29. Approved full length framed mirror at entry
30. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two smaller approved pieces stacked above luggage bench per pre approved package requirements.
31. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
32. Double Queen Room (rooms with 2 beds) Accessible Double Queen Room (accessible rooms with 2 beds)
33. Mattress/Boxspring/Bed Base
34. Mattress, boxspring and bed base per Choice Hotels International specifications.
35. Casegoods
36. Two (2) Wall mounted headboards with (1) center panel; may be with or without integrated lighting depending on PIP evaluation.
37. One (1) nightstand
38. Television chest with two (2) drawers and microfridge combination or media panel used in combination with under desk cubby.
39. Writing desk
40. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
41. One (1) cocktail table with nested ottoman; or one (1) cocktail table based on installation of previously approved package.
42. Microwave and refrigerator must be housed in an approved stand alone microfridge cabinet, built in niche, or millwork cabinet.
43. End table at sofa if space is available.
44. Softgoods/Seating
45. A full sized sleeper sofa or sectional is required.
46. Two (2) sofa ottomans at sofa or sectional or c
47. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
48. Ergonomic chair at desk.
49. Fixtures

50. Two (2) headboard sconces with reading lights.
51. One (1) lamp at desk.
52. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixtures in entry area.
53. Other wall mounted fixtures in lieu of lamps with pre approval.
54. Floor lamp and wall sconce at sectional or table lamp on side table if sofa and lounge chair exists. Ceiling light over living area if floor lamp and wall sconce are omitted.
55. Alarm clock with battery backup. See R&Rs 150.2 Guest Amenities & Supplies for specified information on the alarm/clock radio.
56. Television with remote control with batteries
57. Television cloning unit to program television
58. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Amenities & Supplies for details.
59. Approved full length framed mirror at entry
60. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two (2) pieces stacked above luggage bench per pre approved design package.
61. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). Also see 520.02 Guest Suite/Room Fixtures, Furnishings & Equipment for detailed specifications. See R&Rs Architecture & Engineering, 420.00 Room Mix/Types for architectural specifications.

## **520.01 Bedding Standards**

The Comfort bedding program is required for all Comfort Suites hotels. In addition to the Rules and Regulations stated below, please review the *Comfort Bedding Program Information on the Comfort Suites brand page for additional details on the standards and how to properly arrange the bed.*

1. *Bedding*
2. *Bed Sizing Standards*
3. Double 54" x 80"
4. Queen 60" x 80"
5. King 76" x 80"
6. *Bed Base Construction*
7. Finished base is 8 " high
8. Industrial fiberboard panels with three (3) cross braces and extra center rail
9. Steel finish with dark "wood grain" look
10. *Mattress*
11. All Comfort Hotels are required to install and use a Choice Hotels International approved mattress by Serta or Simmons.

12. Mattress protectors are acceptable in addition to the required mattress pad. If a mattress protector is present, it must be placed directly on the mattress under the approved mattress pad.
13. *Boxspring Criteria*
14. All Comfort Hotels are required to install and use a Choice Hotels International approved box spring by Serta or Simmons.
15. Box spring protectors are acceptable. They must be placed directly on the box springs below all other bedding elements.
16. *Mattress Pad*
17. Required for all beds, not including rollaway beds and sleep sofas.
18. One of the following tagged products must be exclusively used on all beds.
19. 24 oz. per square yard mattress topper by Keeco
20. 24 oz. per square yard Microfiber mattress topper by Hospitalogy products, fitted
21. 24 oz. per square yard Pillow Topper Mattress Pad, fitted and anchor band, by Pacific Coast Feather/Restful Nights no longer available for purchase
22. 24 oz. per square yard Super Topper, fitted and anchor band, by Guest Supply
23. 24 oz. per square yard Fitted Mattress Topper, fitted and anchor band, by Startex, fitted and anchor band no longer available for purchase
24. 24 oz. per square yard Registry Pillow Topper, fitted and anchor band, by American Hotel Register
25. *Pillows*
26. The following approved soft and firm, tagged pillows are exclusively required on all beds:
27. Luminesse Soft by Keeco (Green CHI tag)
28. Luminesse Firm by Keeco (Blue CHI tag)
29. Microfil® Soft by Pacific Coast Feather (Green CHI tag)
30. Microfil® Firm by Pacific Coast Feather (Blue CHI tag)
31. Pillow protectors are acceptable when placed directly on pillows.
32. Number of pillows: (See #12 below for arrangement details).
33. King Bed
34. Option 1: When king pillows are used (Firm only blue tag), two king sized firm pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
35. Option 2: When standard size pillows are used, three firm (blue tag) pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
36. Double/Queen bed: Two standards size firm (blue tag) pillows PLUS two standard size soft (green tag) pillows on each bed.
37. Twin bed (when approved): One standard size firm (blue tag) pillow PLUS one standard size soft (green tag) pillow on each bed.
38. *Blanket*
39. One of the following filled blankets is required on all beds.
40. Keeco brand *TrueClean Down* (as of 2/12/2024, this option is no longer available for purchase but remains acceptable for prior purchases until further notice.)

41. Keeco brand *Assure*
42. Keeco brand *TrueLoft*
43. Ultra Essence ™ by Pacific Coast Feather
44. Duralux ™ by Pacific Coast Feather
45. Hospitality Down with Hyperclean ® Down fill by Pacific Coast Feather
46. Additional blankets are to be provided in the guest room or in storage and must be available to the guest upon request.
47. Bed Sheet and Pillow Cases \_ All sheets installed at the hotel must be from the Choice approved Eclipse Collection. Refer to the Eclipse Collection hot topic for details on this program.
48. *Decorative Top sheet Cover:*
49. One approved decorative top sheet is required on all beds.
50. *Bed Skirt/Wrap*
51. An approved, appropriate bed skirt is required on all beds, not including rollaway beds and sleep sofas. (Long bed skirts on beds with bed frames. Short bed skirts on beds with bed bases.) Bed skirts/wraps in the same room must match.
52. *Bed Scarf (prohibited as of 1/1/2024)*
53. As of 1/1/2024, all bed scarves are prohibited on all beds.
54. Bedding Arrangement \_ Only Comfort approved bedding is acceptable and must be arranged as follows:
55. Bed skirts/wraps are present on all beds with bed bases and bed frames (not required on beds with approved wooden purpose built platform beds that match the casegoods).
56. Flat sheet, blanket, and decorative top sheet are folded down together from the top of the bed with the bottom fold of the sheet covering (encasing) all layers. Top edge of the fold is no further than 4" below pillows.
57. Decorative top sheet, blanket and flat sheet are tucked in on all sides.
58. Pillow case ends are tucked envelope style; pillows standing touching in two centered rows flat against head board with correct number as outlined below. Placement: firm pillows in the back row; soft pillows in the front row.
59. As of 1/1/2024, bed scarves are prohibited.
60. Pillow arrangement and number requirements: In addition to the details noted above, there are certain details regarding pillow number and placement that are required.
61. King beds Standard size approved, tagged pillows placed in two rows: three approved firm pillows placed in the back row centered on the bed and standing touching flat against the headboard PLUS two or three approved soft pillows placed centered, flat against the back row of pillows, standing touching in the front row. Approved king sized firm pillows are acceptable as follows: If used, two must be used to substitute for the three firm pillows in the back row. King size pillows are only acceptable on King beds.
62. Queen/Double beds Four standard size approved pillows placed in two rows: Two approved firm pillows placed in the back row, centered on the bed standing

touching flat against the headboard. Two approved soft pillows placed standing touching directly in front. King sized pillows are not acceptable on Queen or Double beds.

63. Twin beds Two standard size pillows placed in two rows. One approved firm pillow placed centered on the bed, standing flat against the headboard; one approved soft pillow placed directly in front. King size pillows are not acceptable on Twin beds.
64. Non approved decorative items are not permitted and include, but are not limited to, lumbar pillows, shams or unapproved throws.
65. Mattress and/or box spring protectors are permitted when placed directly on the mattress or box spring. Pillow protectors are also permitted when placed directly on pillows.
66. Purchasing \_ For all bedding items except linens and mattress pads, the products and vendors are listed in the bedding guide located on the Comfort Bedding Program section on the brand programs page located on the Comfort Suites brand page. Franchisees may not purchase mattress pads, pillows, blankets, or fabricated items from vendors outside the list. See R&Rs Rules of Operation, 150.2 Guest Suite/Room Amenities & Supplies for required quantities of bedding items.

## **520.02 Guest Room Fixtures & Equipment**

1. Drapery
2. Three part drapery system to include the following:
  3. a. Stationary side panels blackout lined.
  4. Sheers; may be drapes or roller sheer.
  5. Blackout, mounted on separate track from stationary side panels
  6. Drapery tracks to be ceiling mounted unless ceiling height is over 9" 0".
7. Electronics
8. Alarm Clock: An alarm clock is required. The unit shall be located on the nightstand, but not attached.
9. Television with remote control
10. All guestroom televisions must be hospitality grade, minimum 40" flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, including HD content as specified in the Rules & Regulations. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted for commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room.
11. Separate or attached in room set back boxes are acceptable only if they cannot be seen (back of TV, back of furniture, wall mounted behind TV, etc.). Visible separate in room set top boxes will not be allowed after the program implementation deadline. All TV functionality must be controlled using a single remote control.

12. Mounting/Placement and display. Televisions may be mounted on top of furniture or on a wall. The television set should be positioned in the room to promote convenient viewing from a variety of room positions and angles.

1. Top Mount/Placement (Recommended) It is recommended that Flat panel TVs are displayed on top of guest room credenza, cabinet, or chest with a secure, swivel base mount.

\* **Visible holes, indentations, or markings from previous top**  
of furniture TV mounts are prohibited. Seamless/professional repairs or full furniture replacement will be required in order to display flat panel TVs.

\* **Flat**

panel TVs cannot be displayed inside a traditional TV armoire/enclosure.

\* **Flat**

Panel TVs are to be situated towards the rear depth of the furniture top, closest to the wall. Swivel mounts should be restricted so that when TV is swiveled in either direction, the outer frame of the TV unit should remain at a distance of at least 2" from wall.

2. Wall Mount Flat panel TVs may be wall mounted. New Construction and renovation projects with wall mounted TVs must mount them on a media board. Consideration must be made of potential noise reverberation issues due to adjoining guestroom walls, construction materials, architectural design, and insulation. Only hotels that can maintain a Sound Transfer Class (STC) rating of 54 or better between guest room walls will be allowed to wall mount TVs.

The following items are required for wall mounted flat panel TVs:

\* **Professional installation is required, using commercial**  
grade mounting bracket systems according to manufacturer's recommended instructions.

\* **Wires and cables must be completely concealed within the wall or within a**  
**seamless media**

board mounting device designed specifically to match furniture.

\* **Mounting location will vary by room size, shape, and furniture arrangement.**  
**TV should be wall**

mounted to allow for unobstructed viewing from varied positions and angles within guestroom.

\* **Ideal mounting height will vary by room. Generally accepted standard is 4'**  
**6"** (measured from the floor to the middle of the TV)

4. Television cloning unit to program television.
5. Lighting must be Truly Your specified

6. Guest rooms with two beds: lamps/sconces at bedside are to provide a minimum 75 watt incandescent equivalent CFL or LED bulb. Dual Socket lamp/sconce or a double arm with shade lamp required.
7. Guest rooms with one bed: lamps or sconces at bedside are to provide a minimum 100 watt incandescent equivalent CFL or LED bulb.
8. Desk lamp to provide a minimum 100 watt incandescent in equivalent CFL or LED bulb.
9. Table/Floor lamps to have weighted bases. Single bulb lamps are to have a minimum of 100 watt incandescent equivalent in CFL or LED bulb. When two (2) bulbs are present in one fixture, bulbs must be a minimum of 75 watt incandescent equivalent in CFL or LED bulbs.
10. Lampshades to be white with hard backed linen

## **520.2 Guest Suite Finishes & Standards**

### **520.20 Guest Suite Finishes**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Materials
2. Floor
3. Carpet over specified pad or combination of capret and luxury vinyl tile over underlayment
4. Base
5. Base material to match flooring.
6. Walls
7. Textured knockdown wall finish or optional wall vinyl covering.
8. Signature accent wall vinyl as required by PIP.
9. Door
10. Stain finish on door
11. Paint finish on frame
12. Ceiling
13. Textured drywall ceiling finish.

### **520.21 Guest Suite Finish Standards**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Carpet
2. Minimum carpet standard of 32 oz. cut/loop pile.

3. Content to be 100% solution dyed nylon.
4. Carpet Pad
5. 100% synthetic fiber, minimum density is 8.4lbs./cubic foot.
6. Prototypical weight of 24oz./square yard.
7. Porcelain Tile
8. Minimum hardness rating of 7 per Mohs Scale.
9. Coefficient of slip rating to be greater than or equal to 0.6 when wet.
10. Base
11. Base materials to match flooring.
12. Carpet base to have a bound edge.
13. Vinyl Wall Covering
14. Knockdown texture to be 100% acrylic.
15. Vinyl wall covering to be minimum Type II, 54" wide and 20 21 oz / linear yard.
16. Graphics
17. Clearly mark the emergency exit and procedures for evacuation.
18. Graphics package is to include all guest room wall markers in one consistent style and color. Verify the mounting heights with the *Choice Hotels International* Interior Design Department.
19. Graphics are not to be placed on any door surface, rather on wall adjacent to door.

## **521.0 Guest Bath Finishes & Standards**

### **521.01 Guest Bath Fixtures & Furnishings**

1. *Softgoods*
2. Shower Curtains Only brand approved shower curtains are permitted. Approved shower curtains are required on all guest bathroom shower curtain rods. See R&R 150.3 for details.
3. *Accessories*
4. Bath fixtures are to be polished chrome or brushed nickel in appearance.
5. Framed vanity mirror.
6. Curved shower rod mounted per manufacturer's directive. Tension spring loaded and alloy rods are not permitted.
7. *Artwork*
8. Framed and matted to coordinate with overall package.
9.
  4. *Lighting*
10. *Vanity Sconces:*
11. Decorative wall sconces or lighted mirror. Decorative vanity strip light mounted above mirror is acceptable if existing.
12. Vanity fixture to provide a minimum of 1700 lumens.
13. Decorative surface mounted ceiling fixture if existing.

14. Night light required. At minimum, provide wall mounted hairdryer with integral nightlight. Also see R&Rs Architecture & Engineering, 420.10 Guest Bath and 420.20 Guest Room/Bath Finishes & Furnishings

## **521.02 Guest Bath Finishes**

1. Materials
2. Floor
3. Porcelain tile
4. Base
5. Porcelain tile to match flooring
6. Walls
7. Smooth textured wall finish OR vinyl wall covering.
8. Door
9. Stain or paint finish
10. Ceiling
11. Smooth drywall finish
12. Vanity
13. Granite or quartz
14. Base to be stained wood with shelving for towel storage per prototype; finish to match casegoods.
15. Shower and Tub Surround
16. Approved cultured marble Also see R&Rs Architecture & Engineering, 420.1 Guest Bath.

## **530.0 Administration**

### **530.00 Employee Break Room**

1. Materials
2. Floor
3. Vinyl or porcelain tile flooring.
4. Base
5. Rubber or tile base.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on door and frame.
10. Ceiling
11. Smooth drywall or acoustical ceiling tile.
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shade

15. Fixtures, Furnishings & Equipment
16. Minimum of four stacking chairs.
17. 36" diameter dining table.
18. Wall mounted time clock
19. Lockers See R&Rs Architecture & Engineering, 430.00 Employee Break Room for architectural specifications.

## **530.01 Employee Restroom**

Optional

1. Materials
2. Floor
3. Porcelain tile flooring.
4. Base
5. Base to match flooring.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint on door and frame
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Lighting
14. Recessed or decorative surface mounted ceiling light, wall sconces, or vanity strip light fixture
15. Fixtures, Furnishings & Equipment
16. Framed vanity mirror See R&Rs Architecture & Engineering, 430.01 Employee Restroom for architectural specifications.

## **530.02 Workroom**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base with bound edge
6. Walls
7. Textured wall coating or vinyl wall covering
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets
10. Plastic laminate counter and backsplash
11. Door

12. Paint finish on doors and frames.
13. Ceiling
14. Smooth finish drywall or acoustical ceiling tile.
15. Fixtures, Furnishings & Equipment
16. Upholstered task chairs See R&Rs Architecture & Engineering, 430.02 Work Room for architectural specifications.

### **530.03 Offices**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on doors and frames
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shades.
15. Fixtures, Furnishings & Equipment
16. One (1) ergonomic office task chair with casters.
17. Two (2) stationary upholstered guest chairs. See R&Rs Architecture & Engineering, 430.03 Offices for architectural specifications.

### **530.1 Back of House Food Service**

#### **530.10 Kitchen**

##### Food Preparation

1. Materials
2. Floor
3. Porcelain tile flooring
4. Base
5. Rubber base or porcelain tile base
6. Walls
7. Semi gloss enamel paint
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets

10. Plastic laminate counter and back and side splashes
11. Door
12. Semi gloss enamel paint finish on doors and frames See R&Rs Architecture & Engineering, 430.10 Kitchen Food Preparation for architectural specifications.

## **530.2 Housekeeping**

### **530.20 Laundry/Linen Storage**

1. Materials
2. Floor
3. Vinyl tile or ceramic/ porcelain tile flooring.
4. Concrete flooring acceptable.
5. Base
6. Rubber or porcelain/ceramic tile base.
7. Walls
8. At minimum painted walls.
9. b.Full height corner guards.
10. Door
11. Painted or stained door face to match guestroom door finish.
12. Ceiling
13. Smooth finish drywall or acoustical ceiling tile.
14. Fixtures, Furnishings & Equipment
15. Owner supplied carts See R&Rs Architecture & Engineering, 430.20 Laundry/Linen Storage for architectural specifications.

### **530.21 Auxiliary Linen Storage (Floors 2 and Above)**

1. Materials
2. Floor
3. Vinyl tile or ceramic/porcelain tile.
4. Concrete flooring acceptable.
5. Base
6. Rubber base or porcelain/ceramic tile cove base.
7. Walls
8. At minimum painted walls.
9. Full height corner guards.
10. Door
11. Painted or stained door face to match Guest Room door finish
12. Ceiling
13. Flat latex textured paint finish over non textured gypsum board
14. Atmosphere
15. Lighting

16. Ceiling or wall mounted decorative fixture
17. Graphics
18. Clearly mark the emergency exits and procedures for evacuation
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.21 Auxiliary Linen Storage (Floors 2 and above) for architectural specifications.

## **530.3 Back of House Circulation**

### **530.30 Stairwells**

1. Materials
2. Floor
3. Vinyl flooring with rubber nosing or carpet over specified pad.
4. Base
5. Rubber or carpet base.
6. Walls
7. At minimum painted walls.
8. Railings
9. Semi gloss paint on handrails, vertical pickets, and stringers.
10. Door
11. Paint finish on doors and frames.
12. Ceiling
13. Painted drywall finish.
14. Atmosphere
15. Lighting
16. Ceiling or wall mounted decorative fixtures.
17. Graphics
18. Clearly mark the emergency exit and procedures for evacuation.
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.30 Stairwells for architectural specifications.

## **600 Service Marks/Signage**

### **Purpose and Scope**

This section of the Standards Manual specifies the requirements for the use of certain service marks and signage of the Comfort Suites hotel system. All visual communications using service marks of the Comfort Suites hotel system must comply strictly with the

requirements of this section. Waivers or variances will be considered on an individual basis upon receipt of a written request, which must include the rationale for such waiver/variance request. Refer questions concerning these standards to: \*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000 \*\*

## 600.0 Service Marks/Signage

### 600.0 Service Marks & Usage

A service mark works as a tool that guests use to visually differentiate a specific brand from others. In the service industry, the appropriate use of service marks is even more important. In a guest's mental picture of a brand, the logo or mark tends to take on more importance than goes beyond just the physical product. To ensure appropriate use of its service marks, *Choice Hotels International* has set forth standards to which all Choice hotels must adhere.

1. *Authorized Proprietary and Service Mark Standards*
2. Comfort Suites Proprietary Marks
3. The following is a list of proprietary marks owned by Choice, which are used in conjunction with the Comfort Suites brand name in text as well as logo form.
4. Comfort Suites®
5. All Choice brands and their line extensions are registered proprietary marks of *Choice Hotels International* that the Franchisee is authorized to use pursuant to, and in strict accordance with, the registered mark of the brand, the Franchise Agreement and current Advertising Standards which are found on SmartMarketing.
6. *Choice Hotels International* strictly limits the use of its marks to those items outlined in the Brand Style Guide found on SmartMarketing.
7. Stationery (business & guest), envelopes and business cards
8. Marketing materials such as rack cards, sales flyers, post cards, advertising and billboards and specific items provided by our Qualified Vendors. All graphics in public spaces and guest rooms must comply with the most current identity standards found on Choicentral and in SmartMarketing. Permitted items include:
9. Authorized property signage, flags and telephone faceplates
10. Stationery (business & guest), envelopes and business cards
11. Invoices, folios and registration cards
12. Guest Room directories
13. No franchisee may register or apply to register any mark owned by *Choice Hotels International*, including web site URLs.
14. Hotels and their vendors must use the marks (logos) supplied on the SmartMarketing without any alterations whatsoever and may not create their own versions of any Choice owned marks without the express written authorization of *Choice Hotels International*.

15. The Choice Hotels brand endorsement is included in the brand logo artwork and may not be altered in any manner.
16. Marks must accurately conform to the authorized colors or in black and white as per the Brand Style Guide found on SmartMarketing.
17. Trademark symbols (e.g., ®, SM, TM) are embedded in the logo artwork and may not be altered or removed for any reason without the express written permission of *Choice Hotels International*.
18. Secondary Names: secondary names may not be used without the written permission of *Choice Hotels International* and must be in accordance with the hotel's franchise agreement and identity standards including typeface, scale and placement as set forth by *Choice Hotels International*.
19. There are three types of secondary names:
20. Directional (e.g., North, West, Southeast)
21. Locational (e.g., Bayside, Mountain View, Downtown)
22. Descriptive of facilities (e.g., Conference Center, Amusement Center)
23. Below are restrictions on the use of secondary names:
24. Except under very rare circumstances, hotels are not granted exclusivity to a city name. Some other descriptor must be added along with the city name.
25. Names of businesses, national parks, military bases/posts or other federal entities cannot be used without the expressed written permission from the owner of that registered business or federal name. To avoid this issue, you may use descriptors such as "near", "next to", or "area" in a secondary name (e.g., Comfort Suites & Suites Ft. Bliss Area.)
26. Trademarks cannot be used without the express written permission from the trademark owner even when used with descriptors such as "near," "next to" or "area" (e.g. Comfort Suites Baylor University Area and Comfort Inn & Suites Near Disneyworld would NOT be allowed without the written permission of Baylor University and Disneyworld).
27. Depending on where used especially in the central reservation system Choice retains the right to abbreviate the names granted due to space considerations.
28. Previous hotel names are not allowed as secondary names.
29. Choice retains the right and ability to change or rescind secondary names should conditions change.
30. *Permanent Marks*
31. No brand mark/logo may be etched in glass or any other construction material where it becomes permanent and cannot be easily removed.
32. *Authorized Substitute for Trademark*
33. The words 'Comfort Suites,' specified in the Franchise Agreement using the brand typeface specified in the Brand Style Guide found on SmartMarketing, can be used as a substitute for the trademark or service mark when the mark cannot be used because of limited space requirements, or to represent 'Comfort Suites' in a headline.
34. *Changes to Standards by Choice Hotels International*

35. *Choice Hotels International* may, without prior notification, create, modify or update graphic or layout standards for its brand marks, marketing communications and advertising standards, and marketing programs and promotions. *Choice Hotels International* will provide adequate notice of changes and information regarding phase in and compliance requirements.
36. When *Choice Hotels International* adopts a new mark, some or all of its franchisees may be permitted to use the new mark in the operation of the franchised hotel.
37. A new mark must not be used unless the franchisee has received express written authorization from *Choice Hotels International*.
38. *Property Website Requirements* Any property that would like to employ an independent (third party) property website must use a Qualified Vendor. The list of approved vendors can be found here: Choicebuys Property Website Vendors. Properties that currently utilize a Non Qualified Vendor for their independent websites will be allowed to continue with that service until their existing agreement expires, at which time they will be required to switch to a Qualified Vendor to manage the website. The following requirements apply to all property independent websites. They do not apply to management company websites. Additional information on property website requirements for Choice properties is available on ChoiceCentral.com, under Departments, e Commerce: Property Website Guidelines.
39. Domain Name Policy
40. A property website using a domain name that contains a Choice's trade or service mark (e.g., "www.comfortinngaslamp.com") must comply with Choice's Domain Name Policy. The full policy is available on Choice Central: US Domain Name Policy and International Domain Name Policy.
41. E mail Addresses
42. E mail should be directed to the hotel, not to a third party (such as the firm that developed the property website).
43. Wherever possible, all hotel e mail addresses used for customer correspondence through the property website should use only the official domain name approved by Choice (e.g., "msmith@comfortinngaslamp.com").
44. Logos and Logo Usage
45. The brand logo, including the Choice Hotels parent brand endorsement, must be featured in a prominent location on the homepage and on every page of the property website
46. Logos can be downloaded from SmartMarketing.
47. Online/Web Usage Logo Standards are available on ChoiceBuys.com on SmartMarketing.
48. Creative and Design Standards
49. The property website must incorporate the core creative elements of the current Choice marketing campaign (e.g., the yellow ribbon and tagline "We'll see you there.").
50. Instructions for the yellow ribbon and tagline, including the required font, can be found on the SmartMarketing.

51. Please note that the Choice campaign artwork (ribbon and tagline) cannot be resized or changed in any way.
52. *Choice Privileges ® Program*
53. The main navigation of the property web site must feature a link to the *Choice Privileges ®* on [www.choicehotels.com](http://www.choicehotels.com). The link can be designed to open in a new browser window.
54. You may not provide your own description or details on these programs.
55. Best Internet Rate Guarantee
56. If you are using the Choice booking engine, the property website must feature Choice's Best Internet Rate Guarantee. You may link directly to the Best Internet Rate Guarantee at [www.choicehotels.com](http://www.choicehotels.com).
57. This link can be designed to open in a new browser window. If you are using a third party booking engine, you may not use the Best Internet Rate Guarantee.
58. Privacy & Security Information
59. Property websites should provide customers with privacy and security information.
60. Property websites may NOT be linked to the Choice Hotels Privacy & Security Policy featured on [www.choicehotels.com](http://www.choicehotels.com). Instead, the property website should contain its own, localized privacy and security policy.
61. Website Navigation
62. All property websites must feature a consistent, tiered navigation based on the guidelines in Section V of the Property Website Guidelines document available on Choice Central.
63. Website Content
64. All content (including hotel descriptions, destination information) featured on the property website must be significantly different from the content (including hotel descriptions and destination information) featured in the hotel's property page on choicehotels.com and the individual Choice brand website.
65. Property websites that duplicate content found on choicehotels.com or the Choice brand websites can cause the property website, as well as choicehotels.com, to be banned by search engines. For information on Google's content policy, see [www.google.com](http://www.google.com).
66. Copying or "scraping" destination content (e.g., current events, destination overviews, maps, point of interest listings and descriptions) featured on the hotel brochure and on choicehotels.com is a violation of Choice's licensing agreements with the destination content providers.
67. Owner/Operator Information
68. All property websites using a domain name under the Choice Domain Name Policy must include the following disclaimer on the homepage: "*This website is owned and maintained by [Franchisee's Legal Name], a franchised user of certain proprietary trademarks and service marks of Choice Hotels International, Inc.*"

## 600.1 Signage

All properties must meet all Exterior Signage specifications. All property signage must have the necessary permits if required by local or state governments. Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so signage can be installed prior to property opening. Refer to the Comfort Reimaging hub for full details and requirements

1. Exterior Property Signage
2. \*\*All\*\* exterior signage must be approved by Choice Hotels International.
3. All exterior signage identifying the building and/or property must be manufactured and installed by a Choice Hotels' Qualified Vendor.
4. All hotels must have at least two (2) signs:
5. All hotels must have a brand approved primary identity sign – monument, mid rise or pylon – placed in a location that optimizes visibility and wayfinding.
6. All hotels must have a brand approved building mounted channel letter sign placed on the front of the hotel.
7. Additional brand approved signage, including monument, mid rise, channel letters, directional, pylon and blade, entrance and awning is optional and must be approved by *Choice Hotels International*.
8. All exterior signs must comply with the approved brand mark and signage designs, including faces, returns, bases, cases, poles, pole covers, lighting/illumination, size, proportionality, heights, colors, fonts and spacing.
9. Placement and number of signs must be aligned with recommendations from the site survey conducted by a Choice Hotels Qualified Vendor and must be approved by *Choice Hotels International* prior to installation.
10. Signs may not include non Choice brands unless specifically approved by *Choice Hotels International*.
11. At removal or replacement of any existing exterior signs and/or signage structures, there must be no evidence of signage change. Any sign changes, including face replacements, must go through the approval process.
12. All exceptions to exterior signage rules and regulations must be approved by *Choice Hotels International*.
13. *Choice Hotels International* reserves the right to inspect and require replacement of non compliant signage at any time.
14. Signage must be illuminated from sunset to sunrise.
15. The following are prohibited:
16. Manual reader boards
17. Electronic moving message boards (attached to the building, associated with any other signs, or stand alone.)
18. Amenity signs
19. Non approved signs or banners of any kind
20. LED digital signs
21. "Vacancy" or "no Vacancy" signs

22. Room rate notification signs
23. Embellishments of any kind
24. All signs must conform to established specifications. Drawings depicting the design of all new signs, on premises signs, off premises signs and directional signs, must be submitted to *Choice Hotels International* by the Qualified Vendor for written approval prior to fabrication. Photos of all existing on premises signs must be submitted for review and approval.
25. *Choice Hotels International* reserves the right to regulate the manufacture and installation of exterior signage, including but not limited to, use of *Choice Hotels International* qualified vendors, installers and manufacturing techniques, at its sole discretion.
26. Department of Transportation (DOT)/Highway Signs
27. DOT/Highway signage is available through SmartMarketing. A DOT information file must be kept permanently at the property for review by any representative of Choice Hotels International upon request. The file must contain the following information for each current billboard/public highway off premises sign:
  28. Exact location of the DOT signage with a provided map or written directions of location
  29. Date when the DOT signage was last updated or refreshed
  30. Dated photos of the DOT sign(s)
31. Billboards
32. Strict graphic and templates standards governing the design, copy and content of billboards are provided on SmartMarketing. Billboards must comply with such standards; any exceptions must be authorized in writing from *Choice Hotels International*.
33. A billboard information file must be kept permanently at the property for review by an authorized representative of Choice Hotels. The file must contain the following information for each current billboard:
  34. Exact location of the billboard(s) with a provided map or written directions of location
  35. Date when the billboard(s) was last updated or refreshed
  36. Dated photos of the billboard(s)
37. Shared Billboards
38. Any Choice property desiring to share a billboard with a business from another industry must have prior written approval from *Choice Hotels International*.
39. When permission is given for a shared board, the visuals/copy must be distinctive and separate for the Choice hotel brand and other business. No exceptions to this rule will be granted. All visuals/copy must adhere to the graphic templates and standards governing the design, copy and content of billboards provided in SmartMarketing.
40. Shared billboards with non Choice hotel brands are expressly prohibited.
41. Interior Signage

42. All directional and guest information signage must be provided throughout the property, including 'employees only' signs at the back of house entry.
43. All signage must be professionally prepared and be consistent in size, lettering and style.
44. Properly lighted directional and informational signage must be strategically placed throughout the corridors. This signage shall be professionally prepared. These signs must include:
45. Ice and vending locations
46. Elevator locations
47. Directional arrows to room numbers, recreational facilities and location of lobby and meeting rooms.

## **600.2 Vehicle Graphic Standards**

Hotels vehicles are not required. However, if a hotel vehicle is provided, it must meet the following standards:

1. The approved property logo must be placed on all vehicles used in the course of business and viewed by guests.
2. All printed or display materials advertising any Choice brand within an airport must comply with the published graphic standards that govern the design of vans including logo size, van color and secondary names. Strict graphic templates and standards are provided on SmartMarketing.
3. The property logo, including the Choice Hotels parent brand endorsement, may be silk screened, wrapped or painted on the vehicle in compliance with all identity standards, including accuracy of color reproduction. Damaged, cracked or faded logos must be replaced immediately.
4. Vehicles awaiting permanent signage construction/delivery may use temporary or magnetic vehicle markings for ninety (90) days.
5. State issued vanity license plates using any variation of a Choice mark is strictly prohibited.

## **600.3 Compliance**

1. Compliance with Law
2. Each Franchisee is required to comply with applicable federal, state or local laws and/or ordinances relating to signs or other marketing, advertising and promotional material.
3. It is the responsibility of the Franchisee to obtain all necessary permits for the sign installation.
4. False/Misleading/Offensive Signs
5. False or misleading signs, or any other marketing/advertising materials with respect to any matter including but not limited to marketing programs, promotions, room rates, accommodations or services is prohibited.

6. Use of offensive, misleading and discriminatory phrases such as, but not limited to, 'American Owned and Operated" is strictly prohibited and may not be used on signs, billboards or any other marketing or communications materials.
  7. Hand written signs are prohibited at all times.
  8. Qualified Vendors
  9. Use of Qualified Vendors for logo embossed materials is required unless the Qualified Vendors do not carry those materials.
  10. Additional Signage
  11. The attachment of any additional signage to on premise signs is strictly prohibited.
  12. American Automobile Association (AAA) signs may be installed on the primary sign pole but not attached to the signature sign.
  13. Unapproved Signage
  14. Unapproved signage could result in immediate default and if unresolved in the time period specified in the notice of default, could lead to termination of your franchisee agreement. It could also lead to Fail results for Brand Standards on a Quality Assurance Review (QAR.) See R&R Section 180.1 Reviews/Compliance for details on an Fail result for a QAR.
  15. Secondary Name Signage
  16. When permission is granted to use a secondary name to the Comfort property, this additional designation may not receive more than 70% of the prominence of the name Comfort. This applies to all secondary name designations, whether they are on highway signs, brochures, or in any other advertising media.
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#### **Domain Name Application/Registration Form**

##### **URL:**

<https://apps.choicecentral.com/ccweb/content/resources/ecomm/domname/DomNameAppForm.html>

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#### **Domain Name Application/Registration Form**

- \* = Required Field \*Name: \*Title: \*Property Code: \*Chain: \*Property Name: \*Address1: \*Address2: \*City: \*State: \*Zip Code: \*Country: \*Telephone: Fax: \*E mail:

#### **Application for New Domain Name(s)**

Choice approval requested for the following domain name(s):

#### **Registration of Existing Domain Name(s)**

Domain name(s) registered prior to the Effective Date of the Domain Name Policy:

### **Comments:**

Applicant understands that Choice will process applications for new domain names within a reasonable time. If approved, Applicant will use the domain name in accordance with the Domain Name Policy. If not approved, Applicant will not use such domain name and may submit an alternative domain name for approval. If Applicant registers or has already registered a domain name, upon termination of the Applicant's franchise agreement, Applicant shall assign or transfer the domain name to Choice Hotels or its designee. In the event of either of the foregoing, Applicant hereby constitutes and appoints Choice Hotels International, Inc. its attorney in fact to assign the domain name to Choice Hotels or its designee, including full power and authority to execute any necessary assignment agreements and to do or perform any other acts necessary to effectuate the assignment. **By entering my name in the box below I verify that I have read and understand the Domain Name Policy and warrant that the above information is accurate as of the date of this application/registration.** \*Name: \*Date: **You will receive a copy of your submitted information via e mail for your records.** Domain Name Policy Domain Policy Questions and Answers

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### **Choice Hotels | Comfort Suites - Fitness Center**

#### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/FitnessCenter/index.asp>

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- Everhome Suites
- WoodSpring Suites
- Suburban
- Econo Lodge
- Rodeway Inn
- Country Inn & Suites by Radisson
- Radisson

- Radisson Blu
- Park Inn by Radisson
- Radisson RED
- Radisson Individuals
- Product Information Reports
- Vendor Directory
- Business Categories
- A Z Vendor Listing
- New Vendors
- - Proveedores México
- Profitability Resources
- CHOPS

### **Product Reports**

- Product Information Reports

### **Vendor Directory**

- Business Categories
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- New Vendors

### **Profitability Resources**

- CHOPS
- » Home
- » Brand Pages
- » Comfort Suites
- » Fitness Center Owners Council Website

## **Fitness Center Program**

Program Overview Flooring Finishes Wall Finishes Furniture Fixtures & Equipment Fitness Center Clean Up Get Started Ordering Information

### **Overview**

Comfort Suites is the perfect choice for business and leisure travelers alike and in today's travel environment, guests especially enjoy being able to maintain their various fitness routines while away from home. The Rested. Set. Go.® Fitness Center delivers a knockout guest experience, exclusively at Comfort Suites! This Hot Topic & Key Brand Initiative provides you with information on how to purchase, install and implement the required Rested. Set. Go.® Fitness Center program.

## Compliance Information

All Comfort Suites hotels are required to comply with the standards for the Rested. Set. Go.® Fitness Center program. For hotels currently without a fitness center, please contact the Architectural Design Hotline at (866) 964 4887, or Email: arch\_submittals@choicehotels.com. Request the Prototype Drawings and Fitness Center Guidelines for directions on how to begin the process of renovating your space to accommodate a fitness center.

### Rested. Set. Go. ® Fitness Center – What's it all about?

The Rested. Set. Go.® Fitness Center program delivers a consistent, energizing and restorative experience to guests across the entire brand. Fitness today is an important regimen that guests – particularly business travelers – like to maintain while on the road. And industry trends point to the need for hotels to have an up to date fitness center where guests can recharge and preserve their basic fitness routines. The design for the Comfort Suites fitness center is clean, contemporary and most of all – inviting. By incorporating specific, signature design elements into the fitness space, guests can recognize and appreciate this special amenity at all Comfort Suites hotels across the country. Program requirements include the following elements:

- A quality, padded vinyl wood look flooring designed for use in fitness centers.
- Signature accent wall color along with neutral wall finishes that coordinate with other Comfort Suites brand elements.
- Rested. Set. Go.® Fitness Center signage package.
- Signature canvas artwork with motivational icons and messaging.
- Integrated towel cabinet with enclosed hamper (for existing hotels).
- Enclosed gym wipe dispenser and gym wipes.
- A wall mounted clock to complement the overall design.
- Removal of other embellishments, artwork and/or unapproved items in order to complete the signature design – including draperies and valences.
- **Expanded\*\*\*\*equipment standard:** Hotels have the choice of providing a dumbbell set, adjustable weight bench and dumbbell rack OR the previously approved multi station weight training machine.
- Wall or ceiling mounted, minimum 32" flat panel, HDTV with remote control.
- Future exercise equipment purchase specifications detailing the minimum performance standards for when it comes time to replace your old equipment. Hotels must also comply with the Rules and Regulations covering these items:
- Drinking fountain (a water cooler with cups may be provided in lieu of fountain).
- Exercise equipment.
- Mirror Walls – hotels are not required to remove existing mirrored walls. See additional details on the Wall Finishes Tab.

## **Exercise Equipment Purchase Specifications**

Any new exercise equipment purchases must meet the following minimum performance specifications to satisfy the commercial grade requirement. This change to the standard only applies to new equipment when it becomes time to replace any of the exercise machines and/or equipment in your fitness center.

1. Motorized Treadmill
2. Minimum Running Surface of 20" wide x 58" long
3. Maximum User Weight Capacity – 400 lbs.
4. Motor – Minimum 3.5 HP
5. Self Diagnostic LED indicator or readout for error code notification
6. Hand Grip Heart Rate Monitoring
7. Emergency Safety Stop Key
8. Elliptical Machine
9. Upper body movement arms
10. Minimum 19" stride length
11. Maximum User Weight Capacity – 400 lbs.
12. Self Diagnostic LED indicator or readout for error code notification
13. Hand Grip Heart Rate Monitoring
14. Recumbent Bike
15. Step Through Style Entry
16. Maximum User Weight Capacity – 400 lbs.
17. Self Diagnostic LED indicator or readout for error code notification
18. Hand Grip Heart Rate Monitoring
19. Dumbbell Set
20. Rubber Encased Dumbbells – 10 pairs, 5 50 lbs. (not to exceed 50 lbs.)
21. Adjustable Utility Bench
22. Minimum 11 gauge steel construction
23. Transportation wheels and handle for easy transport
24. Dumbbell Storage Rack
25. Two Tier or Three Tier, 10 pair dumbbell rack
26. Minimum 11 gauge steel construction There are numerous selections and sources available in the market when shopping for new equipment. The Choice Qualified Vendors specializing in fitness center equipment are excellent resources and can help with equipment recommendations that will meet these minimum performance specifications. When it is time to replace your equipment, please Contact your Partner Services Representative or any of the Qualified Vendors listed below.
  - Hospitality Plus
  - Hotel Fitness Orange Italia
  - Innvision
  - Pinnacle South

- TRUE
- US Hospitality Group
- Valiant Products

### **Optional Equipment**

Hotels are not required to purchase new exercise equipment as a part of the Rested. Set. Go.® Fitness Center program as long as the equipment meets the current Rules and Regulations. Hotels are allowed to offer the following, optional equipment above and beyond the minimum exercise equipment requirements. Optional equipment is in addition to and not in lieu of the exercise equipment as outlined in the Rules and Regulations. Optional equipment can be purchased from any source or through the Qualified Vendor program. **Approved Optional Equipment**

- Yoga and/or exercise mat(s)
- Medicine ball(s) and/or balance ball(s)
- Fitness weight scale / Physician's scale
- Resistance bands

### **Preventative Maintenance**

Regular maintenance is recommended to maintain the safety, performance and overall life of your exercise equipment. An effective Preventative Maintenance program can be achieved in a number of ways and may include some of the following industry suggested maintenance tips. In addition to in house maintenance, there are qualified third party service companies that offer maintenance contracts and/or repair services. **Refer to the Owner's Manual / Reference Guide that came with your exercise equipment and be sure to follow the manufacturer's recommended maintenance requirements.**

**Improper or unauthorized work that results in damage to your equipment may void your warranty.** **Treadmills – Weekly Inspection**

1. Unplug the power cord and inspect the equipment for potential safety hazards and damage.
2. Make sure all external parts of the treadmill are properly tightened.
3. Apply a mild multi purpose cleaner to a clean, cotton cloth and remove any dust and dirt from the handrails, uprights, foot rails, frame, and motor hood. Next, wipe the walking platform along the sides of the walking belt. Do not wipe under the walking belt.
4. Apply a small amount of mild multi purpose cleaner to a clean, cotton cloth and wipe the console and the screens. Do not spray cleaner directly onto the treadmill or use ammonia or acid based cleaners. Avoid cleaning agents that may create slippery conditions, particularly on the walking belt.
5. Make sure that the walking belt is centered and properly tightened. If it is centered and runs smoothly, do not make any adjustments. If the walking belt needs to be adjusted, refer to your owner's manual for belt tension adjustment procedures.

**Elliptical Machines and Exercise Bikes – Weekly Inspection**

6. Unplug the power cord, if applicable, and inspect the equipment for potential safety hazards and/or damage.
7. Make sure all external parts of the equipment are properly tightened. Repair and/or replace worn, damaged or inoperable parts.
8. To clean the bike or elliptical, use a clean, damp cloth and a small amount of mild soap.
9. For elliptical machines, regularly clean the track wheels and the track frame on which the track wheels ride.
10. Apply a small amount of mild multi purpose cleaner to a clean, cotton cloth and wipe the console and the screens. Do not spray cleaner directly onto the screens, console, equipment or use ammonia or acid based cleaners. Avoid cleaning agents that may create slippery conditions for the user.
11. Check to ensure the machine is level. If the elliptical exerciser rocks slightly on your floor during use, adjust the leveling feet beneath the stabilizers and/or frame until the rocking motion is eliminated. **Multi Station Weight Training Machine – Weekly Inspection**
12. Unplug the power cord, if applicable, and inspect the equipment for potential safety hazards and/or damage. This includes the joint welds, seat supports, chains, pulleys and cables. Be sure to check for missing and/or worn equipment and repair or replace immediately.
13. Inspect upholstered items for wear and tear, rips, cuts, and sharp edges. Mounting bolts should be checked for tightness.
14. Lubricate all chains, sprockets, rollers, guide rods, seat adjustments, threaded rods and pivot points as needed.
15. Apply a small amount of mild multi purpose cleaner to a clean, cotton cloth and wipe the equipment. Avoid cleaning agents that may create slippery conditions.

Questions? Contact your Partner Services Representative. Go to top Home  
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Choice Hotels International

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#### [Choice Hotels | Comfort Suites - Rules & Regulations](#)

##### **URL:**

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=400.0&SectionID=7900>

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## **Architecture & Engineering**

### **410.1 Welcome**

#### **410.12 Registration Area**

1. *Design Characteristics*
2. Centrally locate within the Lobby to be easily identifiable upon guest entry.
3. The approved Welcome Wall and components must be installed on a wall directly behind the front desk. Refer to section 510.10 for details.
4. All removable objects within the specified space noted in 510.12 must be removed from the Welcome Wall surface. Refer to the Comfort Reimaging Hub for program guidelines and requirements, product specifications and ordering information. One of four design options is required.
5. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
6. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
7. Approved decorative wall covering or approved painted wall with approved branded signage.
8. Approved stone wall with branded logo signage.
9. Minimum counter length is 12' 0" for up to 100 rooms.
10. Standard millwork height on guest side to be between 3' 6" and 4' 0".
11. Door is required for employee access to Workroom/ Office area. Guest view into Work Area/ Back of House from guestroom side of registration desk is prohibited.
12. Fire alarm panel to be mounted on sidewall of registration desk. Prohibited on back wall unless required by code.
13. Computer equipment to be concealed by varied counter heights.
14. Night window is not permitted.
15. Conceal electrical and computer cords via properly placed grommets.
16. Smooth finish drywall ceiling height to be a minimum of 8' 0" AFF.
17. *Atmosphere*
18. Recessed down light fixtures at rear of Registration Desk.
19. Decorative lighting is subject to *Choice Hotels International* review and approval.
20. Lighting
21. Graphics
22. Franchisee statement to be posted within guest view, visible from the front desk.
23. *Systems*
24. Design as part of the central system; PTAC unit is not permitted.

25. HVAC See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
  26. Electrical
  27. Verify equipment requirement with Property Systems.
  28. Provide power outlets, for each computer station and general use, per the final computer equipment layout.
  29. Telecommunications
  30. Provide data and telephone ports for each computer station, per the final computer equipment design. See R&Rs Interior Design, 510.12 Registration Area for interior design specifications. Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

### URL:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/RR/RRCS.asp?Cat=500.0&SectionID=15200>

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## Interior Design

### 520.0 Guest Suite

#### 520.02 Guest Room Fixtures & Equipment

1. Drapery
2. Three part drapery system to include the following:
  3. a. Stationary side panels blackout lined.
  4. Sheers; may be drapes or roller sheer.
  5. Blackout, mounted on separate track from stationary side panels
  6. Drapery tracks to be ceiling mounted unless ceiling height is over 9" 0".
7. Electronics
8. Alarm Clock: An alarm clock is required. The unit shall be located on the nightstand, but not attached.
9. Television with remote control
10. All guestroom televisions must be hospitality grade, minimum 40" flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, including HD content as specified in the Rules & Regulations. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted for commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room.

11. Separate or attached in room set back boxes are acceptable only if they cannot be seen (back of TV, back of furniture, wall mounted behind TV, etc.). Visible separate in room set top boxes will not be allowed after the program implementation deadline. All TV functionality must be controlled using a single remote control.
12. Mounting/Placement and display. Televisions may be mounted on top of furniture or on a wall. The television set should be positioned in the room to promote convenient viewing from a variety of room positions and angles.
  1. Top Mount/Placement (Recommended) It is recommended that Flat panel TVs are displayed on top of guest room credenza, cabinet, or chest with a secure, swivel base mount.

\* **Visible holes, indentations, or markings from previous top**

of furniture TV mounts are prohibited. Seamless/professional repairs or full furniture replacement will be required in order to display flat panel TVs.

\* **Flat**

panel TVs cannot be displayed inside a traditional TV armoire/enclosure.

\* **Flat**

Panel TVs are to be situated towards the rear depth of the furniture top, closest to the wall. Swivel mounts should be restricted so that when TV is swiveled in either direction, the outer frame of the TV unit should remain at a distance of at least 2" from wall.

2. Wall Mount Flat panel TVs may be wall mounted. New Construction and renovation projects with wall mounted TVs must mount them on a media board. Consideration must be made of potential noise reverberation issues due to adjoining guestroom walls, construction materials, architectural design, and insulation. Only hotels that can maintain a Sound Transfer Class (STC) rating of 54 of better between guest room walls will be allowed to wall mount TVs.

The following items are required for wall mounted flat panel TVs:

\* **Professional installation is required, using commercial**

grade mounting bracket systems according to manufacturer's recommended instructions.

\* **Wires and cables must be completely concealed within the wall or within a seamless media**

board mounting device designed specifically to match furniture.

\* **Mounting location will vary by room size, shape, and furniture arrangement. TV should be wall**

mounted to allow for unobstructed viewing from varied positions and angles within guestroom.

\* **Ideal mounting height will vary by room. Generally accepted standard is 4' 6" (measured from the floor to the middle of the TV**

4. Television cloning unit to program television.
  5. Lighting  
must be Truly Your specified
  6. Guest rooms with two beds: lamps/sconces at bedside are to provide a minimum 75 watt incandescent equivalent CFL or LED bulb. Dual Socket lamp/sconce or a double arm with shade lamp required.
  7. Guest rooms with one bed: lamps or sconces at bedside are to provide a minimum 100 watt incandescent equivalent CFL or LED bulb.
  8. Desk lamp to provide a minimum 100 watt incandescent in equivalent CFL or LED bulb.
  9. Table/Floor lamps to have weighted bases. Single bulb lamps are to have a minimum of 100 watt incandescent equivalent in CFL or LED bulb. When two (2) bulbs are present in one fixture, bulbs must be a minimum of 75 watt incandescent equivalent in CFL or LED bulbs.
  10. Lampshades to be white with hard backed linen Top
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## Choice Hotels | Comfort Suites - Rules & Regulations

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## Rules of Operation

### 100.0 General Rules of Operation

#### 100.3 Uniform Standards

1. *Uniforms* All employee uniforms must be from the current Comfort Brand collection. All employees, with the exception of management personnel, must wear the approved Comfort Suites branded uniforms. Management personnel are defined by the title of "Manager" and must have their title in their nametag. Uniform standards include, but is not limited to:
  2. Approved uniform tops/shirts must prominently feature the approved embroidered Comfort Suites stylized logo graphic
  3. Housekeeping & Maintenance departments requires both the uniform top and uniform pants to be purchased from an approved Qualified Vendor, black or khaki color only.
  4. All other departments, pants may be purchased from any source and must be black or khaki in color.
  5. No denim material permitted.

6. If tailored suiting (or vest) is worn, only approved suiting is permitted and requires matching jacket and pants. Embroidered logo element is not required on the suit jacket or suit vest.

Specific uniform packages are customized by job description. The Comfort Suites Uniform Hot Topic & Key Brand Initiative will help you determine the right image for your hotel. Details and Qualified Vendors can be found under the Ordering Information Tab on the Uniform Hot Topic & Key Brand Initiative. For questions, contact your Procurement Services Representative by calling (888) 797

7911. *Nametags* All nametags must be ones from the current Comfort brand collection of nametags. All employees, including the General Manager, must wear a visible brand approved nametag which meets the following requirements: If outerwear is worn, the nametag must be visible on the outerwear at all times:
  7912. The nametag must be either permanently and professionally engraved or professionally labeled. Professionally labeled nametags are defined as:
  7913. Printable and reusable non stick, transparent label with clear protective plastic lens cover
  7914. Adhesive strip style labels are prohibited
  7915. Printing requirements for the nametag are as follows:
  7916. For all hotel employees, with the *exception* of management personnel:
  7917. First name only is required; additional text (i.e. title or last name) is optional
  7918. For hotel management personnel only:
  7919. First name, last name and management title Top
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## Outage

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We are currently unable to process this request as the application is unavailable or performing slowly at this time. If you have attempted to run a report, please try again. We apologize for any inconvenience this may cause and appreciate your patience as we work towards addressing the matter. Details: outage, en US

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## Comfort Suites | Rules & Regulations

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# **Comfort Suites Rules & Regulations**

## **000 Preface & Introduction**

### **Preface**

#### **General**

The Comfort Suites Rules & Regulations Manual (“Manual”) has been developed to provide the Franchisee with the required minimum standards, procedures, rules, regulations, and policies of the Comfort Suites® hotel system. These requirements are subject to change, amendment or supplement periodically by *Choice Hotels International* (“Choice”). *Choice Hotels International* has the responsibility to ensure compliance with, and the authority to grant waivers to the standards as it deems appropriate and in the best interest of the Comfort Suites hotel system. To achieve and maintain high standards of quality, service and associated goodwill for the Comfort Suites hotel system, it will be essential that the Franchisee adhere strictly to all elements of the Comfort Suites hotel system including, without limitation, the Manual and the Franchise agreement. The Franchisee must comply with and maintain the standards at a level equal to or greater than (when approved by Choice Hotels) the requirements set forth in the Manual. Violation of any of these standards by the Franchisee could be deemed a substantial and material violation or default of the Franchise agreement, and it would be the responsibility of *Choice Hotels International* to take the necessary action to protect the integrity of the Comfort Suites hotel system.

#### **Code Compliance**

Throughout these Rules & Regulations, there are obligations on Franchisees to comply with all applicable state, local and federal laws, regulations and codes, including but not limited to, life safety, building, and health codes. It is not within the scope of reviews/inspections of hotels by *Choice Hotels International* to determine the Franchisees’ compliance with such laws, regulations and codes, nor does Choice have the knowledge or expertise to make such determinations. Choice relies solely on representations from Franchisees that their hotels are in compliance. Please consult with your hotel’s counsel or subject matter expert regarding legal compliance issues.

#### **Ownership**

This document, in any form, is the property of *Choice Hotels International* and must be surrendered to *Choice Hotels International* upon request. Further, the document is confidential and cannot be reproduced, copied or forwarded to any person or entity via any physical or electronic means or communication channels.

## **Interpretation**

Questions regarding the contents of these Rules & Regulations should be directed to the Brand Standards department at *Choice Hotels International*. Improper interpretation on the part of the user will not be considered an acceptable reason for non compliance.

## **Revisions**

Amendments or revisions to the Rules & Regulations can be made at any time and the most up to date version is on Choicecentral.com on the Comfort Suites Brand Page. It is the Franchisee's responsibility to know and abide by all Rules & Regulations at all times.

## **Corrections, Additions and Deletions**

Suggested revisions to the Rules & Regulations are encouraged from Franchisees and General Managers and will be considered. All such suggestions must be submitted in writing to the Brand Strategy Department at *Choice Hotels International*. ALL RIGHTS RESERVED. NEITHER THIS BOOK NOR ANY PART THEREOF MAY BE REPRODUCED WITHOUT WRITTEN PERMISSION OF *CHOICE HOTELS INTERNATIONAL, INC.*

## **About This Manual**

This Manual has been designed to be user friendly, making it easy for you to find what you need when you need it, and to reflect the overall direction of the brand. Certain sections of this manual reflect the current prototype and is intended to represent the direction of the brand architecturally. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing and contract window, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition, product quality) during these events and completion of a PIP may be necessary. At the front of this Manual is a list of *Choice Hotels International* contacts listed by department. If you ever have any questions concerning these standards, we invite you to contact the appropriate department.

## **Contacts**

In order to assist you with questions that you may have as you use this Manual, below is a list of key contacts for each of the sections: Section Key Contact Rules of Operation Director, Brand Standards Brand Standards & Compliance Department Breakfast Operations Director, Brand Standards Brand Standards & Compliance Department Construction/Project Management Director Architectural Design & Construction Architecture & Engineering Director of Architectural Design Interior Design Director of Interior Design Brand Strategy & Design Department Service Marks/Signage Director, Account Management Procurement Services Department The mailing address and phone number for these contacts are: **Choice Hotels International 915 Meeting St. N. Bethesda, Maryland 20850 Tel: (301) 592 5000** Additional contact information is provided within each section where necessary. For all other questions, contact your Area Director.

## **100 Rules of Operation**

### **Purpose and Scope**

The franchise agreement requires that the rules of operation as established by *Choice Hotels International*, as contained herein, must be observed by each hotel in the Comfort Suites system in order to provide customers with a standardized, uniform hotel product delivering all suites accommodations, top of segment amenities and services. Operations must be guided by moral and ethical principles and within the bounds of propriety, and adhere to all system requirements and local, state, and federal laws and regulations. These rules, along with the high standards set forth in the Breakfast Operations, Construction/Project Management, Architecture & Engineering, Interior Design, and Service Marks/Signage sections, provide the basis for developing and operating a Comfort Suites hotel. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

## **100.0 General Rules of Operation**

### **100.1 General Policies and Front Desk Policies**

1. *General Policies and Operating Procedures*
2. A uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
3. The Franchisee shall post in the lobby, in a conspicuous location visible from the front desk, the Franchisee Statement plaque which says, "This inn (or hotel) is owned and operated by (or owned by and operated by) [insert name of Franchisee] under Franchise (or license) from *Choice Hotels International, Inc.* " As of 1/1/2026 this specific language is required.
4. Other than items sold in the Marketplace, the sales of souvenirs, crafts, memorabilia, unapproved sundries or any other unapproved items are prohibited at the front desk and any portion of the lobby and public areas, including the Marketplace. The sale of stamps, tickets to local attractions, and laundry supplies for an on premises guest laundry is permitted. If tickets to local attractions are sold, the property is limited to one (1), professional 8.5"x11" display located in the lobby area; handwritten signage is not permitted. A dedicated gift shop is permitted if it has its own clerk and cash register or is located adjacent to the Front Desk. Sale of offensive materials is prohibited. (Unapproved and/or offensive items include but are not limited to: prophylactics, cigarettes, cigars, and smoking paraphernalia, and pornographic material.)
5. An approved hand sanitizing station must be provided in the front desk area. The station must be visible to guests when standing at the front desk. For additional details, refer to section 120.12 Hand Sanitizing Stations.

6. All Comfort Suites must display on the front desk the approved Choice Privileges Elite Welcome gift program brand approved acrylic holder with approved collateral with all components.
7. *Operating Procedures*
8. Reservations
9. Guaranteed reservations must be honored at all times. If, for any reason, the hotel is unable to honor a guaranteed reservation, the hotel agent must apologize, reserve a room at another hotel of equal quality for the guest, pay for the room, and provide transportation to the hotel if necessary. See R&Rs Rules of Operation, 170.2 Reservations for specific information on reservation policies.
10. No Show It is the hotel's responsibility to explain the no show billing policy to potential guests who guarantee a room with their credit cards.
11. All Comfort Suites brand properties are required to maintain a professional, uncluttered front desk area by ensuring that a minimal number of items are within guest view.
12. Front Desk Counter(s): Front desk counters are defined as all counters which are accessible to guests and/or used for purposes of conducting direct transactions between hotel staff and guest
13. The following items are allowed and/or required to be on the front desk counters:
  - Choice approved/required promotional items, including, but not limited to, **Choice Privileges®** materials, Commitment to Satisfaction Program Plaque, Franchisee plaque, EMV approved devices, check in tablets.
  - Notices required by local, state, or federal law\* (including health certificates operating permits, emergency procedures, etc.)
  - Pens
  - Business cards for hotel staff (if present, must be presented in holder)
  - Your property rack cards or brochures (if present, must be presented in holder)
  - Plus a maximum of three (3) additional, optional items\*\* are permitted which include, but are not limited to:
    - Plants
    - Lamps
    - Other décor items (including holiday decorations)
    - Credit card/debit card signage
    - Weather information
    - Newspapers
    - Event calendars
    - Complimentary guest snacks
    - Hotel Policy information
    - Pet Policy information
    - Temporary promotional items (ex: "Drop your business card for a prize" box)
    - Property Events (ex: "Manager Reception sign, etc.)
    - Information on local attractions

- Restaurant menus and/or coupons \*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. While these certificates can be on the front desk counter, if they are required to be posted in a “conspicuous area” per local code, it is recommended that they be hung on a wall and not placed on the counter itself. \*\* Any “like” items (ex: newspapers) must be presented in/on a single container or stack in order to be classified as a single item.
3. The following items are prohibited at all times on the front desk counters:
- Awards (including plaques, trophies, or certificates) dated more than three (3) calendar years prior to the current year.
  - Cleaning supplies and equipment (except while actively being used for cleaning).
  - Terry
  - Linen
  - Tools
  - All Employee personal items, including, but not limited to, food, beverages and cell phones.
  - Hand written or temporary signs.
4. Front Desk Walls: Front desk walls are defined as all walls that are directly above or behind the front desk that are within guest view.
5. The following items are allowed on the front desk walls:
- Choice approved/required items, including, but not limited to, Comfort Welcome Wall\*, Franchisee plaque
  - Local/state/federal code\*\* requirements (including health certificates, ADA information, operating permits, emergency procedures, etc.)
  - Permanent fixtures and Loss Prevention related equipment (ex: security cameras)
  - Plus, a maximum of four (4) additional, individual items/adornments are permitted on all walls directly above and behind the front desk which are visible to guests which include, but are not limited to:
  - Artwork
  - Other décor items (including holiday decorations)
  - Manager on Duty information
  - Hotel policies (ex. Pet and Check in/out information)
  - AAA information/ratings
  - Current awards/plaques\*\*\*
  - Clocks All items must be professionally mounted to ensure that no mounting tape, pins, nails, hardware or staples are visible to guests at any time. No hand written or temporary signs are permitted at any time. \*See R&Rs Rules of Interior Design, 510.12 Registration Area for reference regarding the specification on distances for mounting removable objects on the Welcome Wall. \*\*Local/state/federal permits and certificates must include governmental seal/title (as applicable), be duly signed/approved and up to date, and professionally presented in a picture/plaque frame. \*\*\* Awards (such as plaques, trophies, certificates) dated more than three (3) calendar years prior to the current year, are prohibited at all times.

6. Remaining Front Desk Area: The remaining front desk area is defined as all areas above and behind the front desk counter(s) which are within guest view, including, but not limited to, other counters, cabinets, shelves, doors, tables, ceiling and floor space.
  7. The following items are prohibited from guest view at all times within the remaining front desk area:
    - Cleaning supplies and equipment (except while actively being used for cleaning)
    - Terry
    - Linen
    - Tools
    - Employee food and beverages
    - Cardboard storage boxes
    - Waste and recycling receptacles
    - Hand written or temporary signs
1. *Upon Guest Arrival*
  2. To ensure optimal guest coverage at all times, a uniformed guest services associate must staff the Front Desk twenty four (24) hours a day. See R&Rs Rules of Operation, 100.3 Uniform Standards for more information on appropriate uniforms.
  3. *Check In* The Comfort Suites brand check in process must at least include the following procedures. See R&Rs Rules of Operation, 140.2 C. Choice Privileges Express Check In for member check in procedures:
  4. Confirm length of stay, assigned room type, and rate and have the guest sign the registration folio.
  5. Confirm method of payment. See R&Rs Rules of Operation, 100.7 A. Credit Card Payments for information on credit cards.
  6. The brand approved guestroom key card and key envelope must be provided to all guests at check.
  7. Inform guests about the hotel's facilities, amenities, and services
  8. *Check Out*
  9. Check out time must not be earlier than 11:00 a.m.
  10. Late checkout be available to Elite Choice Privileges members who request it in accordance with program rules.

## **100.2 On**

Premises Residence Comfort Suites brand properties are prohibited from reserving or maintaining any guest room, meeting space, suite/room, apartment or other area for the purpose of occupancy by the general manager, owner or other member of the staff and/or their families, except on a short term basis due to emergencies or unusual circumstances (e.g., relocation, inclement weather that prevents safe travel, damage to or loss of an employee's home).

### **100.3 Uniform Standards**

1. *Uniforms* All employee uniforms must be from the current Comfort Brand collection. All employees, with the exception of management personnel, must wear the approved Comfort Suites branded uniforms. Management personnel are defined by the title of "Manager" and must have their title in their nametag. Uniform standards include, but is not limited to:
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  3. Housekeeping & Maintenance departments requires both the uniform top and uniform pants to be purchased from an approved Qualified Vendor, black or khaki color only.
  4. All other departments, pants may be purchased from any source and must be black or khaki in color.
  5. No denim material permitted.
  6. If tailored suiting (or vest) is worn, only approved suiting is permitted and requires matching jacket and pants. Embroidered logo element is not required on the suit jacket or suit vest.

Specific uniform packages are customized by job description. The Comfort Suites Uniform Hot Topic & Key Brand Initiative will help you determine the right image for your hotel. Details and Qualified Vendors can be found under the Ordering Information Tab on the Uniform Hot Topic & Key Brand Initiative. For questions, contact your Procurement Services Representative by calling (888) 797

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7912. The nametag must be either permanently and professionally engraved or professionally labeled. Professionally labeled nametags are defined as:
7913. Printable and reusable non stick, transparent label with clear protective plastic lens cover
7914. Adhesive strip style labels are prohibited
7915. Printing requirements for the nametag are as follows:
7916. For all hotel employees, with the *exception* of management personnel:
7917. First name only is required; additional text (i.e. title or last name) is optional
7918. For hotel management personnel only:
7919. First name, last name and management title

### **100.4 100% Smoke**

Free Program All Comfort Suites hotels are required to be 100% smoke free. This includes all guestrooms and interior public spaces. Smoking accessories are prohibited within the hotel, including ash trays or receptacles. **With regard to smoking considerations, "Non**

**Smoking" requirements apply to the use of anything that produce smoke or vapor including, but not limited to, cigars, cigarettes, e cigarettes, pipes or incense burners.**

1. *Non smoking Guest Communication*
2. A cleaning fee of up to \$250 may be assessed at the hotel's discretion to any registered guest who smokes in the guestroom if (a) at check in, the guest is informed of the non smoking policy and \$250 cleaning fee and asked to initial the registration card acknowledging awareness of the policy; and (b) the guest is informed, where possible, prior to check out that the cleaning fee will be assessed; (c) the fee is added to the guest's receipt/bill.
3. One brand approved in room experience card with non smoking message is required in all guestrooms.
4. *Designated outdoor smoking area* A designated smoking area must be provided at the hotel 24 hours per day, 365 days per year. Subject to any requirements of applicable law, the area must meet the following specifications.
  5. Located at least 25' away from main entrance
  6. Located on a hard surface decking material such as wood or synthetic decking, concrete slab on grade scored or concrete pavers on setting bed large enough to accommodate seating provided. Grass, sand or mulch is not acceptable.
  7. Include seating for a minimum of two (2) people
  8. Contain one (1) ash receptacle
  9. Ash receptacles are not required at property entrances/exits. If present, they must be "smoker's post style"; free standing or wall mounted are acceptable. If permitted by applicable law, the outdoor pool area can be offered as a smoking area in addition to the designated smoking area.

## **100.5 Pet Policy**

It is not required that each Comfort Suites property accept pets. Travel/assistance animals as designated by the Americans with Disabilities Act (ADA), however, are not considered pets and must be accommodated regardless of the pet policy of the individual property. Comfort Suites properties that do not accept pets must specify this in the Choice Reservation System. If the hotel has conditions on accepting pets or charges a fee, these policies must be explained in the Choice Reservation System and to all guests which book direct with the hotel.

## **100.6 Fees & Commissions**

1. *Fee Payment*
2. Each Franchisee is required to pay in full all fees and assessments pertaining to the franchise, including fees to suppliers, within applicable timeframes.
3. *Travel Agent Commissions*
4. Each Franchisee is required to pay the relevant travel agency commission of 10-12% of the guest's stay for all business received from travel agents. This includes commissions on reservations from travel agents direct to the hotel and through the Choice Hotels International Centralized Commission Program. Payment of the travel

agent commission and processing fee (currently \$0.48 USD per booking/stay; subject to change) must be made in accordance with the Centralized Commission Program procedures. As part of the Choice Hotels International Centralized Commission Program, each Franchisee must register for and use the on line travel agent commission payment system, powered by Onyx. Franchisees must agree to Onyx's Terms & Conditions and use one of their specified methods of payment. (Choice has the right to change payment processors.) If a franchisee does not have an active account with Onyx they will be charged \$500 per month for each month they are not registered.

5. For all reservations originating in a foreign country in which there is a Choice approved General Sales Agent, a property will be required to pay a 5% commission to such General Sales Agent within one (1) week of the invoicing of the guest's departure. The commission shall apply to reservations via travel agents, GDS, and Choice's reservation system, but shall not apply to reservations through third party Internet sites (i.e., Expedia, Orbitz).
6. *Third Party Transaction Fees*
7. Where a reservation is made through a Global Distribution System (GDS) or Pegasus, the US and Canadian Franchisee must pay to Choice Hotels International \$7.70 USD per booking (subject to change), representing the approximate cost incurred by Choice Hotels International to the relevant GDS. (Other International countries' fees will be communicated separately.)
8. Where a reservation is made through direct connectivity and DerbySoft a property will be required to pay \$4.00 USD per consumed stay. Directly connected sites include Expedia and Booking.com. Derbysoft is used to connect to other third party OTA/Distribution providers. Choice uses DerbySoft to connect to other OTA and other third party distribution sites such as GTA, Hotelbeds, Agoda.com, and Priceline.
9. *Choice Privileges and Rewards Programs*
10. Each franchisee is required to pay the relevant Choice Privileges fee (5% of room revenue for Choice Privileges and Airline Rewards) on their monthly franchise bill for all consumed points eligible stays by guests with a Choice Privileges number. Payment of the Choice Privileges fee and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. (Not charged if the Travel Agent Processing fee is charged.) Properties that meet certain new member quarterly enrollment numbers will receive a quarterly incentive payment of up to .5% of quarterly room revenue on member qualifying stays based on enrollment performance.
11. BAR Plus Best Available Rate fee for extra points purchased by Choice Privileges members when booking their stay. \$5.00 for 1,000 points; \$10.00 for 2,000 points; \$25.00 for 5,000
12. Choice Privileges Egenica Program
13. \$5.00 per night on each SEGEN booking made by a Choice Privileges member.
14. CP Elite Welcome Gift Recognition Gift Program

15. Hotels will be billed per transaction for Elite members who elect points upon arrival which is \$1.25 for 250 points for the Comfort Suites brand.
16. Energy Collection & Measurement (ECM) Utility Savings Dashboard Program
17. Hotels will be billed \$18/month on the Franchise invoice. See Section 140.7 Room to Be Green Program for details.
18. *Taxes*
19. Each Franchisee is required to pay any applicable federal, state and/or local taxes on the fees described in this Section 100.6.
20. *Pay for Performance (PFP)*
21. Pay for Performance (PFP) is a 2.7% commission (subject to change) on consumed stays booked through mega agencies and consortia and can be in addition to the 10% travel agency commission. Each Franchisee is required to pay the relevant travel agency commission within one (1) week of the invoicing of the guest's stay. Payment of the travel agent commission and processing fee (currently \$0.48 USD per booking; this fee may be eliminated in 2024) must be made in accordance with the Centralized Commission Program procedures.
22. AARP Fee \$2.50 per consumed stay booked with the AARP discount.
23. Carlson Wagonlit Travel (CWT) Pay for Performance (PFP) Transactions: PFP for consumed stays booked by CWT depending on CWT lata, a consumed CWT stay is subject to "Carlson Wagonlit Global" or "SATO Travel" (Carlson Wagonlit) PFP fees:
24. Carlson Wagonlit Global: 8.5% marketing fee of room revenue and transactions are not subject to travel agent commission of 10%.
25. SATO Travel (Carlson Wagonlit): 2.7% marketing fee on consumed stays and can be in addition to the 10% travel agency commission where applicable (in accordance with the normal fee of all other PFP transactions).
26. Terms are subject to change.
27. *Corporate (Split) Commissions*
28. 0% 10% of room revenue per consumed stay resulting from program activities.
29. *Choice Enhanced Reservations Program (CHERP)*
30. CHERP is a 10% commission on consumed stays booked through a pay for performance search marketing program designed to help optimize the presence of Choice Hotels properties in major internet search engines. Each Franchisee is required to pay the commission within one (1) week of the invoicing of the guest's stay. Payment of the commission and processing fee (currently \$0.12 USD per booking, but subject to change) must be made in accordance with the Centralized Commission Program procedures. Fees are only applicable to commissionable rate plans.
31. *Affiliate Program*
32. E Commerce marketing program fee which is a 10% commission on consumed bookings that is assessed any time a guest books a reservation found via e commerce marketing.
33. *ChoiceMAX Choice Hotels mandated Revenue Management System Mandatory for all Comfort Suites*

34. ChoiceMAX is Choice's state of the art revenue management system developed to help take revenue management capabilities to the next level by delivering beyond what was previously possible and offer strategic support and pricing direction as an extension of on property teams. Franchisees can leverage ChoiceMAX to manage optimal rates to help maximize revenue potential by ensuring that pricing aligns appropriately with market demands.
35. You must pay a mandatory activation and training fee of \$2,500 if the hotel is new to the Choice System or each time the hotel is reinstated into the ChoiceMAX system, including reinstatement due to seasonal closures or rebranding. Choice will not retroactively charge this activation fee for those hotels already in our System and that are not subject to reinstatement.
36. You must also pay a monthly fee. The monthly fee (subject to change) for ChoiceMAX is based on the room count at each hotel. Please reference the chart below: **Up to 50 Rooms** **51+ Rooms** **Comfort** \$400 \$525 *Monthly fees for ChoiceMAX are bundled in the ChoiceRM monthly program fee for Upper Midscale, Midscale, Economy, and Extended Stay chain scales. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.* For more information about the ChoiceRM program, please visit the ChoiceRM page on ChoiceCentral.
37. ChoiceROCS (formerly ChoiceRM)
38. Each Comfort Suites property is required to enroll in ChoiceROCS. The property will be required to enroll in a minimum level of service, and these are listed below. During the first year, the only levels available for enrollment are Silver and higher. The minimum level of service is based on the property's annual gross room revenue and number of high occupancy nights (defined as where occupancy is ≥90 percent). Choice reviews these two metrics on an annual basis and may, at its discretion, move a Comfort Suites property to a higher or lower level of service. However, the property may purchase a higher level of service, if desired.
39. A ChoiceROCS program fee will be assessed monthly in accordance with the level of service in which the property is enrolled. The program fee will appear on the monthly franchise bill immediately after the property is active in the ChoiceRM program. The monthly costs are as follows: **Gold+** **Gold** **Silver+** **Silver** **Bronze+** **Bronze** **Comfort** \$1,775 \$1,970 \$1,300 \$1,445 \$795 \$940 *Monthly fees for ChoiceMAX are bundled in the ChoiceROCS monthly program fee. Gross room revenue and high occupancy nights (defined as ≥90% occupancy) thresholds are used to determine minimum service levels.*
40. Exemptions to the ChoiceROCS program are based on objective measures that are hotel specific and must be requested by the property and approved by Choice in writing.
41. Franchisees must comply with the Terms and Conditions (found in Choicecentral.com) for the ChoiceROCS program.
42. If a hotel fails to engage with its assigned Revenue Manager, including regularly missing onboarding and strategy calls, or the hotel or anyone engages in any unprofessional conduct or any conduct that disparages Choice's employees, including abusive language, then Choice has the right to suspend the hotel from the

Revenue Management Program. The hotel will continue to be charged the applicable program fee unless Choice decides to reinstate the hotel.

43. ResConnect Optional\* Program
44. With the ResConnect program, your reservation calls are serviced by highly trained professionals, allowing your front desk staff time to focus on delivering exceptional service to in house guests. The service operates 24/7, 365 days a year.
45. \*Effective 1/1/2025 To maintain the integrity and efficiency of our reservation services, hotels are required to direct calls to the appropriate channels and refrain from transferring calls to the Choice Toll Free Number if they are not currently enrolled in ResConnect. This policy ensures that all reservation calls are routed correctly, providing a streamlined experience for both guests and hotel staff.
46. If your property continues to transfer calls to the Choice Toll Free Number, your property will be automatically enrolled in the ResConnect Program.
47. Billing for the ResConnect Program will align with the Terms of Use and will appear on your monthly franchise statement.
48. If you would like more information or want to enroll, franchisees should visit:  
<https://apps.choicecentral.com/ccweb/content/resources/CallFwdResServ.html>

## **100.7 Methods of Payment**

1. *Credit Card Payments* Each Comfort Suites property must honor the credit cards of all companies with which *Choice Hotels International* has agreements, and those that Choice may designate periodically. *Choice Hotels International* currently requires that Comfort Suites hotels accept the credit cards listed in R&Rs Rules of Operation, 170.2 C. Credit Card Guarantee. Hotels may not impose any additional surcharge for guests who elect to pay by credit card. Similarly, no discount may be offered for cash payment.
2. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his/her first night's stay to the receiving Comfort property. Procedures for advance deposit are outlined in R&Rs Rules of Operation, 170.2 D. Advance Deposit.
3. *Choice Hotels Gift Card* See R&Rs Rules of Operation, 140.4 Choice Hotels Gift Cards.
4. *Google Wallet*

Hotels must accept reservations made using Google Wallet as a method of payment.

## **100.8 Choice Hotels Owners Council and American Hotel & Lodging Association**

1. *Organizational Purpose*
2. The Choice Hotels Owners Council (CHOC) is an organization of *Choice Hotels International* franchisees, representing Quality, Comfort, Sleep, Clarion and MainStay Suites hotels, inns, suites and resorts, individually and collectively.
3. Organized in 1967, the CHOC was created to serve as a sounding board to air system wide problems, provide a method of exchanging operational and promotional ideas, and enable franchisees to get better acquainted. In addition, the CHOC serves as a resource for Choice operator's vast store of knowledge and years of experience.

4. The current mission statement of the CHOC is to “Represent Franchisees by working with *Choice Hotels International* to profitably create customers through effective hospitality programs, to provide corporate/Franchisee liaison, and operate a responsive international association, to maximize Franchisee return on investment”.
5. The CHOC works with *Choice Hotels International*’s management to establish system programs and policies. Over the years, the CHOC has proven invaluable in strengthening the system by making available to corporate management the expertise of the CHOC members and by providing direct communications between the franchisees and *Choice Hotels International*.
6. Each Comfort Suites brand property is required to join and maintain membership (currently \$60 per month) in the Choice Hotels Owners Council (CHOC). Each Franchisee must remain current in its payment of dues to the CHOC.
7. *American Hotel & Lodging Association*
8. The American Hotel & Lodging Association is the largest hotel association in the U.S. representing all segments of the industry nationwide. Hotel members can take advantage of all AHLA’s resource centers for assistance in all avenues of the industry. The current mission of AHLA is: “The indispensable resource serving, supporting, and advocating on behalf of the American hospitality industry.”
9. Choice automatically enrolls all hotels as members of AHLA. Hotels are billed annually on their February franchise invoice for their hotel’s annual membership dues. The annual dues for Comfort Suites hotels are \$4.50/room (subject to change). Hotels not wanting to participate can opt out of participation by contacting their Area Director no later than December each year, prior to the February billing. Hotels must opt out annually.

## **100.9 Waiver Handling**

Each Comfort Suites property is required to maintain a hard copy file back up of any and all approved waivers as authorized by Choice Hotels. The hotel staff is to produce, upon demand, approved waiver letters/forms signed by authorized representatives of Choice Hotels for any existing conditions falling outside of Comfort Suites Rules & Regulations.

## **100.10 Privacy & Security Policy**

Guest information that Choice Hotels collects or stores is subject to certain privacy laws and Choice’s Privacy and Security Policy. Choice’s policy provides guests with the option to opt out of email, direct mail or the sharing of their information with third party partners. The full Privacy & Security Policy is available on [www.choicehotels.com](http://www.choicehotels.com). If a franchisee collects and stores a guest’s personal information the Franchisee must comply with all applicable data privacy and security laws and regulations, including the Payment Card Industry Data Security Standards with respect to credit card information. All properties must comply with Privacy and Security requirements as outlined in their respective franchise agreement. In absence of these requirements properties must adhere to local law and Choice policy. Local law will always be priority. To ensure Choice and its affiliates comply with these requirements, Choice developed the following rules for all Franchisee promotional email and direct mail campaigns communication with guests:

1. Hotels may not send email promotions that use Choice marks to guests.
2. Email lists will not be provided to Franchisees as Choice centrally communicates, on Franchisees behalf, monthly.
3. All email or direct mail lists that a hotel creates, purchases or plans to share with a third party must be sent to Choice for validating the contacts against the centralized “opt out list.”
4. Any promotion email or direct mail communications intended for distribution must be approved by Choice.
5. All direct mail must provide the ability for consumers to unsubscribe via direct mail (by including a mailing address at Choice).
6. All email and direct mail “unsubscribes” received directly by a hotel must be reported to Choice so that the centralized database can be updated with guest preferences.
7. Any requests for terminated hotels’ direct mail lists are considered on a case by case basis. Please contact your Franchise Services Team.

## **100.11 Reservation of Accessible Rooms**

Accessible room inventory must be loaded into Choice’s reservation system in accordance with the requirements of the regulations under the Americans with Disabilities Act (ADA) related to online reservations. Based on the ADA regulations, ADA accessible rooms may not be overbooked.

## **100.12 Permitted Use**

1. The hotel property must only be used for its intended purpose of the voluntary and temporary housing of transient guests. The hotel (including its ownership and management) must refrain from using, or allowing others to use, the premises for any other purpose or activity at any time without obtaining Choice’s prior written consent, which may be withheld in its sole discretion, including, but not limited to, any purpose or activity that: (a) is unlawful, unethical or immoral; (b) could reasonably be determined to have a material negative impact on Choice, its trademarks, or its business reputation, (c) is not specifically contemplated by the Franchise Agreement or these Rules and Regulations; (d) does not meet or exceed the generally accepted standards of operation of leading hotel operators in the industry; (e) involves accommodations provided by any government social services or housing agency; (f) involves the incarceration or involuntary detention of any individual (whether or not government sponsored); (g) involves gambling, gaming or adult entertainment; or (h) is otherwise prohibited by Choice in its sole discretion.

# **110.0 Guest Facilities**

## **110.1 Public Restrooms**

1. *Supplies* The following items are required for each stall:

2. A double roll toilet tissue dispenser or equivalent. An adequate supply of toilet tissue must be maintained.
3. Covered containers for sanitary napkin disposal at each stall in a unisex or women's restroom. In a single stall unisex or women's restroom, a covered waste receptacle can serve as the sanitary napkin disposal unit.
4. Feminine hygiene products must be available in all women's/unisex restrooms. Items can be dispensed from a properly stocked vending machine or provided at no charge and presented in a basket or container, either in each stall or in the vanity area.
5. *Hand Soap* Liquid soap in dispensers, convenient to all basins is required.
6. *Hand Drying* Paper towel dispenser or electric hand drying devices and waste unit are required.
7. *Waste Receptacles* At least one waste receptacle is required in each restroom. See R&Rs Architecture & Engineering, 410.14 Public Restrooms. Also See R&Rs Interior Design, 510.14 Public Restrooms and 510.7 Public Space Finish Standards.

## **110.2 Swimming Pool**

**Indoor & Outdoor** A swimming pool is required at each Comfort Suites property. *For properties whose contracts were executed on or before 12/31/2004*, a fitness center may be provided in lieu of a swimming pool if approved in advance in writing by *Choice Hotels International*. *For properties whose contracts were executed on or after 1/1/2005*, both a swimming pool and a fitness room are required. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool specifications. The pool furnishings requirement for properties is as follows:

1. One (1) dining table with 4 chairs for properties of 100 rooms or fewer. An additional dining table with 4 chairs is required for each additional 50 rooms or portion thereof (portion thereof means to round up).
2. 6' market umbrella with weighted base or umbrella built into the table. (Outdoor Pool Only).
3. Minimum of one (1) additional chair for every ten (10) guest rooms or portion thereof (portion thereof means to round up). Chairs may be chaise lounges or high back stackable chairs with arms.
4. Minimum one (1) side table for every twenty (20) guest rooms or portion thereof (portion thereof means to round up), located between lounge chairs or stackable chairs.
5. Towel rack for clean towels and bin for soiled towels; an adequate supply of clean towels must be maintained at all times during posted operational hours. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for pool furniture specifications. It is the Franchisee's responsibility to ensure that all local, state and federal laws, regulations and codes are met or exceeded with respect to the design, construction, maintenance and operation of the hotel's pool. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for swimming pool

specifications. See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

### **110.3 Fitness Center**

A branded Fitness Center is required in each Comfort Suites hotel. The standards listed in this section are the **operational** requirements for the Fitness Center. Refer to the Fitness Center program website for product specifications and how to order as needed. In addition to the operational requirements, the fitness room must meet the minimum requirements outlined in R&Rs Architecture & Engineering, 410.60 Fitness Center and R&Rs Interior Design, 510.60 Fitness Center.

1. Guests must be provided access to the fitness center from at least 6AM 10PM daily.
2. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
3. Integrated wood or wood look laminate towel cabinet with enclosed bin must be provided. Each towel cabinet:
  4. Must contain a minimum of three (3) shelves.
  5. Must contain an opening on the top surface of the base of the cabinet to allow soiled towels to be dropped into a concealed bin or basket below.
  6. The base cabinet must be enclosed with an access door to conceal a bin or basket for soiled towels.
7. Provide an adequate supply of fitness center hand towels at all times during operational hours. Towels must be provided on shelves in the towel cabinet.
8. A Notice pertaining to liability in compliance with all local, state, or federal codes must be located in clear view of guests.
9. A hand sanitizing station must be provided in or at the entrance to the fitness center. Refer to section 120.12 Hand Sanitizing Stations for additional details.
10. Approved Wall Art – A complete set of brand approved artwork is required in the fitness center. Additional artwork is prohibited.
11. Approved stainless steel/brushed metal finish, disinfecting Gym Wipe Dispenser with combination trash receptacle.
12. Pre Moistened Disinfecting Wipes provided in dispenser at all times during operational hours.
13. Approved, Wall mounted Clock with brushed metal finish.
14. A minimum 40" television with remote control is required.
15. Drinking fountain, a water cooler with cups or bottled water inside a glass front refrigerator must be provided.
16. Equipment – The following equipment must be commercial grade construction
17. Hotels with contracts executed on or **after** 1/1/2005):
18. A minimum of one (1) Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.

2. A minimum of two (2) pieces of the following equipment is required:
  3. Motorized Treadmill
  4. Elliptical Machine
  5. Stationary Bike
  6. Stair Climber
7. Hotels with contracts executed **before** 1/1/2005, at least three (3) pieces of the following equipment is required:
  8. Motorized Treadmill
  9. Elliptical Machine
  10. Stationary Bike
  11. Stair Climber
12. Multi station weight training machine *OR* Dumbbell set with storage rack and adjustable weight bench is required. The dumbbell set must contain a minimum of Ten (10) pairs of five to fifty (50) pound weights.
14. The following items are not permitted in the Fitness Center:
15. Non approved artwork, posters and/or signage
16. Plants (artificial or living)
17. Non approved FF&E seating not related to the exercise equipment (i.e. chairs, stools, sofas, etc.), shelving, tables, book cases, cabinets (other than the approved towel cabinet)
18. Decorations, figurines and/or other embellishments
19. Non approved advertisements or other promotional materials
20. Food and beverage, with the exception of the required water source
21. Cleaning supplies with the exception of the gym wipes in dispenser
22. Storage of other items

#### **110.4 Meeting Room**

1. It is required that the meeting rooms be furnished with an easel/flip chart, and an audiovisual viewing screen or flat panel TV with PC hook up capabilities. It is also required that the meeting rooms be furnished with adequate electrical outlets, television antennae, telephone jack outlets and speakerphone capabilities.
2. All meeting rooms must provide wireless High Speed Internet Access in accordance with the standards outlined in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
3. All meeting rooms must meet the design specifications outlined in R&Rs Architecture & Engineering 410.30 Meeting Room and are to be furnished according to the standards outlined in R&Rs Interior Design, 510.30 Meeting Room.

#### **110.5 Business Center**

All Comfort Suites properties must offer a Business Center with the latest computer software provided by Uniguest, which includes the brand approved home screen. Uniguest

software must be provided on all computers in the business center. The business center must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.52 Business Center and furnished according to R&Rs Interior Design, 510.52. For properties whose contracts were executed prior to 1/1/2005, the business center requirement can be met by providing a dedicated room/enclosure or by offering a lobby or common area based desk or kiosk. All Business Centers are required to be equipped with the following:

1. Comfort Suites Business Center Personal Computer (PC) from Uniguest – Minimum one (1)
2. All PCs in the Business Center must be the current Comfort Suites Business Center configuration purchased from Uniguest which includes a standardized All in One CPU &Monitor, Keyboard, Mouse, Network Router and Cables. Multiple PCs are recommended as dictated by local market demand.
3. Printer – Minimum one (1)
4. All printers must be purchase from Uniguest and be network ready and available for use from all PCs. Printers must be laser format with output of at least 10 PPM. Printers can be either black & white or color. Multi function machines that copy/fax/print are strongly recommended.
5. Required Operating System, Browsing, and Business Software
6. Operating System
7. The required operating systems will be: Windows 7, Windows 8 or Windows 8.1 – all 64 bit, with minimum of 20GB of free hard drive space and 4GB (or more) of RAM. Processors must be 1.7GHz or higher.
8. Internet Explorer (version 10 or more current)
9. Microsoft Office
10. Microsoft Office (version 2013 or more current), including Word, Excel, and PowerPoint
11. Remote Printing All Comfort Suites are required to provide and maintain approved remote printing capabilities. Additional information can be found on the Remote Printing Tab.
12. Required remote printing program is required to be purchased through Uniguest.
13. Required components of the program are:
14. Approved electronic key pad attached to, integrated with, or adjacent to the business center printer.
15. An approved sign including information about printing instruction and business supplies must presented in a black or acrylic frame and located in close proximity to the business center printer; at minimum, a black frame or clear acrylic frame must be used. The approved graphic is found on SmartMarketing and must be customized with hotel property code.
16. The Brand approved “Here for your Business Needs” sign must be presented in a black frame or clear acrylic holder.
17. Required Managed Business Center Software and Support All PCs must be equipped with the latest available Comfort Suites Business Center software from Uniguest. All properties must maintain active support contracts for each PC from Uniguest.

Minimum initial contract term with Uniguest is 2 years, renewable in 1 year increments.

18. High Speed Internet Access
19. For business center PCs, an always on connection to the Internet is required, consistent with the CHI Midscale HSIA Brand Standard. For laptop users, wireless Internet access signal covering entire room or common area, consistent with CHI Midscale HSIA Brand Standard is required.

## 110.6 Guest Laundry

The duration of a guest's stay at the Comfort Suites varies depending on travel plans. A guest laundry facility is required (applicable to properties whose contracts are executed on or after 1/1/2006). The guest laundry must meet the design specifications outlined in R&R Architecture & Engineering, 410.50 Guest Laundry and R&R Interior Design, 510.50 Guest Laundry. All guest laundries must also meet the following standards:

1. The minimum equipment must be:
  2. One (1) top quality commercial washer
  3. One (1) top quality commercial coin operated dryer
  4. A wall mounted, coin operated dispenser of laundry detergent and fabric softener.  
As an alternative to providing a coin operated dispenser, properties may sell the laundry detergent and fabric softener at the front desk or in the gift shop (where applicable).

## 110.7 Whirlpool

Optional A whirlpool for public use is not required. If a whirlpool is provided, it must meet the design specifications outlined in R&Rs Architecture & Engineering, 410.62 Whirlpool Optional and R&Rs Interior Design, 510.62 Whirlpool Optional. In addition, an adequate supply of fresh towels must be provided at the whirlpool area at all times. It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

## 110.8 Comfort Marketplace

All Comfort Suites must offer a Comfort Marketplace with an approved Marketplace sign. Guests must be able to access the Marketplace items directly via a dedicated alcove space OR the lobby implementation method described below. Approved snack cabinets cannot be behind the front desk. The minimum Marketplace items must be available for guest purchase 24 hours per day, seven days per week. The standards listed in this section are the **operational** requirements for the Comfort Suites Marketplace. Refer to the Marketplace website for product specifications and how to order as needed.

1. Approved display methods; must choose Option 1 or Option 2 below:

2. Dedicated Alcove Method – defined as dedicated alcove type space with built in cabinetry/shelving (millwork), located adjacent to the lobby and purpose built for a marketplace type retail operation.
3. Approved Snack Cabinet with shelf management system is permitted as an option for the cabinetry if built in cabinetry is not available.
4. Slat wall, wire pegs and/or wire rack display systems are prohibited.
5. Lobby Free Standing Method with brand approved Snack Cabinet(s). The brand approved cabinet(s) must be located in the lobby area, not behind the front desk.
6. A refrigerator and freezer are required
7.
  1. If present in the lobby or public space where guests access these items, the unit(s) must be commercial grade with a glass front door and interior lighting.
8. If limited space is available for the lobby implementation method, refrigerated and frozen items may be stored in a back of house area and those units do not have to have the specifications noted in item “a” above.
9. Additional Rules of Operation
10. Brand approved “Marketplace” signage must be present at the entrance to the Marketplace (alcove method) or on one of the brand approved snack cabinets (Lobby Method).
11. Pricing Template(s)
12. Prices are to be displayed on the approved Pricing Template(s), printed in color, and presented in an appropriately sized frame (wall mounted or free standing).
13. Prices are to be listed as “tax inclusive”.
14. It is the franchisee’s responsibility to remit any and all sales taxes collected on the Marketplace revenue as required by law.
15. Other computer generated, handwritten labels, unapproved signs or promotional material is not permitted in conjunction with any of the Marketplace components or presentations.
16. Individual price labels and/or the use of a “pricing gun” are not permitted to indicate the price on the products for sale, unless required by law.
17. Guests must be allowed to pay cash, credit card, or charge Marketplace purchases to their guest hotel folio (subject to valid method of payment).
18. All purchases, payments and transactions must be posted and recorded using choiceADVANTAGE.
19. Vending machines near the lobby do not meet the standard for a Marketplace.
20. The sale of souveniers, crafts, memorabilia, other non approved Marketplace program items or offensive material is prohibited.
21. General Product Standards:
22. Minimum food, snack and beverage items offered for sale must be from nationally recognized brands. Wholesale club brands, store brands and/or generic brands do not meet the “national brand” requirement.

23. All items must be individually wrapped and packaged for retail sale in the original, professional packaging from the manufacturer. This includes ingredients and nutritional information.
24. Products that have reached the manufacturer's printed expiration date cannot be sold in the Marketplace.
25. Damaged, opened, used or otherwise comprised product may not be sold in the Marketplace.
26. Minimum Product Offerings As noted above for the Lobby Implementation Method, refrigerated and freezer products may be stored in a back of house area; however all products offered for sale must be listed on the approved template and available for purchase at the front desk. Items provided for one category cannot "count" as a product in another category. For example, Tylenol cannot be counted as a pain reliever and a cold medicine product.
27. Sweet Stuff (Sweet/Candy Items) including chocolate bars, mints, hard candies, gummy candies and chewing gum AND non candy sweet items, such as cookies, granola bars, and other sweet treats.
28. A minimum of four (4) different candy branded product selections required and a minimum of four (4) different non candy items. A total of eight (8) different items must be available in this category.
29. Snack Attack (Snack Items) Salty and savory items, such as potato chips, pretzels, Doritos®, Cheez itz®, Goldfish®, popcorn, bagel chips, and trail mix.
30. A minimum of four (4) different branded product selections are required.
31. Must Haves (Health/Pharmacy Items) Items to include a minimum of one (1) brand selection from the following list of items, are required.
  32. One (1) pain reliever
  33. One (1) cold and/or flu medication
  34. One (1) antacid reliever
  35. One (1) eye drop product (must be at least 3 ounces)
  36. One (1) contact lens cleansing solution (must be at least 3 ounces)
  37. One (1) hair spray (must be at least 3 ounces)
38. Cool Down (Cold Beverages) An assortment of cold carbonated beverages, juices, specialty drinks and bottled water.
39. Minimum 16 ounce bottle size
40. Carbonated and/or sparkling water and carbonated energy drinks do not meet the carbonated beverages requirement.
41. Minimum of four (4) soda varieties (carbonated beverages) is required, one (1) of which must be a diet soda selection.
42. Minimum of two (2) specialty drink varieties are required. (Examples of the specialty drink category include sports drinks, iced teas, energy drinks, coffee drinks, root beer, etc.).
43. Minimum of 8 ounces bottle size
44. Minimum of two (2) juice varieties is required, one (1) of which must be 100% orange juice.

45. Minimum 8 ounce bottle size
46. Optional: Alcoholic beverages (beer and wine only) are allowed to be sold in addition to the minimum requirements listed, if permitted by law. It is the franchisee's responsibility to meet all local, state and federal laws pertaining to the sale of alcoholic beverages, as well obtain any and all permits and/or licenses required.
47. Ice Box (Frozen Items) A selection of frozen meals and ice cream treats.
48. Products requiring actual cooking, other than the use of a conventional microwave oven, are not permitted.
49. Frozen meals – a minimum of two (2) different branded product selections required
50. Ice cream – a minimum of two (2) different branded product selections required.  
Individual serving size (carton, tub or box).

## **110.9 Restaurants/Bars/Lounges/Banquet Space**

Restaurants, Bars, Lounges, and/or Banquet Spaces are prohibited at Comfort Brand Properties.

## **120.0 Hotel Services**

### **120.1 Complimentary Newspaper**

Properties not displaying the brand specified internet landing page (ILP) are required to provide a minimum of ten (10) complimentary USA TODAY newspapers each day Monday through Friday. Additional copies may be necessary if the occupancy of the hotel rises substantially.

### **120.2 Telephone Services**

Telephone service to guest suites/rooms must be available for incoming and outgoing calls 24 hours daily.

1. *\_Local Telephone Calls \_ No Comfort Suites property shall levy any charge to guests for making local calls. This includes any daily access charge, per call charge or per time unit charge.*
2. *Long Distance Guests must be able to access long distance via direct dial*
3. Access Charge
4. No Comfort Suites property shall levy any access charge for making long distance calls, whether direct dialed, operator assisted or toll free.
5. Telephone Carriers
6. Address consumer comments to: FCC Enforcement Division, Wireline Competition Bureau, 445 12th St. SW, Washington, DC20554.
7. *Switchboard*
8. Provide a hospitality based system that functions as a state of the art telephone, with voice mail and FCC compatible hearing impaired capabilities.

9. *Guest Room Telephones* Each guest room must have at least one (1) telephone with direct dial capabilities, through local telephone service. In addition, the telephone system must meet or exceed the following specifications:
10. Must be equipped with a message waiting light or message alert. See R&Rs Rules of Operation, 130.2 F.3.c.
11. Must have a brand approved faceplate. The faceplate must contain dialing instructions, the approved logo, room number, hotel name, hotel address, and phone number. Refer to Choicebuys for contact information for Desi.
12. *House Telephones* All house telephones must automatically dial to the front desk when the receiver is lifted off the cradle.
13. *911 Direct dial* Hotels are required to comply with all state, local and federal laws and codes, including the Federal Communications Commission's rules regarding emergency telephone calls (911) and connections to a 911 call center or public safety answering point

### **120.3 Television Services**

1. The following television services to guest room must be available 24 hours a day:
2. Required Basic Programming required all day every day At a minimum, the hotel must offer free to guest "basic cable/satellite" programming variety with no fewer than 25 channels. The following 5 specific networks are required – ABC, CBS, NBC, FOX and PBS. In addition, at least 1 channel is required from each of the following 5 programming categories (with notable/popular network recommendations provided as guidance):
3. News CNN, CNN Headline News, CNBC, MSNBC, Fox News
4. Weather The Weather Channel, AccuWeather, Regional/Local Weather
5. Entertainment USA, TNT, TBS, LIFE, FX, WGN, History, Discovery, A&E, HGTV, TLC, Travel, AMC, TMC, Comedy Central, Sci Fi, BIO, Food, MTV, VH1, CMT, Bravo, SPIKE, National Geographic
6. Kid Friendly Disney, ABC Family, Nick, TV Land, Sprout, Noggin
7. Sports ESPN, ESPN2, ESPN Classic, ESPN U, SPEED, Fox Sports
8. HBO is recommended as a premium network channel
9. One of the brand approved versions of the in room technology cards must be provided in all guestrooms. This in room technology card includes WIFI connectivity information including customer service contact information as well as the TV channel listing or how to access the channel information.
10. Pornography Pornographic channel, movies or shows are prohibited.
11. All guest room televisions must have a remote control.

### **120.4 High Speed Internet Access (HSIA) & Internet Landing Page (ILP)**

1. Compliance **All properties are required to be HSIA certified.** Certifications will be maintained by the hotel's choice of an approved Qualified Vendor. All hotels are required to attain and maintain a certified HSIA network in the hotel. Certification includes:

2. Procure and maintain a managed services agreement with a Qualified Vendor for guest and hotel network support
3. Procure and maintain minim bandwidth capacity (based on hotel size and use) and circuit type (symmetrical fiber optic).
4. Ensure that the HSIA system performs at or above minimum capacity requirements (HSIA system capacity cannot exceed over 80% more than four (4) times per month for two (2) consecutive hours. This performance will be monitored by the Qualified Vendor and communicated to the hotel on a regular basis. Please refer to the Hot Topic on the Comfort Suites brand page for details. HSIA is to be provided for hotel guests according to the requirements outlined below. For all hotels, complete compliance requires the property to provide the following:
  5. Areas of Installation:
  6. *Public Spaces:* Complimentary Wireless internet access is required in the lobby/registration area, breakfast area, and business center. Wireless installation is recommended for all additional public spaces, and if provided must meet the same technical standards as in required areas.
  7. *Meeting Rooms:* Wireless HSIA is required in all meeting rooms. HSIA in meeting rooms does not need to be complimentary provided the access is via a separate network from any complimentary areas.
  8. *Guest Rooms:* Complimentary wireless access must be provided in all guestrooms. Wired connections may be provided in addition to the required wireless access. When wired connections are provided, the physical connection must be plainly visible on the desktop.
  9. Equipment
  10. All network equipment must be commercial grade, including Gateway, Routers, Wireless Access Points, etc. Residential grade equipment is not permitted.
  11. Bandwidth
  12. The HSIA solution must utilize commercial grade equipment with bandwidth management and quality of service capabilities to ensure that no single user can utilize all of the available bandwidth and ensure an equitable distribution of bandwidth. The bandwidth management system must include network monitoring and include reporting capabilities regarding system usage and performance.
  13. Individual user bandwidth per device may be capped, but must meet the following minimums: Hotel Size Minimum Required Bandwidth\* Less than 75 rooms 50 Mbps  
75 - 149 rooms 100 Mbps  
150 - 350 rooms 250 Mbps  
350 rooms or more Determined by market needs \*some hotels may require additional bandwidth based on guest demand and hotel performance
  14. Wireless Signal
  15. At minimum, all wireless access points must fully support IEEE 802.11g wireless connectivity standards.
  16. The required minimum signal strength for wireless connectivity throughout the property is 65 Dbm with a Signal to Noise Ratio (SNR) of >30 when measured in any location.

17. Wireless access point must be named in such a way that guests can easily identify the network as belonging to the hotel by incorporating the brand. (For example Comfort1, Comfort2, ComfortMeeting, etc.)
18. Guest Connectivity
19. Connection/Configuration – The service must be “plug and play”, meaning that it provides network configured to the device via DHCP and that no significant hardware, software or network configuration changes are required by the guest in order to connect to the internet
20. *User Authentication* – Prior to accessing the internet, each guest/device must be presented and accept a standard Terms of Use. Guests must be informed that they are solely responsible for their own action and activity while utilizing the hotel’s HSIA system. Terms of Service/User authentication shall be required to be displayed for each user/device daily and must be valid for a minimum of 12 hours.
21. *Internet Landing Page (ILP)* – Hotels are required to display and maintain the brand specified, customized ILP on the hotel’s WIFI network. Upon connection to the internet, guests must be directed to the brand approved customized Internet landing page (ILP).
22. *Virtual Private Network (VPN)* – Any guest shall be able to connect to commonly utilized VPN technology based on standard PPTP, IPSec and SSL protocols
23. Guest Support
24. The technical support information must be displayed on the brand approved In room Technology Card.

Properties and/or HSIA service providers seeking additional guidance should refer to the Choice Hotels Midscale HSIA Resource Guide (3 Page PDF).

2. Tiered Service At minimum, properties must provide complimentary HSIA as described in the above standards. Additionally, properties may provide higher bandwidth options via paid tiered service. Paid tiered service will require the following:
3. Basic Free Service Basic HSIA must be provided at no charge in accordance with all of the specifications listed above.
4. Increased Bandwidth
5. Any paid service must provide each user with a minimum download bandwidth that is greater than 200% of the bandwidth provided as part of the complimentary service, but no less than 6Mbps. A minimum of 2Mbps upload bandwidth is required for paid service.
6. Additional paid tiers are permitted providing each consecutive tier provides download bandwidth greater than 200% of the next lower tier.
7. Bandwidth priority must be allocated to paid tiers without allowing any lower tier to fall below the minimum bandwidth required.
8. HSIA Non Compliance Procedure
9. HSIA certification is part of the monthly Performance Zones Scorecard. Hotels which fail to maintain the HSIA certification will be placed in the yellow zone. Failure to cure deficiencies and not maintain all HSIA certification items may be subject to non

compliance penalties as well as possible default and termination of the franchise agreement.

### **120.5 Forgot Something Program**

1. Each Comfort Suites Hotel must maintain an adequate supply of the amenities listed below. These amenities are to be made available to guests on a complimentary basis upon request. Any items provided in all guest rooms do not have to be kept with the supply of other required items.
2. Razor
3. Shaving Cream
4. Toothbrush
5. Toothpaste
6. Deodorant
7. Sewing Kit
8. Shower Cap
9. The in room Experience card noting the program is required in all guestrooms.

### **120.6 Cribs & Rollaway Beds**

Cribs must be available upon request and at no charge. All cribs and play yards must meet or exceed all applicable local, state and federal laws and regulations, including all Consumer Product Safety Commission safety guidelines.

1. At least one (1) crib must be available upon request at all times.
2. Rollaway beds are optional. With the exception of SRD reservations, charging is at the owner's discretion. Rollaway beds must be provided free of charge with SRD reservations.

### **120.7 Vending Services**

Vending machines dispensing items such as soft drinks, snacks, and newspapers are not permitted in the Lobby, but when present are required to be in a semi enclosed area adjacent to the lobby, or located in a specific vending room within the guest rooms building. ATMs and any coin operated machines are also prohibited in the lobby. Cigarettes are prohibited in all vending machines. Vending machines do not meet the requirement for the Comfort Suites Marketplace and are not permitted in the Marketplace itself. Refer to the Marketplace Website on the Comfort Suites brand page for program details and requirements.

1. For properties with four (4) or greater stories, one (1) closed bin, dispenser type (1) ice machine must be located on every other floor.
2. For properties with three (3) or fewer floors must have a minimum of one (1) centrally located ice machine for every 60 guest rooms.
3. Vending machines dispensing cigarettes and/or prophylactics are not permitted anywhere at the hotel or affiliated property. All vending areas must meet the design

specifications outlined in R&Rs Architecture & Engineering, 410.51 Vending Areas and R&Rs Interior Design, 510.51 Vending Areas.

## 120.8 Complimentary Coffee & Hot Tea

All Comfort Suites hotels are required to offer hot water and at least one regular and one decaf blend of the approved coffees required for breakfast as well as hot tea (regular and decaf) from at least 5AM until 9PM on a daily basis. A list of approved coffee vendors is listed on the Breakfast Program Hot Topic. Only approved blends from approved vendors are acceptable.

1. These hot beverages must be served from either the breakfast area or from a separate cart or kiosk located in the lobby, using the approved airpots. If served from a separate cart or kiosk, then the approved airpots must be properly labeled with approved graphics, but the display rack may remain in the breakfast area
2. With the exception of the airpot racks, the coffee and tea must be offered with the same menu and presentation pieces, condiments, wooden stir sticks, and Choice Privileges cups stipulated for the breakfast program.

## 120.9 Welcome Refresh Water Station

All Comfort Suites hotels are required to offer complimentary beverage refreshment via the approved Welcome Refresh Water Station program and recipe standards, on a daily basis, at minimum between the hours of 3PM 9PM. The Welcome Refresh Station program is required in addition to the Complimentary Coffee and Hot Tea requirement (See 120.10). The standards listed in this section are the **operational** requirements for the Welcome Refresh Station program. Refer to the Comfort Suites Brand page for details under the Deadlines & Programs tab. Only the approved items, products, presentation pieces, signage, graphics and/or materials sourced for this program are permitted for use, except where noted.

1. Location
2. The Welcome Refresh Water Station program must be presented as described below, in an approved location in the lobby visible to guests at check in from the front desk.
3. The water station cannot be placed on the front desk registration counter
4. The water station must be placed on one of the following:
  5. The approved beverage cart
  6. A permanent counter not to include the front desk
  7. A furniture table, to include either an approved sofa table or approved console table. If placed on an approved furniture table, it must be at minimum 32"H x 18"D x 33"W.
8. Beverage Offering
9. A minimum of one (1) approved lemon infused water offering is required. Refer to the Refreshment Recipe instructions for the approved beverage products and directions:

10. Drinking water infused with approved lemon flavored syrup blend; **or** "True Lemon" brand dry mix packet or
11. Drinking water infused with a minimum of six (6) fresh lemons, cut into *slices*.
12. The beverage dispenser must be maintained at least one half (1/2) full during the hours of operation, with ice cubes visible.
13. The service of additional cold beverages is permitted. If additional cold beverages are provided, they must be served in the approved beverage dispensers and accessories.
14. Additional beverages In addition to the required lemon infused water, other optional cold beverages are acceptable, but they are limited to "Ice Water" (with or without sliced fruit), "Iced Tea", "Sweet Tea", and "Lemonade". Only approved dispensers, drip trays, and approved flavor magnets are allowed for the service of additional cold beverages. Brand approved flavor magnets are required.
15. Presentation
16. The following presentation, serving pieces and operating supplies are required:
17. Minimum one (1) approved presentation mat.
18. Minimum of one (1) approved beverage dispenser with base, condensation tray, and drip tray
19. One (1) brand approved lemon infused magnet flavor label is required to be placed on the beverage base.
20. 4.5" x 4.5" beverage napkins, non logo, white in color, provided in adequate supply and presented in the approved beverage napkin holder.
21. Seven (7) ounce beverage cups, in adequate supply, presented in the approved beverage cup holder. Cups must be solid white, translucent, or clear plastic. No logos or markings permitted.
22. One (1) trash container placed on the floor in the immediate presentation area. Trash cans must be solid black, brushed nickel, or stainless steel and cannot be taller than the height of the approved cart or presentation piece/furniture used for the service.

## **120.10 Hand Sanitizing Stations**

All hotels are required to install commercial style hand sanitizing stations in certain public areas throughout the hotel. Commercial style is defined as an encasement holder with internal cartridge or bag which supplies the product. The stations can be free standing or wall mounted. An adequate supply of sanitizing product at all times. The sanitizing product must contain active ingredients of at least 60% ethanol or 70% isopropanol.

1. Stations are required in at minimum the following areas: in the lobby/front desk area, in the breakfast area, all interior corridor elevator landings, fitness centers (in or at the entrance to), and entrances to food and beverage outlets if present.

## **130.0 Guest Service Programs & Standards**

### **130.1 Guest Satisfaction Programs**

1. *Commitment to Your Satisfaction Program* Each Comfort Suites property is required to fully comply with all aspects of the Comfort Suites' Commitment to Your Satisfaction program.
2. Participation in this ongoing, mandatory program is required by all Comfort Suites properties. It includes the satisfactory servicing of all guests, prompt resolution of guest complaints, prominent display of collateral material and the timely submission of weekly tracking reports.
3. The program applies to the entire room inventory and all guests, with the exception of those who have been identified by *Choice Hotels International* as likely to fraudulently invoke the satisfaction commitment.
4. The program applies to rooms on an individual basis; there are no exceptions permitted for special rate programs and package plans.
5. All hotels must provide the In room Experience card with "We'll take care of you" message.
6. Front desk staff must be authorized to satisfactorily resolve guest complaints, including but not limited to guest reimbursements upon checkout.
7. Every attempt to resolve a guest complaint must be handled on property, at the time of the complaint. On property guest complaints and/or reimbursements must be logged in Choicecentral using the Guest Resolution form. Refer to section 130.3 Guest Complaints for additional details on Guest Complaints.
8. The Customer Relations Department (CRD) reserves the right to automatically resolve guest complaints to the satisfaction of the guest and will bill the hotel franchise accordingly. See R&Rs Rules of Operation, 130.3. A.3. CRD Action. In order to help minimize the likelihood of follow up guest complaints, hotel staff is encouraged to utilize the Guest Reimbursement Form located on Choice Central under References to report all on site complaint resolution compensations to CRD.
9. *Family Plan*

Each property must accommodate, free of charge, children 18 years and under when accompanying their parent(s)/guardian(s), occupying the same room and using the same facilities. If a second room is utilized, the charge must be equivalent to the one person rate for each room occupied.

### **130.2 Guest Complaints**

1. *Complaints* Guest complaints received by the Customer Relations Department (CRD) are processed and resolved upon receipt from the guest without referring back to the hotel. Anytime a guest reaches out to the CRD their complaints are resolved and billed to the property (currently \$100/instance). Refer to information on Choicecentral regarding specifics of the Case Management Process. The property must abide by the Guest Satisfaction Program and first attempt to resolve any guest issues or complaints at the hotel level. Complaints must be corrected to the guest's satisfaction in a professional and respectful manner, without abusive conversation

and without speculation as to the guest's motives. Consideration must be given to the guest's point of view. Only the management of the hotel and their staff are completely aware of all aspects pertaining to a complaint, including any related Choice's Central Reservation System's (CRS) records, billing and accounting records, and/or what took place during the guest's stay.

2. Hotel Complaint Resolution
3. When a complaint is reported to the hotel directly, all complaints must first be resolved directly with the guest and then must be responded to in writing in a professional manner. Issues that cannot be solved by CRD (Ex. Legal, billing issues) will be sent to the hotel for resolution. If received via email, response may also be via email. If a complaint is received via snail mail, the response must be via snail mail and must be typed or computer generated on the letterhead of the owner, the property or the management company. Responses may not contain any foul or abusive language. Responses must be courteous, understanding, and directed to the specific problem.
4. A copy of all responses must be maintained on property for at least six (6) months from the date of the original complaint and must be available for review upon request by an authorized agent of *Choice Hotels International*.
5. Actions Required of Hotel Management
6. Upon receipt of a complaint forwarded by CRD, hotel management must acknowledge and close the comment. Legal complaints will be sent to the hotel requesting a response and resolution and will be handled solely between the hotel and guest.
7. Reputation Management Reponses
8. Without exception, franchisees will be required to respond to GIS surveys and Real Guest Experiences on ChoiceHotels.com that have scores below their brand's Likelihood to Recommend (LTR) red zone threshold. Franchisees are also required to respond to GIS surveys when the guest has requested that they be contacted by the hotel.
9. All responses must be in a professional and respectful manner, without abusive conversation and without speculation as to the guest's motives. Consideration must be given to the guest's point of view.
10. CRD Action CRD reserves the right to automatically resolve the complaint to the satisfaction of the guest, and will bill the hotel franchise accordingly if any of the following has occurred:
  11. Guest received no response from hotel management.
  12. Resolution received was unsatisfactory to the guest or no resolution was offered at the time of stay.
  13. Hotel management accepted no or partial responsibility for a problem when it was clearly in the wrong.
  14. Hotel management failed to follow the procedures detailed in R&Rs Rules of Operation, 130.1 Guest Satisfaction Program, 130.2 Guest Service Standards, and/or 130.3 "Guest Complaints".

15. CRD will assess a complaint handling fee for all valid complaints sent to the property. This fee is \$100 for the Comfort Brand and subject to change. The property may also receive billing for the cost of resolution to the guest.
16. Appeal Process
17. Should hotel management wish to appeal a CRD decision regarding their guest's complaint, they must fill out the Guest Feedback Appeal Form (GFAF) within 30 days of guest complaint and the hotel's comments/concerns will be reviewed by a member of the appeals team and the hotel will be notified within 35 days of the results of the appeal.
18. Choice Privileges Points and Cash Refunds: In certain circumstances, and in the interest of maintaining the excellent reputation of all *Choice Hotels International*'s hotels, CRD reserves the right to issue a refund or Choice Privileges Points as a gesture of goodwill to the guest, at no charge to the franchisee.
19. Statistics and Service Standard: All complaints are maintained in a database for record keeping purposes. CRD maintains these statistics and produces monthly reports for use by CHI operational support field staff, marketing and reservations. All complaint data is also accessible by hotel management via [www.choicecentral.com](http://www.choicecentral.com).
20. Unresponsive Hotel
21. In the case of late, invalid or no response from the hotel management to a GIS Survey or Real Guest Experience, the comment will be "escalated" and a fee will be added to the monthly franchise statement.
22. The Reputation Management team reserves the right to automatically resolve all survey/reviews to the satisfaction of the guest and will bill the hotel franchise accordingly if any response was unsatisfactory to the guest or was received late (any time after the 72 hour period has elapsed).

### **130.3 Housekeeping Service Standards**

1. *Commitment to Clean (C2C)*
2. All hotels are required to use chemicals that are labeled as EPA registered disinfectant for use against SARS Co V2 for hard surface cleaning in all guestrooms and public space areas.
3. Approved disinfectant cleaner is to be used by each housekeeper and must be visible on all active housekeeping carts in professionally labeled bottles. This will be verified during each Quality Assurance Review (QAR).
4. Hotel is required to maintain an adequate supply of approved bulk disinfectant cleaner for replenishment of individual bottles.
5. All hotels will be required to have at least one (1) current employee solely designated as the Commitment to Clean (C2C) Captain. Each C2C Captain is required to fully complete the current C2C training located on ChoiceU and it must be updated every twelve (12) months.
6. Compliance is noted at the beginning of each month. Hotels that fail to have a certified C2C captain may be placed in the Yellow Zone in the Performance Zones

Program and may be billed \$150 per quarter until compliant. Refer to section 180.2, Performance Zones Program.

7. *Ecolab Laundry Program*
8. As of 5/1/2023, all Comfort hotels are required to purchase and use Ecolab laundry products for all hotel linen and terry. A minimum of three (3) dispensed Ecolab laundry products (detergent, de stainer, and fabric softener/neutralizer) and what may be determined by the hotel's Ecolab representative are required in addition to ready to use stain treatments and removers.
9. Compliance is noted at the beginning of each month. Hotels found to be non compliant with the Ecolab Laundry Room Chemical Program may be placed in the Yellow Zone in the Performance Zones Program until compliant. Refer to section 180.2, Performance Zones Program.

#### **130.4 Guest Insight System (GIS)**

1. Guest Feedback Data Integrity Policy

All hotels are required to adhere to Choice's Guest Feedback Data Integrity Policy.

1. No Choice property or franchise employees or immediate family are allowed to complete a GIS survey.
2. Choice Employee and Friends & Family rate codes (SED & LFF) are not eligible for a GIS survey.
3. To protect the integrity of the GIS Survey and Choicehotels.com guest feedback systems, Choice will remove any and all invalid or fraudulent surveys and reviews identified by independent data monitoring system software. Detailed reporting from the data integrity program will be provided to Choice Hotels for use in their performance monitoring.
4. An invalid survey is a survey that is determined\*\*\*\*by Choice or its representative to have been submitted by someone other than the guest to whom the survey was issued, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
5. An invalid review is a review that is determined by Choice or its representative to have been submitted by someone other than a guest of the hotel being reviewed, or has been submitted by a Choice property franchisee or guarantor, or an employee or immediate family member of the Choice property franchisee or guarantors.
6. If your hotel is found by Choice to have three (3) or more invalid surveys OR three (3) or more invalid reviews on Choicehotels.com (or a combination thereof) in a 30 day period, a warning letter will be sent to both the franchisee's designated representative and the general manager of the hotel.
7. If, after the first warning, your hotel is found to have three (3) or more invalid surveys or (3) or more invalid reviews (or a combination thereof) for two (2) consecutive months the following consequences will be applied:
8. Any current awards and recognition are declared invalid and are removed from the hotel's listings on Choicehotels.com.

9. Hotel is disqualified from receiving awards and recognition for the next calendar year.
10. For continued offenses, the hotel is at risk of formal default of the franchise agreement and may be subject to reservation suspension and termination.

If a hotel is found to have invalid surveys, the hotel ownership will be notified. 2. GIS Survey Exclusion Policy

1. In very limited circumstances, a property representative may submit an appeal of a GIS survey within 45 days of the survey response date. All appeals must be submitted via ChoiceCentral.com, meet requirements for an appeal and include adequate documentation. Please refer to the GIS Survey Handling Policy on Choice Central for details.

## **140.0 Marketing Programs**

### **140.1 General Requirements**

1. Displays Each property is required to prominently display all approved *Choice Hotels International* Choice Privileges promotional materials in full view of arriving and departing guests. These materials include approved marketing materials on the check in counter such as the front desk insert poster in acrylic stand, table tents (can be in the breakfast area) and any other items that are included in a promotional kit including but not limited to stand up lobby banner and/or key card inserts.
2. The approved marketing materials must be current and displayed for the duration of the promotion or program in accordance with the dates and terms specified by *Choice Hotels International*. All outdated materials must be removed in accordance with dates and communications from Choice Hotels. It is the hotel's responsibility to abide by program rules.
3. Placement of non *Choice Hotels International* promotional material in or on the display stand is strictly prohibited. The display of multi branded materials that include non *Choice Hotels International* hotel brands is also strictly prohibited.
4. *Choice Hotels International* will supply all North American hotels with approved promotional materials at *Choice Hotels International*'s expense. Damaged or stolen promotional materials must be replaced at the hotel's expense.
5. Advertising Materials
6. Non Choice Advertising Material
7. Advertising material of any description that in any way promotes lodging accommodations other than those duly franchised by *Choice Hotels International* may not be displayed anywhere on the premises of a property. Excluded from this requirement are advertising materials in telephone books, chamber of commerce booklets, and professionally stocked brochure racks,

## **140.2 Choice Privileges Rewards® Program**

Created to acknowledge and reward loyal guests, the Choice Privileges (CP) Rewards Program is *Choice Hotels International's* loyalty program.

1. Compliance All properties are required to fully comply with all aspects of the Choice Privileges Rewards Program (details can be found on [www.choicecentral.com](http://www.choicecentral.com)).
2. Expediting guests by assigning their rooms in advance based on a review of the Arrivals List in choiceADVANTAGE.
3. Promptly reporting all program activity utilizing the Weekly Stay Review system. The data reported must match the stay data in choiceADVANTAGE. Paying all invoices, fees and any applicable taxes related to the Choice Privileges program in a timely manner. Note: The Choice Privileges program has the right to withhold payment if the property owes the program funds for a cancelled reward night already paid to the property.
4. Members can earn points for up to four rooms per night at the same hotel. Both rooms must be in the member's name and include their member number. The member must stay in one of the rooms and the rooms must be paid in full. Members can only receive any applicable bonus points on one room. Elite members only earn Elite status on one room per stay.
5. If the member's individual hotel bill is billed directly to a company and the actual member is responsible for authorization of settlement at check out, the stay is eligible for Choice Privileges points when an eligible rate is paid. However, group master billing arrangements where charges for multiple rooms are placed on one hotel bill and billed to a company or common address or settled at check out by one individual are not eligible.
6. Always retaining a Choice Privileges member's reservation to ensure never "walking" a Choice Privileges member.
7. Honoring Elite member requests up to 2:00pm (or up to 2 hours past the posted check out time) late check out benefit to members who request it before the posted check out time.
8. Comfort Suites domestic (US) properties must feature the brand approved Elite Recognition Program display piece (acrylic holder with gift box attachment) with current brand approved insert on the front desk counter, as well as support the processes involved with this program, which include:
9. At check in, acknowledging all Choice Privileges Elite members, which are noted on the choiceADVANTAGE check in process by colored icons reflective of status. Acknowledgment should include a verbal appreciation of their status and loyalty to Choice, as well as the offering of the Comfort Suites Elite Recognition Program rewards which includes:
10. Elite members' choice of a minimum of 250 CP bonus points or a minimum of one beverage and one snack.
11. 250 courtesy Choice Privileges points are credited to member account after check out; points are billed to issuing property at 50 basis points per Choice Privileges point in cost, or \$1.25 per 250 points awarded. All point costs related to this

program are reflected in the monthly invoice received the following month after current month's closing.

12. Stock a minimum of daily beverages and snacks (minimum 16.9 oz bottled water required/per arriving Elite Member).
13. Stock a minimum of 1 oz pre packaged snack required/per arriving Elite Member
14. Refer to Section 100.6 for information on billing for Elite Welcome Gift Program points
15. All hotels are required to provide a minimum of four (4) parking spaces with brand approved signage reserved for Choice Privileges Elite members. Signs must be mounted on a wall or an approved post (steel, wood, or fiberglass) and placed directly in the ground.
16. Program Enrollment If a guest is not a Choice Privileges member, you must ask the guest's permission to enroll him/her into the program via choiceADVANTAGE:
17. Confirm the guest's name, phone, mailing and email address.
18. Enroll them into the program using the Choice Privileges functionality in choiceADVANTAGE.
19. Present the member with the Choice Privileges welcome letter.
20. Choice Privileges Express Check In All Choice Privileges check ins must include the following:
  21. For Elite Diamond members, offer complimentary room upgrades, if available. Upgrades may include rooms on a higher/lower floor or their desire, or rooms with favored views. Upgrades do not have to be suites.
  22. Pre register Choice Privileges members. The front desk associate will present the already prepared key and jacket (if applicable).
  23. Request positive ID from all Choice Privileges members and verify their email address.
  24. While most Choice hotel stays earn Choice Privileges points, Choice hotels are independently owned & operated and certain brands or locations as well as third party non franchised hotels may not participate. Unless specified otherwise (in a specific promotion, for example), reservations must be made through Choice channels in order to qualify for Choice Privileges points. Certain hotel rate plans also do not earn Choice Privileges points. Some of the rates that do not qualify for points include rooms booked at rates below \$40 USD per night, certain hotel initiated promotions, reward night stays, complimentary rooms, rooms paid for as part of a convention or meeting, rooms booked through a travel agent or third party online retailer including online travel agencies (unless otherwise expressly noted), wholesale packages, group tours, and stays booked using the employee discount and the friends and family discount.
  25. Members earn Choice Privileges points or airline miles for individual travel on the following qualifying rate plans (SRPs) in the U.S. and Canada: Best Available Rate, Advance Purchase, Corporate, VIP and Net Preferred, Choice Cares, Government/Military, Travelers' Discount, AAA/CAA, PSCIEN, Package Rates, Small Organization Savings/Significant Savings, Senior Rate, Sports Rate, CPSA, Preferred

Customer Savings Rate, Savings at Work, SGRP1, SGRP2, negotiated rates (N) and select LSRPs. [The list of qualifying rate plans is subject to change.]

26. Note: Members who are staying on an SRD (free night) have access to the same hotel amenities/benefits as rate paying guests.
27. Members staying at the SRD rate must be treated in the same manner as those staying at the BAR rate, and offer them the same courtesies.
28. Accept transferred SRD Reservations for friends and family members of Choice Privileges guests without written permission from the member.
29. At no time, either during check in or check out, may the member be presented with a folio that shows the amount the hotel is being paid for a room being redeemed by Choice Privileges points.
30. Choice Privileges SRD Inventory
31. Offer the same room types for the SRD Rate that are currently being offered at BAR Rate.
32. A maximum of 5% of total inventory which should only be “specialty rooms” may be removed from the SRD Inventory.
33. This means room types that are unique to the hotel. Upgraded room types or handicapped accessible room types are not presumed to be specialty rooms.
34. SRD Nights must be offered through all seasons, holidays, and weekends.
35. Choice Privileges Program Materials
36. Ensure that all Choice Privileges materials are prominently displayed and up to date at the front desk and in the guest room. Materials must be in plain unobstructed view of all arriving and departing guests either on the front desk, or, if front desk space is limited, materials may be displayed just to the right or left of the front desk on a side table.
37. Choice may take appropriate administrative and legal action if hotels abuse, violate or defraud the Program.
38. Properties may not create or maintain consumer rewards or loyalty programs that include any Choice brand property.

### **140.3 Choice Privileges Mastercard Co**

Brand Credit Card (“Co branded card”) Compliance The Franchisees and all properties are required to implement the Co branded card program (“the Program”) in accordance with the following obligations:

1. The Franchisee (and its employees, personnel, and representatives) shall:
2. To the extent engaged in the marketing and sales of the Co branded card or otherwise performing obligations related to the Program, take all necessary trainings provided by Choice Hotels, which shall include topics such as anti money laundering, Bank Secrecy Act, the Equal Credit Opportunity Act, other consumer protection laws applicable to the Program, as well as compliance with Wells Fargo’s applicable policies and procedures. This training will be completed prior to engaging in sales or marketing of the Program and annually thereafter for recertification.

3. Accept the Co branded Card at all hotels for guest/customer purchases.
4. Implement and use only the marketing materials and marks related to the Program as provided and approved by Choice Hotels, and only as directed by Choice Hotels.
5. Limit marketing and sales activities under the Program to (i) presenting Program marketing communications, prepared, and provided by Choice Hotels, on digital point of sale displays at its hotels and (ii) upon the inquiry of a customer/guest about the Program, refer such customer/guest to the designated Program resource(s), as directed by Choice Hotels.
6. Promptly update or remove any marketing materials and/or communications related to the Program upon request by Choice Hotels, within the timeframe requested.
7. Cooperate with any reasonable request for information from Choice Hotels and its authorized representatives to verify its compliance with its marketing obligations of the Program including but not limited to verification of on property materials during on property inspections.
8. Not making any false or misleading representations related to the Program.
9. Notify Wells Fargo and Choice Hotels in the event of unauthorized use or disclosure of confidential information or personal data of Wells Fargo or any cardholder of the Co Branded.
10. Permit Government authorities on site to review its activities relating to its obligations herein and be aware that mystery shoppers may be sent on site for verification of its marketing of the Program and the offering of the Co Branded card in accordance with the obligations herein (all of which shall be during normal business hours and with advance notice).
11. Comply with all applicable laws in performing its obligations related to the Program (as are communicated by Choice Hotels or Wells Fargo, contemplated by the training, or are otherwise applicable irrespective of the Program).

#### **140.4 Airline Rewards Program**

All properties are required to participate in all airline frequent traveler programs in which *Choice Hotels International* participates. Participation includes:

1. Allowing guests to earn Airline Rewards on eligible stays.
2. Reporting all program activity utilizing the Invoice Review system.
3. Paying all invoices, fees and any applicable taxes related to the Airline Rewards program in a timely manner.

#### **140.5 Choice Hotels Gift Cards**

1. Operations Requirements
2. All properties in the United States are required to accept the Choice Hotels Gift Card as a form of payment. This card can be used for any charges listed on the guest portfolio associated with a stay. Charges for restaurants, movies, sundries, etc. can be paid using the gift card as long as listed on the guest folio and processed through choiceADVANTAGE.

3. Advance Reservations
4. The Choice Hotels Gift Card cannot be used as an advanced guarantee for room reservations.
5. The Choice Hotels Gift Card does not entitle the guest to a room if the property is fully booked and the guest does not have a reservation.
6. System Requirements
7. ChoiceADVANTAGE is required for gift card processing.
8. Voice redemptions are allowed if ChoiceADVANTAGE system is not operational.
9. Documentation on Gift Card processing details can be found on [www.choicecentral.com](http://www.choicecentral.com).
10. Financial Requirements
11. For properties that choose electronic funds transfer for gift card transactions, it is their responsibility to inform SVM of any changes in their bank account information. If an ACH transaction is returned, SVM will automatically change the reimbursement method for the property to check reimbursement and charge a \$3 monthly check fee to the property for the gift card redemption until they provide correct account information or submit a new enrollment form opting to be reimbursed by ACH transaction. Hotels that choose to sell gift cards must choose electronic funds transfer.
12. Compliance
13. The Gift Card enrollment application can be found on [www.choicecentral.com](http://www.choicecentral.com).
14. Failure to Accept Gift Card If a guest presents a gift card for payment at a U.S. property and the property is unable or unwilling to accept the card, the property will be responsible for payment of the guest's first night's lodging.

#### **140.6 Guest Services Directory**

1. Guest Services Directory In lieu of a hard copy guest directory as described below, an approved PDF version of the hotel's Guest Directory must be uploaded on the hotel's brand approved Internet Landing page (ILP). This version of the directory must also include information as noted below. If not provided on the ILP, a professionally prepared and designed directory of all guest services must be provided in all guest rooms. If a hard copy is provided, it must be in the brand approved format in SmartMarketing. The directory must include, but not be limited to: a list of all hotel services including hours of operation of all hotel facilities, local services (e.g. airlines) and places of interest (e.g. local restaurants, places of worship and area attractions). All Guest Service Directories must follow the specifications as outlined below:
  2. Be in the current brand approved format
  3. Vinyl or better with at minimum a padded front cover
  4. Maximum sheet size of 8 1/2 in. x 11 in.
  5. Bound with spirals or 3 ring

## **140.7 “Room to Be Green Program” and the Energy Collection & Measurement (ECM) Utility Savings Dashboard Program**

All Comfort Suites brand hotels must abide by the following minimum standards for the Room to be Green Program.

1. “Room to Be Green “ Program Requirements (effective through 12/31/2024):
  2. Energy Conservation Energy efficient LED or CFL bulbs must be used in all guest room lamps and interior light fixture including all public spaces.
  3. Water Conservation The brand approved in room Experience card must be provided in all guestrooms.
  4. Recycling and Waste Reduction Hotel must provide at least one recycling bin in plain view for guest usage in a hotel common area. The bin must be professionally labeled in words or symbols clearly indicating its purpose for collection/disposal of appropriate recyclables.
  5. Employee Engagement and Operational Excellence At least one staff member, currently employed, must be certified as the “Green Leader” through the training module via Choice University.
  6. Smart, Safe and sustainable Product Usage Polystyrene (e.g., Styrofoam) products are prohibited for use in all guest facing areas of the hotel including but not limited to: lobby coffee cups, breakfast area plates and bowls, in room coffee cups, and any to go containers provided by the hotel.)
  7. “Room to Be Green” Program Requirements effective 1/1/2025
  8.
    1. Light Emanating Diode (LED) Lighting – 100% of all indoor lighting is to be provided by LED lighting fixtures and bulbs.
  9. Towel and Linen Reuse Program – Hotels are required to offer all stayover guests a towel and linen reuse program communicated via approved brand in room collateral. (Refer to section 150.2 for applicable collateral requirements.) Towels and linens are to be replaced every third day of a multiple night stay unless guests request them more often.
  10. Water Saving Guestroom Water Fixtures – Hotels are required to, at minimum, provide the following types of water saving guest faucet fixtures:
    11. \* Water Saver Shower Heads – All shower heads are required to be 2.5 gallons per minute (gpm) or 9.5 liters per minutes (lpm)
      - Guestroom Faucet Aerators – All guestroom and guest bathroom faucets are required to have aerators installed which limit water flow to a maximum of 1.5 gpm (5.7 lpm).
    4. Housekeeping Upon Request – Hotels are required to participate in the “Housekeeping Upon Request” (HUR) Program which allows stayover guests to determine if they want daily housekeeping service. The program must be communicated via a brand approved text messaging service or via a brand approved HUR mirror cling.

5. Green Ambassador – Hotels are required to designate a “Green Ambassador” to assist hotels in executing and promoting sustainability practices. The Ambassador is responsible for ensuring that sustainability information is communicated and displayed in back of house areas of the hotel if applicable. The Ambassador is also responsible for establishing and completing a minimum of one (1) activity that can include local volunteering, organizing an in kind donation or participation in a third party educational session.
6. Recycling – At minimum, hotels are required to offer at least one (1) recycling receptacle which is in plain view in a hotel common area for any of the following recyclable items: newspapers/paper, glass, plastic, or aluminum. The bin must be professionally labeled in words and/or symbols clearly identifying its purpose for collection/disposal of appropriate recyclable items.
7. Sustainable Disposable Food and Beverage Serving Products – Hotels are required to use sustainable, disposable serving products in all food, beverage, and breakfast serving areas of the hotel. Hotels are prohibited from using plastic straws and stirrers, polystyrene (e.g., Styrofoam) plates, bowls, cups, and to go containers. (Refer to the Breakfast section 200.4 for additional details.)
8. Single Use Guestroom Plastics – Hotels are required to use the sustainable single use guest room items determined by the Rules and Regulations. (Refer to Section 150.2 and 150.4 for details.)
9. Paperless Check Out Hotels are required to offer all guests an electronic copy of their receipt through the Property Management System in lieu of a paper copy.

#### C. Energy Collection & Measurement (ECM) Utilities Savings Dashboard Program

1.
  1. Full compliance of the following ECM program requirements includes:
2. ECM account on Resource Advisor, the cloud based reporting platform powered by Schneider Electric.
3. Submission of energy utility data to Schneider Electric monthly to include electric power, fuel totals (e.g., natural gas, propane, fuel oil), and water.
4. To create an ECM account, each hotel is required to fully complete and submit the Energy Data Collection form online via the Comfort Brand page or upon entering the Choice system.
5. For details about the ECM Program, please go to the Comfort Brand Page.
6. Hotels must submit energy utility data as noted above.
7. Hotels will be billed \$18/month on the hotel’s franchise invoice.

#### **140.8 Internet Distribution**

Each Choice branded hotel is required to comply with the Internet Distribution standards outlined in this section of the Rules and Regulations. Hotels that do not comply with all requirements set forth in this Internet Distribution Policy (IDP) may be assessed a non

compliance fee as outlined below in the Internet Distribution Non compliance Fee Schedule (the "Fee Schedule") for as long as the offense continues. Non compliance with these standards may also subject the non compliant hotel to other legal remedies outlined in the franchise agreement, including Online Travel Agency ("OTA") suspension, payment of a \$2,000 OTA reinstatement fee, Central Reservation System ("CRS") suspension, payment of a \$10,000 reinstatement fee, and termination of the franchise agreement. **Internet**

**Distribution Non Compliance Fee Schedule** Franchisees will receive a penalty fee of \$50 (described below) and a warning for their first offense in any given calendar quarter and subsequently a four day period to remedy the violation during which the franchisee will not be subject to non compliance fees. (This four day remediation period is referred to as the "Cure Period"). Franchisees found to be in violation of the Internet Distribution standards after the Cure Period will be assessed fees based on the Fee Schedule below. The Fee Schedule is based on the number of calendar days in the quarter where a violation occurs (regardless of whether a prior violation was cured). The Fee Schedule will reset at the beginning of each quarter. Fees are assessed on a per property basis. In other words, if a violation is found at multiple properties under common hotel ownership, that owner will be assessed penalties for each offense at each of the properties. **Quarterly Fee Schedule:**

**Violation Timeline Penalty (Fee)** Violation Discovered \$50.00 which is the cost of the gift card to guest because property was found to be in violation of the Lowest Price Guarantee Policy. Cure Period starts the following day "Cure Period" lasts for four days, starting the day after the warning has been issued No penalty – The hotel has the opportunity to correct the IDP violation(s) as well as review the IDP in detail to avoid future violations. Day 1 – Day 7 (*after Cure Period\**) \$200 per offense, per day Day 8 – Day 14 \$400 per offense, per day Day 15+ \$600 per offense, per day \*Day 1 begins after the four day Cure Period has expired and the property has not corrected the IDP violation.

1. Rate Parity & Lowest Price Guarantee Compliance
2. Franchisees must provide Choice rate parity with all distribution channels (third party websites, GDSs, mobile, and property direct). For rate parity among third party channels, Franchisees shall comply with the obligations in Choice's chain agreements with Choice approved third party websites, online travel agents, and wholesalers ("Approved Third Parties") for publicly available rates.
3. Franchisees may not offer a lower rate in any distribution channel (third party websites, GDSs, mobile, and property direct) than what is available on [www.choicehotels.com](http://www.choicehotels.com) (desktop, mobile, or mobile web) or through Choice's call centers. This applies to all room types.
4. Franchisees must comply with and honor the Choice Lowest Price Guarantee which can be found on [www.choicehotels.com/deals/best rate](http://www.choicehotels.com/deals/best rate)
5. **Additional Fees:** Franchisees that do not comply with rate parity requirements will be subject to non compliance fees as outlined in the Fee Schedule above.  
**Additionally, franchisees found in violation of rate parity for 30 days after the conclusion of the Cure Period will be subject to OTA suspension and a \$2,000 reinstatement fee.**
6. B. Room Inventory and Third Party Website Distribution Standards

1. Franchisees must provide Choice access to all hotel inventory. Franchisees shall comply with the inventory parity obligations in Choice's chain agreements with Choice Approved Third Parties.
7. In addition to Choice CRS channels, franchisees may offer room inventory only to Approved Third Parties. A list of Choice Approved Third Parties is available on [www.choicecentral.com](http://www.choicecentral.com). The list of Approved Third Parties will be updated periodically.
8. Approved Third Party rates and inventory must be managed through the Choice CRS using approved Choice rate plans such as LNET, LEXP, SRTL, SBOOK, SAGOD, SGAR, LEXP2, LNET2, SMRC2, LOPQ, and LWTO. Extranets (e.g., Expedia Partner Central) or similar third party systems or tools may not be used to distribute or manage rates and inventory to third party websites or wholesalers unless specifically authorized by Choice. This includes, but is not limited to, leveraging an extranet to participate "unauthorized promotions". "Unauthorized promotions" are defined as, but not limited to, partner closed user group rate programs (e.g., Country Rates or OTA Member Rates such a Booking.com, Genius Program, etc.) and any other types of promotions that would not be available on choicehotels.com channels (desktop, mobile or mobile web), such as, mobile rates, last minute promotions, LOS offers and other discounted offers etc. Choice reserves the right to deactivate any Choice unauthorized extranet rates by giving notice to franchisees. Choice Hotels may do so, based on the proof of the existence of a promotion being loaded on Extranet (screen shot) and/or screen shots of shops or test bookings.
9. Franchisees may not oversell rooms on Approved Third Party platforms or portray rooms as unavailable on the CRS in order to sell rooms on Approved Third Party platforms.
10. Franchisees may not directly distribute inventory to meta search and/or aggregation sites or bid for placement on such sites.
11. Franchisees may not offer discounted rates, last minute or flash deals, or similar promotions unless made available only: (i) through centralized rate management via the Choice CRS, and (ii) to Approved Third Party platforms.
12. Hotels may not participate in bid for placement services with third party websites except for Expedia TravelAds. As a reminder, Expedia Accelerator, along with Booking.com Preferred Program and Booking.com Visibility Booster program are allowed. This does not negate a hotel's ability to flex margins if permitted under a specific OTA agreement.
- C. Online Hotel Photography
13.
  1. Franchisees will be required to purchase professional hotel photography from a Qualified Vendor upon joining Choice. Virtual tours are optional, but if provided, must be purchased from a Qualified Vendor. Updating photos on the hotel's property page is up to the hotel and is at the cost of the hotel.
14. A list of Qualified Photography Vendors can be found on [ChoiceBuys.com](http://ChoiceBuys.com).
15. Franchisees are responsible for scheduling their photo shoot directly with the chosen Qualified Vendor within 30 days of the hotel opening/conversion.

16. Franchisees may submit temporary photos via the ChoiceNOW Portal for online distribution until professional photos are received. Choice will only use temporary photos for a maximum period of 90 days, after which the temporary photos may be removed.
17. The Franchisee will own professional photography for which they arrange and pay for directly through a Qualified Vendor, subject to Choice's trademark rights and other intellectual property rights.
18. Up to date and professional photography (which must be purchased by a Qualified Vendor) which accurately represents the hotel, offerings, amenities, design, and signage will be required at the following lifecycle events:
  19. Opening/Entering the Choice system
  20. Relicensing
  21. Repositioning
  22. Property/Product Improvement Plan (PIP) event
  23. Renovation
  24. Major brand program update
  25. As dictated by Choice/Brand
26. Up to date photography must accurately represent the hotel. As of 7/1/2024, the following areas are subject to evaluation on Quality Assurance Reviews (subject to change);
  - Exterior Signage
  - Breakfast Artwork (brand design artwork)
  - Breakfast Chairs (and/or seating areas)
  - Welcome Wall
  - Lobby Soft Seating
  - General Lobby Area Flooring
  - Guestroom Bedding
  - Guestroom Softgoods
  - Guestroom Headboard (and/or other casegoods)
4. All hotels are required to obtain new, professional photography every five (5) years, or sooner, based on lifecycle events listed above, to accurately reflect hotel offerings.
5. Choice reserves the right to refuse any photos.
6. Choice reserves the right to ask a Franchisee/hotel to obtain professional photography as it sees fit.
7. Franchisees are permitted to use Professional Hotel Photography and Virtual Tours for their own independent property websites and independent property mobile apps, as well as for print media such brochures, rack cards, and similar materials.
8. Choice will manage distribution of Professional Hotel Photography and Virtual Tours to Approved Third Parties unless otherwise specified. Onward distribution of these images by the hotel to unapproved third parties is prohibited.
9. All photos submitted to Choice for online distribution must be accompanied by a signed photo release authorization form that allows for complete and unlimited

usage by Choice. Choice's approved photo release forms may be found on [www.choicecentral.com](http://www.choicecentral.com).

10. Find more information on the Brand Photography Page or the Photo Landing Page on ChoiceCentral.com.
11. Property Websites, Mobile Apps, and Online Marketing
12. Any property that would like to employ an independent (third party) property website must use a Choice Qualified Vendor. The list of approved vendors can be found here. If your hotel currently utilizes a Non Qualified Vendor for your independent website, you will be allowed to continue with that service until your existing agreement expires, at which time you will be required to switch to a Qualified Vendor to manage the website.
13. Franchisees that have an independent property website(s) must comply with the Choice Domain Name Policy and Property Website Guidelines. The property website's domain name(s) must be approved by Choice. \_ Choice's Domain Name Application Form\_ may be found on ChoiceCentral.com. Franchisees must have ownership and control of any domain they intend to use with an independent property website. The domain owner (Registrant) must be the Franchisee's legal name at the physical hotel address with an email address of someone with an ownership interest in the hotel. The domain owner may not use a privacy shield for the domain or register the domain name privately.
14. Franchisees that have an independent property website are responsible for complying with applicable laws and obtaining proper rights to any photos or other content provided by Franchisee for inclusion on their vanity website before submitting it through the ICE portal or uploading it on their vanity site.
15. Franchisees may not engage in cross selling or linking to any non Choice brand hotels through any of their independent websites or any Choice property website.
16. Franchisees must comply with the Guidelines for Franchisee and Choice Communication with Guests found on the marketing section of ChoiceCentral.com.
17. Franchisees may not share customer contact information with third parties and must comply with the Privacy & Security Policy. Prohibited activities include, but are not limited to, sharing customer contact information for the purposes of participating in review collection programs or mobile check in offerings.
18. Trademarks and Brand Guidelines: Franchisees must comply with all Choice and single brand guidelines and may use only the approved brand logos and trademarks (for which they are licensed). Brand guidelines and approved logos may be accessed in SmartMarketing, Logos & Style Guides. Additionally, franchisees may use Choice related trademarks (for which they are licensed) in online marketing messages only when the message links directly to the dedicated property website or the Property Page on [www.choicehotels.com](http://www.choicehotels.com).
19. Franchisees may not include links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on the property website or mobile app. However, links to local attractions (e.g., Disney World, National Parks) are permissible; third party logos are subject to approval from Choice and the third party.

20. Franchisees may not use the term “Official Site” or anything similar in any online advertising copy unless the hotel advertisement points to the hotel’s Property Page on Choicehotels.com.
  21. Franchisees may not use terms that disparage their brand, such as “cheap” or “low” in any of their online advertising copy.
  22. Franchisees may not use a component of a trademarked term, such as “quality” or “comfort” as a descriptor in any of their online advertising copy.
  23. Franchisees may not use Choice trademarked advertising taglines (e.g., “You always have a Choice”) in any of their online advertising copy.
  24. For Pay Per Click (PPC) or display advertising, Franchisees may not use the Choice corporate display URL (e.g., “comfortinn.com”) or their Choice Property Page, but instead must direct their PPC ad to their property website URL (e.g., “comfortinnwilmington.com”). Complete the PPC Advertising Guidelines(1 Page PDF). To submit your ad for approval, contact searchmarketing@choicehotels.com.
  25. A list of Qualified Website Development Vendors can be found on ChoiceBuys.com.
  26. Consumer Generated Content, Social and Rich Media
  27. Content (including, without limitation, audio, video, or still photos) posted by or on behalf of a franchisee whether on consumer generated content (e.g. a blog), franchisee’s vanity sites, or social websites must comply with the Choice Advertising Standards and Identity Standards. Content posted on a property managed social media channel should also follow the Choice Social Media Guidelines.
  28. Reservations for all Choice brand hotels made from social media sites (see Types of Social Media on ChoiceCentral.com) must be routed directly to a Choice branded booking engine. **Franchisees may not use a third party booking engine.**
  29. Franchisees may not include third party apps or links to third party websites that display competitive product, distribute inventory, and/or link to competitive booking channels on their property level social media channels.
  30. Franchisees may not post content on consumer generated content websites and/or other Social Media Sites that disparages or in any way harms the business or reputation of Choice, Choice’s brands and/or trademarks, the services/amenities offered by a franchisee’s hotel, or the services/amenities of the hotel’s competitors.
  31. Franchisees may not post on consumer generated websites, Social Media Sites, or any other websites associated with the franchisee’s hotel, inappropriate or offensive content including content containing: profanity, pornography, nudity, promotion of illegal activity, fraudulent offers, material that is racist or which aggravates, harasses, threatens, defames or abuses others or that could be used to promote, provide assistance in furtherance of or encourage behavior of any type which could lead to violence against individuals, groups, organizations, or governments. F. Member Only Rate
- 32.
1. Franchisees must honor the CP Member Only Rate, which Choice designates as a discount off BAR ranging from 3 7%. This rate will only be available on ChoiceHotels.com and Choice’s mobile apps. Guests must be a Choice Privileges member before booking the rate. Bookings are fully changeable,

cancellable, and refundable according to the hotel's published cancellation policy.

### **140.9 Touch Points Program**

1. Key Card and Key Card Holder
2. All Comfort Suites must exclusively use the new brand approved key cards and key envelopes/folders.
3. Interior Mats
4. Interior mats are NOT required inside the hotel. If mats are present anywhere inside the hotel including but not limited to entrances, high traffic areas, vestibule, lobby, and/or breakfast area, they must be the approved mats as shown in the mat guide on the reimaging hub.
5. Do Not Disturb Sign
6. Each guestroom is required to have a new brand approved door insert or door hanger with Do Not Disturb message. The use of a "Maid Request" is not permitted.
7. Notepad and Pen
8. Each guest room is required to have a new brand approved note pad and brand approved pen placed as a set by each phone.
9. Laundry Bag
10. A brand approved laundry bag with the approved Choice Privileges message must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
11. In room Experience Card
12. All guest rooms must have a new brand approved Experience card. This card must be place on a TV chest, desk, table, or nightstand in each guest room.
13. In room technology Card
14. All guest rooms must have a new brand approved technology card. This card must be placed on a TV chest, desk, table, or nightstand in each guestroom.

## **150.0 Guest Amenities & Supplies**

### **150.1 Code Compliance**

All Comfort Suites properties are required to be compliant with the American's with Disabilities Act ("ADA"). Please consult with your ADA Compliance Consultant or attorney to ensure that your property is in compliance with all requirements of the ADA, including the newly released Department of Justice modifications to the existing standards. For further information, please contact the **US\*\*\*\*Department of Justice** or visit online at [www.ada.gov](http://www.ada.gov).

### **150.2 Guest Room Amenities & Supplies**

Quantity Item Logo Required Minimum One (1) **Wastebasket** Minimum 13 qt. No At least two (2) per bed **Drinking Cups \*\* Disposable, individually wrapped plastic or paper cups; minimum 7 oz. are required. The cups are to be placed next to the ice bucket on**

**the room tray. Glasses are prohibited. No Minimum Eight (8) Removable Hangers are required in all guest room closets. At least two (2) of the hangers must have standard bars and at least two (2) of the hangers must have skirt/trouser hanger clips.**

**Hangers must be manufactured from wood or heavy duty contoured plastic; wire or metal hangers are not permitted. A mixture of color and/or material is not allowed.**

**No One (1) Ice Container:** A minimum 3 qt. size insulated ice container with a lid and disposable, plastic liner must be placed on the room tray with the tumblers. Paper or cardboard containers are not permitted. **No One (1) Each guestroom must have one brand approved In room Experience card. Yes One (1) One brand approvedin room technology card.**\*\* Yes One (1) **Room Tray:** The tray must be matched to the ice bucket package. Coffee accessories are not permitted on the room tray. No One set per phone

**Notepad or Notecard and Pen:** Until 12/31/2024, each guest room is required to have a Comfort Suites approved note pad or note card and pen. As of 1/1/1025, each guestroom must have a brand approved **note card and pen.** The note card must be placed face up along with the pen by a telephone in each room. Yes One (1) **Do Not Disturb Sign:** Each guestroom is required to have the currently approved Comfort Suites brand "Do Not Disturb" door insert or door hanger. The use of a "Maid Request" is not permitted. Yes **In Room Organizer:** In room organizers are prohibited(Optional but if provided) additional visible, collateral provided in the guest rooms will be limited to:

1. One "visitor" type, magazine or book, located on a table or desk top
2. One (1) hotel specific promotional piece [Ex. Brochure, tip card, Welcome letter.] Additional items may be present, but if present must either be placed in pockets of the GSD, bound into the GSD or placed in a drawer. Items in the GSD must not exceed the size of the binder No One (1) The approved **desk RE CHARGE DEVICE** is required in all guest suites. See R&Rs Rules of Operation, 150.3 Guest Suite Re Charge Device. Yes One (1) **Alarm Clock:** One brand approved alarm clock is required. The unit shall be located on the nightstand, but not attached. No Minimum Two (2) outlets **Night Stand Re charge:** A minimum of two (2) approved, dedicated standard AC power source outlets must be available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Hot Topic on the Comfort Suites Brand page.
- One (1) **Laundry Bag:** A laundry bag with the approved Choice Privileges graphic must be placed with a laundry slip in a credenza drawer or on a hanger in the closet.
- Yes One (1) **Refrigerator:** A counter height refrigerator is required The refrigerator is to be UL (Underwriters Laboratory) approved or equivalent. No One (1) **Microwave Oven:** It is required that a microwave oven approved by UL (Underwriters Laboratory) or equivalent. No One (1) **Iron & Ironing Board:** Full sized ironing board and iron, located in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). No One (1) **Coffee Maker/Brewer:** A single cup coffee makers/brewers that brew into a single cup is required. No Four (4)of each condiments; 2 servings of regular tea, and 2 servings of decaf tea **Coffee Condiments:** Non dairy creamer, sugar, sugar substitute, stir sticks and napkins for a minimum of 4 servings are required. Must also have a minimum of 2 tea bags, one

regular and one decaf. Condiments must be presented on a coffee tray or in a basket. No Four Cup: One (1) Decaf and One (1) Regular Single and dual cup: Two (2) individual servings each of regular and decaf **Coffee**: All in room coffee must be "Room with a Brew" coffee. **Single cup makers** : At least two (2) servings of regular and two (2) servings of decaf must be provided. Must be presented on a coffee tray or in a basket. No Four (4) **Hot Beverage Cups**: Brand approved, individually wrapped, paper Choice Privileges hot beverage cups are required exclusively for use as hot beverage cups. Two (2) per bed. They must be presented on a tray or in a basket. Glass mugs are prohibited. No

### **150.3 Comfort Suites Guest Suite Desk Re**

#### Charge Device/On the Go Charging Station Options

1. Charging Options
2. All guest suites must have a minimum of two (2) AC power outlets AND two (2) USB power outlets at the desk area. Outlets must be open and available for guests' use.
3. Outlets can be in the wall but must be at or above the surface of the desk OR
4. As a re charge device attached to the top of the desk, OR
5. Charging option combinations between lamps and items noted above in items a. and b.
6. If the minimum charging options are not available at the desk, an On the Go Charging station with a minimum of two (2) each AC outlets and USB ports can be provided at the entry/full length mirror area of the guestroom. Outlets must be open and available for guests' use.

### **150.4 Guest Bath Amenities & Supplies**

Each guest bathroom is required to be equipped with the supplies listed on the chart below. Additional items on the list must be available at all times and at no charge. Quantity Item Logo Required One (1) of each bottled Two (2) bar soaps Until 12/31/2024 individual bottled amenities are acceptable to meet this amenity standard.

- **Bar soap (2)**
- **Shampoo**
- **Conditioner**
- **Lotion** All individual bottled items, with the exception of one soap, must be located on the brand approved presentation tray. One soap can be presented on the side of the tub or on a soap dish in the bathtub. Non logoed personal care items outside the RAIO program are not permitted on the presentation tray, but are allowed in the bath/vanity area. In lieu of individual, personal bottles of RAIO branded shampoo, conditioner, and body lotion, brand approved RAIO bulk items must be provided. At minimum shampoo and conditioner must be provided on a brand approved bracket in the tub/shower. Bulk lotion, if provided, must be provided on a brand approved bracket in the vanity area. Two (2) bars of soap are required. If bulk shower amenities are provided, the brand approved presentation tray is not required. In

this case, individual bottles of lotion and/or soaps can be presented directly on the vanity and/or shower/tub area. As of 1/1/2025 all hotels are required to purchase, install, and maintain the brand approved bulk amenity dispenser with brand approved shampoo, conditioner, and body lotion. Full details on the bulk amenity brand standards can be found here:

<https://apps.choicecentral.com/choicebuys/brandstandards/CS/bulkamenities/index.asp?v=cb> Yes RAIO branded amenities are required. One (1) Brand Approved

**Presentation Tray:** Not required if both bulk shampoo and conditioner are provided in the shower/tub. No Two (2) **Toilet Tissue:** Two ply toilet tissue. All rolls not presented on a dispenser must be wrapped. No One (1) **Facial Tissue Dispenser:** A facial tissue dispenser is required. If located in the apron, upon replacement of the vanity, a free standing tissue box cover is to be placed on the counter. Covers can be cream, black, or white. Acrylic or plastic material. No One (1) **Box Facial Tissue:** Each guest room bath or vanity must have a supply of facial tissues placed in the dispenser. No One (1) \*\*Shower Curtain:\*\* All Comfort Suites hotels must have a brand approved white, Hookless curtain exclusively installed in all guest bathrooms where a shower curtain rod is present. An approved snap in liner is exclusively allowed, but is optional. The brand approve curtain specifications are as follows:

- Hookless, Madison Brand
  - White with Litchfield pattern
  - Sheer voile/see through fabric window
  - Weighted corner magnets
  - 100% polyester/water repellent
  - Optional snap on polyester liner
  - Matching white flat or metal embedded
- No One (1) **Nightlight:** Must be located in each guest bathroom. Hair dryers with integrated nightlights are sufficient to meet the requirement. Illuminated outlet faceplates with white casing are also acceptable. If the vanity is separate from the bath, the nightlight can be located in either the bath or vanity area.
- No One (1) **Hair dryer:** Minimum 1500 watt hair dryer. No Minimum One (1) **Wastebasket:** Each bath or vanity area must be equipped with a wastebasket. This wastebasket is in addition to the one located in the guest room. The wastebasket must be a minimum 10 qt. capacity. No
- Bath Towels, Hand Towels, Washcloths and Bath Mats:** See 150.5 Terry below for the required quantity and specifications. No

## 150.5 Terry

1. *Guest Bathroom* All Comfort Suites properties are required to have the new approved, tagged, EnduraWeave™ terry made for the Comfort brands exclusively in all guestrooms. All terry must be white. Additional specifications are on the Hot Topic located on the Comfort Suites brand page. Bath Towels Hand Towels Wash Cloths Bathmats **Quantity :** All Rooms Minimum Four (4) Minimum Four (4) Minimum Four (4) Minimum One (1) **Minimum Weight:** 15.0 lbs. (#) 3.5 lbs. (#) 1.5 lbs. (#) 10 lbs. (#) **Logo Required** Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag Yes Brand Approved Tag **Minimum Size** 27" x 58" 16"

x 27" 13" x 13" 20" x 30" Additional towels must be readily available and supplied to the guest at no additional charge.

2. *PAR Levels* A "three PAR" stock of terry and guest room linens must be available at all times. PAR is a standard unit of measurement for the inventory required for each available room. Three PAR refers to the number of items or turns of inventory needed. Linen/Terry PAR/turns are typically located as follows:
  3. One complete PAR/Turn is being used in the guest room,
  4. A second complete PAR/Turn will be located in the laundry and
  5. The final third PAR/Turn is secured in storage to be pulled as needed.

## **150.6 Comfort Nightstand Recharge**

1. All Comfort Suites brand properties are required to have a minimum of two (2) dedicated standard AC power source outlets available for guest use at the bed(s).
2. Outlets are to be open and accessible from the bed(s), free of obstruction, and clearly visible to the guest.
3. In rooms with one (1) bed, outlets can be located on either or both side(s) of the bed. In rooms with two (2) beds, at least one (1) outlet must be accessible to each bed.
4. The standard can be met through the following methods or a combination thereof:
5. Standard AC wall outlets: Outlets must be secured on the wall at or above the top line of a nightstand or bedside table/desk and up to a maximum of 5' in height and no more than 3' from the side of the bed. All wall outlets must be located on the headboard wall.
6. Lamps and wall sconce lights with AC outlet(s): Lamps with outlets must be placed on the nightstand or bedside desk/table with outlets located on the base or stem. Wall sconce light outlets are also acceptable.
7. Alarm clocks with AC outlets. Clocks with outlets must be placed on the nightstand or bedside desk/table.
8. Recharge device: Device must be installed in either of the following arrangements:
9. Device must be securely mounted/installed on/to the night stand or bedside desk/table, in any of the following fashion
  10. On the top surface on the rear side.
  11. On the underside of the top surface (if surface is stationary) on the front side.
  12. Within the nightstand or bedside desk/table (if applicable to device) such that outlets are flush with the top surface.
13. Device must be secured on the wall anywhere between the top line of a nightstand or bedside table/desk and up to a maximum of 1' above the top line of a nightstand or bedside table/desk. Device must be installed no more than 3' from the side of the bed. All devices must be secured on the headboard wall. All cords must be concealed. Recharge device must meet the following specifications:
  14. Commercial grade
  15. Surge protected
  16. UL listed

17. Pass the ETL/UL Spill test
18. Standard extension cords, surge protectors, or power strips are not allowed. The power source requirements within this standard are in addition to, and not inclusive of, the current desk Recharge Station Program power source requirements. See 150.3 Comfort Suites Guest Suite Re Charge Device for specifications on that standard.

## 160.0 Staffing & Training

### 160.1 Organizational Management

1.
  1. *Staff Training & Development*
2. Educational Resources
3. Participation in the *Choice Hotels International* and Owner Association endorsed educational resources program is mandatory. Quarterly billing is \$375. 2. Choice Owner Orientation Program (Currently Onboard; formerly known as TLC and Launch)
4. 1. The owner or owners' representative of each new Comfort Suites must attend the Onboard program within 90 days after executing a franchise agreement.
5. Owner Orientation classes are offered monthly in live format. Classes are in person on the North Bethesda, MD or Scottsdale, AZ campuses of Choice.
6. Each attendee is responsible for his/her own transportation and incidental charges, as well as the \$1950 per attendee fee (subject to change) imposed by Choice for this training.
7. Non compliant hotels – Hotels will be placed into the Yellow Zone in the Performance Zones Program and may face a non compliance penalty of \$125/month until compliant or for up to 15 months whichever comes first. Refer to section 180.2 C for additional details on the Performance Zones Program. 3. Operations Certification Program (HOST)

Each Comfort Suites must have a minimum of one Operations Certified Manager on property that has successfully completed Choice's HOST Operations Certification program.

1. In the event of turnover, hotels are allowed 3 months for a new manager to earn the HOST certification. 1. Copies of both HOST and grandfathered HOST certificates can be obtained in the student account on ChoiceU.com. 2. The HOST operations certification program is offered online at ChoiceU.com. This program is comprised of self paced online programs, live online virtual workshops, and online exams. The cost of the Host program is \$1395 per attendee. Any time a certified Manager leaves, ChoiceU can provide transition assistance with the certification process. 3. Hotels failing to meet the HOST Operations Certification Program standard may be placed in Yellow Status under the Performance Zone Program. Hotels may face a non

compliance penalty of \$250/month until a replacement associate gains certification. Please ensure that all HOST Certified Managers employed at your hotel keep their ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how the certification is tracked and reported. Refer to section 180.2 C for additional details on the Performance Zones Program. 4. Human Trafficking Prevention Training

- a. As of 6/1/2024, a minimum of one (1) brand approved Human Trafficking notice poster is required in a back of house location. The poster must be accessible/visible to all team members and cannot be visible to guests.
- b. Each property hotel owner(s) and/or management level designee is required to complete the ChoiceU Human Trafficking Prevention training module on ChoiceU before 05/31/2024 to meet Choice's compliance requirement. The certification must be renewed every twelve months. Starting with the May 2024 Performance Zones scorecard, non compliant hotels will be placed into the Yellow Performance Zone. As of 9/1/2024, a quarterly \$500 non compliance fee will be charged to hotels that do not comply with this brand requirement.

## **160.2 Convention & Regional Meetings**

1. Convention and Regional Meeting Attendance Each Franchisee or its authorized representative is required to attend the annual convention of the Comfort brand system and regional meeting in entirety. One person may serve as the representative for up to five franchised hotels where under common ownership or management. However, the registration fees for each franchised hotel will be payable in accordance with the standards outlined below in R&Rs Rules of Operation, 160.2 B. Fees for Meetings.
2. *Fees for Meetings*
3. Convention
4. Each property will be automatically assessed the full registration fee of \$1475 (subject to change) for one attendee.
5. Each additional attendee shall pay any applicable guest or spouse fees.
6. Regional Meetings
7. Each property will be automatically assessed the full registration fee of \$299 (subject to change) for one attendee.
8. Each additional attendee shall pay any applicable guest or spouse fees

## **160.3 The Comfort Way Program**

All Comfort Suites branded hotels must participate in the The Comfort Way Program. The purpose unites owners, managers, and associates around a common goal It allows associates to connect with guests and keeps the hotel team engaged.

## **170.0 Hotel Technology & Reservation Standards**

### **170.1 Choice Hotels Property Management System (PMS)**

Each Comfort Suites property is required to participate fully according to systems policies and procedures.\*\*\*\*All official email communication from Choice to your hotel will be sent directly to the general manager's email account. In addition, the general manager's property management system identification code for choiceADVANTAGE will be the account that Choice will use to initiate initial system access for your hotel. The general manager's identification code will also be used to accept the terms of use governing your hotel's use of choiceADVANTAGE and you authorize your hotel's general manager to accept the terms of use on your behalf.

1. *Reporting*
2. Each Franchisee must participate in the computerized reporting program for daily revenue and occupancy, and the Automated Travel Management (ATM®) system through the hotel's property management system. Failure to report and/or reported discrepancies may cause an immediate audit as per the terms of the Franchise Agreement.
3. *choiceADVANTAGE ® (PMS)*
4. All Comfort Suites brand properties are required to install, maintain, and use the full functionality of the choiceADVANTAGE property management and reservation system as specified by Choice. At least one terminal of this system must be conveniently *located* at the Front Desk for use in making reservations and in operating the property, including all daily guest room transactions and housekeeping functions.
5. Required monthly user fee payments for choiceADVANTAGE are noted below: Size (Rooms) Rate (Subject to Change) Midscale Included Interfaces Additional Interfaces Tier 1 0 50 \$472 **CRS Call Accounting PBX VM RSA (Required) Credit Card (Required plus 400initialSetupfee)** \*\*\*\***1500 one time set up feePlus.35/room/monthSlashConnectfee for cloudbasedinterfaces** \*\*\*\* and/or \*\*\*\***50 per required and optional traditional interfaces:**
  - Shift4 (Lighthouse Transaction Manager) Credit Card Interface
  - Point of Sale (POS)
  - Electronic Lock
  - Energy Management
  - Movies Tier 2 51 80 \$549 Tier 3 81 120 \$625 Tier 4 121 200 \$701 Tier 5 200 + \$778  
\*All properties will be required to sign a direct contract with Lighthouse Transaction Manager and pay the fees directly to the vendor.
1. Each hotel will be required to install a dedicated, wired, business grade High Speed Internet Access ("HSIA") solution located at the front desk. The hotel will be responsible for the purchase and installation of the HSIA. Sharing the HSIA with the guest rooms and/or having a wireless connection is not acceptable at the front desk area. The minimum required bandwidth for choiceADVANTAGE is at least 1 Mbps (Up and Down). However, a higher bandwidth of 3 to 5 Mbps (Up and Down) is

highly recommended. The installation specialist/trainer will verify this information during the installation of choiceADVANTAGE. Any deviation from the required minimum specifications for the HSIA could cause installation delays and additional charges may apply for rescheduling the installation.

Each hotel will install a data transport/broadband communication system as specified by Choice. Although we currently permit you to purchase these services from any available source, in the future we may require you to use a designated source as necessary to maintain overall Choice franchise system standards.

2. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, a rocket port device, one switch, and two credit card swipes. The installation specialist/trainer will *only* configure/install the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
3. All hotels are required to complete a choiceADVANTAGE refresh every 48 months.
4. Choice will not provide support for any third party software and/or equipment not specified such as spyware or malware applications, or hardware not purchased from the mandatory Dell package.
5. No hotel may attach any third party equipment/interfaces to the choiceADVANTAGE equipment that have not been tested and approved by Choice. Failure to comply will cause the hotel to be responsible for any and all replacement, repair, or service expense.
6. On site choiceADVANTAGE training is mandatory for all new construction and conversion properties. The property management training fee is \$8,000. Training will be held at your hotel. Attendance during training sessions is open to (and encouraged for) other members of your staff. There will be an additional rescheduling fee of \$2100 assessed whenever a trainer is unable to complete the training and another trainer needs to return to the hotel to complete the training program due to your postponement or circumstances that are within your control that have led to a cancellation. Each additional rescheduling instance will result in a \$500 rescheduling fee. You may reschedule the training without paying an additional fee by providing your Implementation Services Representative at least 14 days prior written notice of your need to postpone the training program.
7. For certain hotels that are coming back online, a database clean up fee of \$500 will apply. This fee includes cleaning up the existing choiceADVANTAGE database, clearing past reservations and accounts and bringing the system up to the current date of operation.
8. An administrative fee of \$350 will apply to all hotels. The fees are associated to the communication, processing and handling requests for your hotel regarding the conversion to choiceADVANTAGE.
9. *Chip Card Devices*

10. All hotels using Shift4 will be required to purchase, install, and use a pre designated number of Ingenico chip card devices for their credit card payment terminals. Chip card devices are provided by Shift4 and include in Shift4's monthly services to each hotel. The number of required devices per property is follows:
  11. A minimum of two (2) devices for all hotels up to and including 100 rooms.
  12. One (1) additional device for every 75 rooms or portion thereof.
13. Chip Card (EMV) Utilization The minimum usage is 50% threshold each month to remain in good standing. The threshold calculation is based on EMV transactions as a percentage of all onsite, physical credit card transactions by guests. Hotels that do not meet the minimum EMV usage requirement will be considered non compliant and put into the Yellow Zone in the Performance Zone program. If a hotel remains in the Yellow Zone for three (3) consecutive months, a non compliance penalty of \$150 will be assessed monthly thereafter. EMV utilization reporting is available to all hotels in ChoiceADVANTAGE (Accounting Reports/EMV Utilization). Refer to section 180.2 C for additional compliance information.
14. Merchant Processing
15. All hotels must select a Qualified Vendor for their merchant acquiring (credit card processing) services.
16. All hotels that have not complied with the Merchant Processing standards are subject to an annual compliance fee. The annual compliance fee of \$1,000 will be billed annually on the franchisee invoice of December calendar month. Note: All non compliant hotels are notified by Choice Hotels of their status. Status can be confirmed via email to [mai\\_support@choicehotels.com](mailto:mai_support@choicehotels.com).
17. Managed Security Services The hospitality industry is under constant threat from cyber attacks in order to gain access to guests' personal and financial data. As the owner and merchant of a Choice Hotels branded property, it is the Franchisee's responsibility to ensure security and compliance with requirements are followed and enforced. These requirements include, among other things, Choice Hotels brand standards, industry payment processing standards, and applicable federal, state, and local laws. Choice Hotels has engaged an industry leading provider, CrowdStrike Services, Inc. to provide software and cloud based services that will monitor hotel business computers for potential malicious activity (see NOTE). All Choice Hotels branded properties are required to purchase these services. Hotels will be charged a single, recurring, monthly fee not to exceed \$90.00 (subject to change) on the Choice franchisee monthly invoice for the software subscription across multiple computers. You will not make payments directly to CrowdStrike. Hotel are required to follow instructions, as may be provided by Choice Hotels or CrowdStrike, to install a local software monitoring agent on any computer used to process on site, physical credit card payments. You must provide all reasonably requested information, access, and full good faith cooperation reasonably necessary to facilitate the delivery of CrowdStrike products and/or services (access includes access to your on premises software and/or computer systems as needed under the circumstances). The CrowdStrike software may only be installed on business computers at a Choice property, as directed by Choice Hotels. CrowdStrike software may NOT be deployed on personal computers, business computers at non Choice Hotels properties, or as

otherwise excluded by Choice Hotels. You may be required to upgrade your hardware to comply with Choice's brand standards and these Rules and Regulations. As part of this requirement, Choice Hotels will have access to security data that may be collected from the hotel's computers by CrowdStrike, which will be used to assess usage and cyber security threats. Note: CrowdStrike may detect and protect against computer based compromises due to social engineering, but it will not prevent social engineering entirely. Awareness Training for all persons accessing ChoiceAdvantage is still necessary. Choice makes no guarantee or warranty that the requirements of this Section 170.1 will prevent all cyber attacks. Any hotel that has not downloaded and installed the required CrowdStrike software on computers as described above will be placed in the Yellow Zone in the Performance Zone Program and may face a penalty of \$150 to be charged on a monthly basis until compliant.

18. *Relicense Training & Relicensing Fee*
19. Mandatory Relicensing Systems Training. Every time a franchised hotel undergoes at least 50% change of ownership, and the new owners sign a franchise agreement with Choice (known as "relicensing"), the hotel is required to have a customized remote, virtual training session with a Choice trainer including instruction on Choice's property management systems, ChoiceCentral.com, guest service and other important topics. The virtual training session must take place within six (6) months after the hotel has changed Franchisees.
20. The fee for re licensing training is \$995.
21. *choiceADVANTAGE Refresh*
22. Ever changing technology requires computer hardware updates. To keep up with these hardware changes, Choice will implement a choiceADVANTAGE Refresh Program.
23. You will be required to refresh your Dell hardware to comply with specifications mandated by Choice. The refresh cycle for the Dell hardware is every 48 months. We estimate that the cost to refresh and install new Dell hardware will be 2,000\$5,000 or higher depending on the original configuration purchased (number of workstations, printers, etc.). However, there is no limit on the frequency or cost of this obligation.
24. The hotel must purchase the mandatory Dell hardware package specified by Choice. The hardware package meets or exceeds specifications needed to operate choiceADVANTAGE. The minimum hardware package includes two desktop workstations, one Dell printer, one switch, one rocket port device, and two credit card swipes. The refresh specialist will *only* configure the Dell hardware from the purchased package. Choice can update this minimum hardware package at any time to ensure current hardware will meet or exceed choiceADVANTAGE's growing functionality.
25. The hotel must purchase the required Dell hardware package within 30 days before the hardware expiration date. Choice will notify each hotel 90 and 30 days out from the warranty expiration. The notice will go to the hotel and licensee representative. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your

Franchise Agreement. The hotel will need to order the required Dell hardware. A continued failure to perform may result in further consequences, including reservation suspension.

26. *Shift4 Lighthouse Transaction Manager*

Shift4 Lighthouse Transaction Manager interface is mandated for all midscale properties

1. Lighthouse Transaction Manager is a credit card interface that allows credit card transactions to be processed within choiceADVANTAGE, Opera, or other property management system approved by Choice. Lighthouse Transaction manager does not replace your current merchant processor; it simply acts as a conduit between your processor and the property management system (e.g., choiceADVANTAGE). The hotel must choose a merchant processor acquirer listed under Qualified Vendors. Please check with your Implementation Services Representative for the current list.
2. All new construction and conversion properties are required to purchase and install the Lighthouse Transaction Manager credit card interface. The cost of \$400 for the credit card interface will be included in the upfront costs for choiceADVANTAGE. There is a monthly support fee of \$50 which is included in the monthly TSA fees.
3. Any current midscale properties using choiceADVANTAGE are required to purchase and install the Lighthouse Transaction Manager credit card interface. Each hotel will be notified by Choice on the requirement. The hotel will have a period of 30 days to comply with the new requirement ("Cure Period"). If your hotel does not perform the contractual obligation within 30 days, Choice will need to proceed with a formal default notice under the terms of your Franchise Agreement. A continued failure to perform may result in further consequences, including reservation suspension.
4. *Contracts & Agreements*
5. On behalf of the Franchisee, Choice will normally enter into all contracts and agreements concerning the reservation systems. However periodically it may be necessary for the Franchisee to enter into individual contracts for certain equipment or services such as reservations terminals or reservations agreements with airlines.
6. *Digital Registration Tablets*
7. Effective August 1, 2023, all hotels are required to have brand approved digital registration tablets installed and activated as part of their ChoiceADVANTAGE configuration.
  - Hotels are required to utilize one (1) approved digital registration tablet per front desk choiceADVANTAGE workstation.
  - The approved tablets, mounting devices/hardware, and cables must be purchased through the Qualified Vendor.
  - Each tablet must be located on the front desk counter in close proximity to the workstations and credit card devices and fully accessible to guests.
  - Each tablet is required to be installed with approved mounting device/hardware.
  - Tablets must be fully functional and well maintained at all times.

- It is the hotel's responsibility to purchase and replace tablets and/or mounting devices/hardware from the Qualified Vendor if any are damaged or stolen.

## **170.2 Reservations**

All Franchisees must operate in conformity with established reservations policies and procedures at all times. Each Comfort Suites property is required to participate fully according to reservation policies and procedures.

1. *Referrals*
2. Each Comfort Suites property is required to refer guests to other system properties nearby if unable to accommodate the potential guest.
3. *Honoring Reservations*
4. All reservations made through the *Choice Hotels International* reservations system must be honored in accordance with the terms specified in the reservation/confirmation. Hotels must participate in all mandatory special rate plans (SPRs). These are noted in Choicecentral.com and are subject to change.
5. Non guaranteed reservations must be held until 6:00 p.m. (4:00 p.m. at some designated properties) destination time, as indicated in the confirmation/reservation.
6. Guaranteed reservations must be held until 7AM the following morning unless canceled by the terms specified in the reservation/confirmation.
7. If the hotel or resort cannot accommodate a guaranteed reservation or a valid 4:00 p.m. or 6:00 p.m. reservation, it must:
8. Always attempt to honor a Choice Privileges (CP) member reservation.
9. In advance of the guest's arrival, secure a room of comparable quality for the guest at another nearby facility. Arrange to pay for the first night's lodging expenses including room and taxes.
10. If necessary, pay for or provide transportation for the guest to/from the other hotel.
11. If the reservation is for multiple nights and you cannot accommodate subsequent nights at your hotel, in addition to the requirements above, the property must also pay the difference in the rate, if any, from the original reservation and the hotel to which the guest is walked.
12. If the reservation is for multiple nights and the hotel can accommodate the guest on subsequent nights, the guest must be invited back to the original property. If the guest declines to return when space is available, the hotel is not required to pay the difference for any remaining nights.
13. The General Manager, Operations Certified Manager, or the MOD must contact the guest within 24 hours of the walk and apologize for the situation.
14. Credit Card Guarantee A reservation may be guaranteed by one of the following credit cards: American Express, Amoco Multicard, Carte Blanche, Citicorp/Diners Club, MasterCard, Discover, VISA and JCB. All hotels and resorts are required to accept these credit card guarantees, both directly and through the use of Google Wallet Instant Buy, for which Terms & Conditions apply and must be accepted. If the guest arrives with a guaranteed reservation and is not accommodated, the property

must follow the procedures outlined in R&Rs Rules of Operation, 130.2 E.3. Daily Operations.

15. *Advance Deposit* With this type of guaranteed reservation, the customer sends the revenue for his first night's stay to the receiving Comfort Suites property. If the customer cancels the reservation prior to the specified cancellation period on the day of arrival, the Comfort Suites property that received the reservation is required to refund the deposit or the prepayment in full. This type of reservation is considered guaranteed only after the hotel has received the deposit.
16. *Travel Agents Guarantee (TAG)* A reservation may also be guaranteed by an authorized member of the Travel Agents Guarantee (TAG) program. Only TAG members may guarantee a reservation to their travel agency. Agencies participating in this program are designated by "GTD OK" next to the ATC number printed on the reservation.
17. *Automatic Optional Safe Charges* Automatic optional safe charges are allowed, but only if franchisees comply with the following requirements: A sign must be conspicuously posted or displayed on or at the front desk advising guests of the charge for usage of the in room safe. The sign must state that:an in room safe is available for use; there is a charge for use of the safe; and the charge is optional in nature and that the charge can be removed upon request at or after checkout. The registration card must contain the following acknowledgment: "I understand an optional safe fee of (hotel determined) \$ \_\_ per night will appear on my bill and may be removed upon request at or after checkout." The statement must be conspicuous on the registration card and the charge shall not be recorded at check in unless the guest initials the registration card next to the disclosure statement. Each room must have a conspicuous notice advising the guest about the safe usage charge, and their right to request removal of the charge. This notice may be affixed to the safe. Hotels may not represent or advertise any Automatic Optional Safe Charge as a "tax," "surcharge," or utilize any other term that may reasonably be construed as a required tax or other governmentally imposed fee, unless the charge is for a governmentally imposed tax or fee that is required by law to be collected. Any Automatic Optional Safe Charge may not be made to guests staying under a group contract unless explicitly contracted for in advance.
18. *Hotel Fee(s) (Resort Fee, Urban Fee, Service(s) Fee, Hotel Amenity Fee, etc.)* Effective November 30, 2023, all Hotel Fees (also referred to as Resort Fees, Urban Fees, Service(s) Fees, and Hotel Amenity Fees) are prohibited unless the property obtains a waiver to charge the fee. Waivers may be requested via the proper form in the ChoiceNow service portal. Waiver requests must include detailed information on what above and beyond amenities guests receive for the fee. If approved, all Hotel Fees will be disclosed as part of the displayed rate at the time of booking. Waivers may be rescinded at any time with advance notice by Choice. A Hotel Fee may not be charged for services or amenities included in the rate (such as complimentary breakfast and complimentary high speed internet access) as a brand promise. At no time may a "hotel fee" be identified as a tax or other term that may be reasonably construed as a required tax or other governmentally imposed fee. Fees will be allowed on a per room basis if they are disclosed in all reservation channels and if

the property offers specific amenities of equivalent value to the fee. Any approved fee must be disclosed to the guest as part of the disclosed rate at the time of booking through all channels including but not limited to [www.choicehotels.com](http://www.choicehotels.com), 1 800 4 CHOICE, and all reservations made directly with the hotel.

## **180.0 Quality Assurance, Property Improvement Plan (PIP), and Corrective Action Plan (CAP)**

### **180.1 Reviews/Compliance/Corrective Action Plan**

1. *General*
2. All Franchisees must permit a designated representative of *Choice Hotels International* to periodically visit the property to conduct a Quality Assurance Review (QAR) and/or Property Improvement Plan (PIP) inspection.
3. An authorized representative of your hotel appointed by management (but preferably the General Manager) must be available for a QAR, and/or PIP inspection at any time between 8:00 AM and 6:00 PM Monday through Saturday. The QAR will be conducted even if an authorized representative is not available.
4. All QAR and/or PIP inspections can be done on an unannounced basis. Some brand standards may be evaluated prior to official announcement of the authorized Choice representative, depending on times of available brand programs.
5. If the hotel is not 100% occupied, you must make available to Choice, or our designated representative, one free sleeping room for one night in connection with the QAR and/or PIP inspection.
6. *Quality Assurance Review (QAR)*

A QAR is designed to assist you and *Choice Hotels International* by identifying areas in which your hotel does not meet its brand's minimum standards. During your QAR your hotel will be evaluated in four areas:

1.
  1.
    1. Guest Satisfaction evaluation of hotel's guest satisfaction based on a 12 month rolling average Likelihood to Recommend (LTR) score provided by guests via the Guest Insight System (GIS). The R12 LTR score is converted to a % score to calculate the overall score. For example, 8.24 is converted to 82.4%
    2. Brand Standards as set forth in these Rules & Regulations and measured at the time of inspection by a designated representative of Choice.
    3. Cleanliness evaluation of the hotel's cleanliness of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.
    4. Condition evaluation of the hotel's condition of guestrooms and public spaces as measured at the time of inspection by a designated representative of Choice.

Review the Quality Assurance Review Process for the QAR minimum requirements for your brand.

This review is not intended to determine whether your hotel is in compliance with federal, state and local laws and regulations, which is your sole responsibility. A property representative may submit a formal appeal of QAR results within 30 days of the QAR. All appeals must be submitted via ChoiceCentral.com and include adequate documentation.

1. *Non compliance with QAR requirements.*
  2. When your hotel receives a Fail rating on a QAR, *Choice Hotels International* will send the Franchisee's designated representative a letter informing him/her of the Fail rating. The letter will specify a period of time for you to cure the deficiencies that led to the Fail rating.
  3. After the period specified in the letter has lapsed, *Choice Hotels International* may re inspect the hotel by performing a follow up QAR and may continue the process above until the property rating improves.
  4. Hotels that fail to meet standards may be subject to formal default of their franchise agreement, reservation suspension and/or termination.
  5. If *Choice Hotels International* does issue a formal Notice of Default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by *Choice Hotels International* if your hotel receives a Fail rating upon QAR re inspection.
  6. Non compliance Penalties
  7. In the event that you receive a Fail rating on your QAR you may be assessed a fee of up to \$25,000 per instance.
  8. QAR Refusal Penalty
  9. As of 1/1/2023, hotels that refuse to allow a Choice approved representative access to the hotel to conduct a full QAR, a refusal penalty of \$5,000 will be charged.
  10. Effect on Performance Zones Status
  11. A Fail rating on a QAR will result in a Performance Status of Yellow and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program. Hotels in default for QAR will result in a Performance Status of Red.
3. *Property Improvement Plan (PIP)*

Upon execution of a franchise agreement for an existing hotel, or upon the relicensing of a hotel which has undergone a change in ownership, or in conjunction with any contractual right to request a PIP, (i.e. failure to pass a QAR, etc.) a legally binding Property Improvement Plan addendum (PIP) may set forth those actions, as reasonably determined by *Choice Hotels International*, which must be taken by a Franchisee in order to bring a property into compliance with then current brand standards and specifications and will include a schedule for completion of such actions. A representative of Choice may inspect your compliance with the deadlines outlined in your PIP at any time after each deadline has passed.

1.
  1. Non compliance with PIP requirements

2. After the PIP inspection Choice Hotels International will send the Franchisee's designated representative a letter informing him/her of the results of the inspection. If one or more PIP items were found non compliant during the inspection the hotel may be subject to a re inspection. If a re inspection is required, the letter will specify a period of time for you to cure the deficiencies.
3. After the period specified in the letter has lapsed, Choice Hotels International will re inspect the hotel by performing a follow up PIP inspection and may continue the process above until the property is in compliance with all of its PIP requirements.
4. Hotels that fail to comply with the PIP requirements may be subject to formal default of their franchise agreement, reservations suspension, and/or termination.
5. If Choice Hotels International does issue a formal default, your hotel will be re inspected in no less than 30 days. Your Franchise Agreement may be terminated by Choice Hotels International if your hotel fails to comply with the PIP requirements on the follow up re inspection.
6. Non compliance penalties
7. Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance. Please refer to the list of the HGI items (1 Page PDF) located on the PIP Inspections Tab on the Compliance & QA Tab on your brand page.
8. Non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance.
9. Performance Zone Status
10. Failure to comply with the deadlines in your hotel's PIP may result in a Performance Status of Yellow or Red and your hotel may be at risk of a Formal Notice of Default, reservation system suspension or termination of the franchise agreement. See 180.2 Performance Zones Program.

D. Corrective Action Plan (CAP) effective October 1, 2023 Comfort Suites hotels that score below 88.50 in the Cleanliness section on two (2) consecutive QARs AND have a 12 month rolling Likelihood to Recommend (LTR) score below 6.5 at the time of the 2nd consecutive minimum Cleanliness score QAR, will be required to go through the CAP program at Choice Hotel's sole discretion: 1. Following the second consecutive QAR when falling below the Cleanliness and LTR thresholds as noted above, the hotel will be charged a penalty of \$225 per contracted room (not to exceed \$25,000). This penalty will be issued on the subsequent Franchise invoice following the second consecutive QAR. 2. The penalty is required to be paid within 30 days of billing on the applicable monthly Franchise invoice. 3. Failure to pay penalty may result in the hotel being placed in Default which may lead to termination of the Franchise Agreement. 4. In conjunction with the payment of the CAP penalty noted above, hotel will be required to engage with third party deep cleaning contractor(s) (solely determined by Choice Hotels International) for completion of on site work up to potentially including: · Guest arrival – Lobby/entrance spaces to include the below where applicable. · Guest room and public flooring (carpet, LVT, tile, and/or other flooring finishes.) · Guest room and public PTAC/HVAC · Guest room and public soft seating & window treatments · Guest room and public bathrooms: A. Tubs/Shower B. Vanities C. Commodes D. Mirrors 5. Property level engagement with the third party contractor must be completed no more than 90 days after the CAP penalty is paid in full. 6. After the completion of the CAP on

property, the property will be reinspected in approximately six (6) months and will need to achieve a QAR Cleanliness score above the threshold above as well as achieve a rolling 12 month LTR score higher than above threshold. Failure to achieve both score thresholds may result in Default which may lead to termination of the Franchise Agreement.

## **180.2 Performance Zones Program**

1. Performance Zone Status Each Comfort Suites will be assigned a “Performance Status”, indicating their level of compliance and required course of action:
2. Green Status – the hotel has no compliance or performance issues under the Performance Zones program
3. Yellow Status – the hotel has one or more compliance or performance issues under the Performance Zones program and may be subject to financial or other consequences unless cured. The hotel may be placed in Red Status if compliance issues are not cured and may be subject to formal default, reservation system suspension, and possible termination.
4. Red Status – the hotel has severe performance or compliance issues and is in formal default and at risk of reservation system suspension, and possible termination.
5. Clear No on property inspection has occurred or the requirement is not applicable.
6. Non compliance Penalties Each Comfort Suites that is found out of compliance and placed in either Yellow or Red Performance Status under the Performance Zones program may be charged the following non compliance penalties:
7. Human Trafficking Prevention Training (starting with the May 2024 scorecard) hotels are required to have at least one (1) owner and/or management level designee to complete the Human Trafficking Prevention training located in ChoiceU. The certification must be renewed every twelve (12) months to remain in compliance. As of September 2024, non compliant hotels will be billed \$500 quarterly until compliant.
8. Commitment to Clean Captain Certification Hotels are required to have at least one (1) current employee to fully complete the Commitment to Clean training located on Choice University®. The Commitment to Clean Captain must recertify every twelve (12) months to remain in compliance. Compliance standing is noted at the beginning of each month and may be charged a quarterly fee of \$150. See R&Rs Rules of Operation, 130.4 Housekeeping Standards.
9. Quality Assurance Reviews (QARs): Hotels that fail to meet the QAR standards for their brand and receive a Fail rating on the QAR may be assessed a fee of up to \$25,000 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
10. Property Improvement Plans (PIPs): Non compliance with the High Guest Impact (HGI) items on PIPs may result in fees of up to \$10,000 per instance, non compliance with non HGI items on PIPs may result in fees of up to \$750 per instance. See R&Rs Rules of Operation, 180.1 Reviews/Compliance.
11. Operations Certification (HOST): Non compliant hotels will be billed \$250/month until compliant. See R&Rs Rules of Operation, 160.1 Organizational Management. Please ensure that all HOST Certified Managers employed at your hotel keep their

ChoiceU Student Account active by logging in and taking courses a minimum of once per year as this is how certification compliance is tracked and reported.

12. Choice Owner Orientation (currently Choice Onboard; formerly known as TLC and Launch) – A non compliance penalty of \$125/month may be billed until the hotel is compliant or for up to 15 months whichever comes first. See R&Rs Rules of Operation, 160.1 Organizational Management
13. High Speed Internet Access: Hotels that fail to meet the HSIA requirements as outlined in 120.4 High Speed Internet Access may be assessed a fee of up to \$750 per quarter.
14. CrowdStrike – Hotels are required to download and install the required software monitoring agent provided by CrowdStrike on all computers used to process on site, physical credit card payments as described in section 170.1C. Hotels may be assessed a non compliance fee of \$150 monthly until compliant.
15. Chip Card (EMV) Utilization All hotels must meet the minimum threshold of 50% EMV on site usage as described in section 170.1 C. Hotels not meeting the minimum 50% threshold will be put into the Yellow Zone. If a hotel remains in the Yellow Zone for three (3) consecutive months, hotels will be billed \$150 monthly.
16. Group Purchasing Organization The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period. Hotels that fail to meet these requirements may be subject to quarterly non compliance penalties of \$250.
17. Laundry Chemicals Program All Comfort hotels are required to install Ecolab laundry systems and purchase Ecolab laundry chemicals for all on property laundry machines. Refer to section 130.3 Housekeeping standards for additional information.
18. Credit All Franchisees must meet all financial obligations to Choice Hotels.
19. Other obligations under the franchise agreement Each Comfort Suites is required to comply with any and all terms of the franchise agreement. A hotel's status under the Performance Zones program is not a waiver of Choice's right to demand exact compliance with any of the terms or conditions of the Franchise Agreement or the Rules and Regulations nor does it nullify any outstanding defaults or legal notices regarding your franchise agreement. You are also still required to meet the obligations of your Franchise Agreement irrespective of the Performance Zones Program.

## **190.0 Safety, Security & Risk Control**

### **190.1 Life Safety Systems**

On premise fire and emergency systems must meet or exceed prevailing federal, state or local codes, including all aspects of the ADA. When conflicts arise between Comfort Rules &

Regulations and local ordinances or codes, the more stringent option affording maximum guest and property protection shall prevail. In no way should these basic requirements be construed as totally comprehensive. Technical specialists including insurance authorities, local safety officials, and other experts should be consulted. Nothing in these Rules & Regulations should be construed as limiting the life safety systems and procedures needed. See R&Rs Architecture & Engineering, 440.07 Life Safety for additional information.

## **190.2 Entry Door Accessories**

The following accessories are brand standards and are required on all guest room entry doors:

1. Hasp type night latch
2. Room identification signage must be installed.
3. Electronic door lock system. By definition, electronic locks are lock systems that totally re key automatically after each guest.
4. A 1" mortise dead bolt must be an integrated part of each electronic door lock.
5. Electronic keycards may be imprinted with the appropriate brand logo and the Choice reservation system toll free number.
6. No specific property information, including but not limited to secondary name, address, telephone number or room numbers may be printed on or affixed to keycards in any fashion.
7. A 180 degree door viewer

## **190.3 Insurance Coverage**

1. *Required Coverage* Each property is required to adhere to ALL of the following insurance related limits during construction, renovation and during the term. Please refer to the Franchise Agreement for required coverage terms, conditions and exclusions.
  2. Commercial General Liability
  3. Five (5) stories or less:
    4. \$5,000,000 Per Occurrence
    5. \$5,000,000 General Annual Aggregate
    6. \$5,000,000 Products/Completed Operations Aggregate
    7. \$5,000,000 Personal and Advertising Injury
  8. Six (6) stories or more:
    9. \$10,000,000 Per Occurrence
    10. \$10,000,000 General Annual Aggregate
    11. \$10,000,000 Products/Completed Operations Aggregate
    12. \$10,000,000 Personal and Advertising Injury The Commercial General Liability Policy shall be further endorsed to:
  13. To the fullest extent permitted by law, provide additional insured coverage to *Choice Hotels International, Inc.*, its affiliates, subsidiaries and it and their respective employees, agents, officers and directors

14. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
15. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
16. Any Annual Aggregate shall apply on a per project/location basis
17. Worker's Compensation and Employers Liability
18. Workers Compensation insurance complying with the statutory requirements of the jurisdiction in which the property is located
19. Employers Liability insurance with limits of \$1,000,000 bodily injury by accident (each accident); \$1,000,000 bodily injury by disease (policy limit); and \$1,000,000 bodily injury by disease (each employee) The Worker's Compensation and Employers Liability Policy shall be further endorsed to:
20. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
21. All sole proprietors, partners, officers, executives, and members shall not be excluded from coverage. Any person that elects to exclude themselves from coverage shall not be allowed on site.
22. Automobile Liability
23. For all Owned, Hired and Non Owned vehicles
24. Five (5) stories or less: Combined Single Limit: \$5,000,000
25. Six (6) stories or more: Combined Single Limit: \$10,000,000 The Commercial Automobile policy shall be further endorsed to:
26. Include *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insured on a primary and non contributing basis.
27. Include a waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors
28. Coverage available to the additional insureds shall apply on a primary and non contributing basis as respects any other insurance, deductibles, or self insurance available to the additional insureds
29. Liquor Liability (If Applicable)
30. On Property with restaurants (whether owned or leased), bars, stores or any other operations which encompass the selling of alcoholic beverages on site require evidence of liquor liability from owner or lessee naming *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors as additional insureds on a primary and non contributing basis. A waiver of subrogation in favor of *Choice Hotels International, Inc.*, its affiliates, subsidiaries and its and their respective employees, agents, officers and directors must be included. The minimum limit required is \$5,000,000 each occurrence.

31. If a liquor license is required for alcohol available through a manager's reception (alcohol available but not sold), then liquor liability coverage will be required.
32. Umbrella Liability – Limit determined based on amount needed to meet the limit requirements stated within the General Liability, Auto Liability, Employers Liability and Liquor Liability
33. All Risk Property coverage insuring the Hotel and its contents for its full replacement cost.
34. (If applicable) Builder's Risk covering the property that is the subject of the work, including material incorporated or to be incorporated into the work, while such materials are located at the Project site, in transit to the jobsite, or in temporary storage awaiting delivery to the jobsite.
35. Cyber/Data Breach Response Insurance
36. All properties in the Choice system must have stand alone cyber/data breach response insurance in place with the following minimum limits:
  37. Data & Network Liability Coverage: \$1,000,000
  38. Regulatory & Defense Penalty Coverage: \$1,000,000
  39. Payment Card Liability & Costs Coverage: \$1,000,000
  40. Media Liability Coverage: \$1,000,000
  41. Legal & Forensic Expense: \$1,000,000
42. Breach Notification/Response: 50,000 individuals (including legal services, computer forensics, notification services, credit monitoring, call center support, public relations support and crisis management. Franchisees who fail to demonstrate coverage that meets, or exceeds, this requirement will have coverage automatically placed on their behalf. Annual Premiums range from 5053,098 depending on the deductible and includes an administrative fee.
43. *Procurement of Insurance* It is understood that *Choice Hotels International* does not in any way represent that the insurance or the limits of insurance specified herein are sufficient or adequate to protect the Franchisee's interests or liabilities. Acceptance by Choice of an improper certificate of insurance shall not constitute a waiver, release or modification of any of the insurance coverage and endorsements required under this Agreement.
44. *Certificate Of Insurance Requirements* Each property is required to provide Choice Hotels International with a current Certificate of Insurance on the Acord form. The insurance policies must contain all required elements noted above and within the Franchise Agreement, listing the following below:
45. Certificate Holder is to be named as: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* \_ 430 E. Douglas Avenue, Suites 400 Wichita, KS 67202
46. Location and property code of property. ***CERTIFICATES RECEIVED WITHOUT REFERENCING THE PROPERTY CODE AND HOTEL PROPERTY ADDRESS WILL NOT BE ACCEPTED.***
47. Certificate of Insurance is to be mailed faxed or emailed (not all) accordingly: *Choice Hotels International, Inc. c/o IMA Certificate Compliance* 430 E. Douglas Avenue, Suite 400 Wichita, KS 67202 Phone Number: (303) 615 7690 \_ Email: [choicehotels@imacorp.com](mailto:choicehotels@imacorp.com) or [certificates@choicehotels.com](mailto:certificates@choicehotels.com)

## **200 Food & Beverage Operations**

### **Purpose and Scope**

The Franchise Agreement requires that the rules of operation established by *Choice Hotels International, Inc.* ("Choice"), as contained herein, must be observed by each hotel in the Comfort Suites system. The purpose of these Rules and Regulations (the "Rules") is to help the Franchisee provide its customers with a standardized, uniform hotel product that delivers the fine accommodations, warm hospitality and friendly service that they can expect will accompany the words "Comfort Suites". These Rules apply to all Comfort Suites hotels and are intended to help ensure quality and uniformity within the Choice system of hotels. By establishing these Rules, Choice does not assume responsibility for the acts or omissions of the Franchisee in connection thereto. Nothing in these Rules or in the breakfast manual should be interpreted as an intention on the part of Choice to control the manner in which the Franchisee executes its daily operations. All Comfort Suites hotel operations must adhere to all applicable local, state and federal laws and regulations at all times. This chapter outlines important areas of operating the breakfast program. Facility standards, customer service, food & beverage selection, utensils and equipment requirements as well as presentation standards can be found within this section. Questions and inquiries may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000**

### **200.0 General**

#### **200.0 General**

The Comfort Breakfast is required at all Comfort Suites. Breakfast standards and compliance information is presented in full detail on the program website. Please consult the breakfast program website for requirements and best practices designed to help our Franchisees achieve these goals. It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes. Breakfast must be available to all hotel guests at no charge for three (3) continuous hours, starting no later than 7:00 a.m., on a daily basis. All menu options, required and optional, must be available for self service.

#### **200.1 Breakfast Ambassador**

1. *Breakfast Ambassador* As of 1/1/2024, it is required that a uniformed breakfast ambassador be present during the hours that the breakfast is open, provided fifteen (15) or more rooms were occupied the previous night. The Breakfast Ambassador must not have any other duties or responsibilities during breakfast hours. If fourteen (14) or less rooms were occupied during the previous night, another hotel employee may service the breakfast.

#### **200.2 Facility**

1. **Buffet**

2. The breakfast must be presented on a permanent counter or cabinet integrated in a permanent pantry or "breakfast nook" type setting. Non permanent counter space can be in the form of approved tables and carts, or other tables, baker's racks, or carts with permanent countertops and fixed bases. Banquet, folding, skirted, or traditional breakfast room tables intended for dining are prohibited.
3. A minimum of one (1) trash can is required in close proximity to the breakfast buffet. All trash cans provided in the breakfast area must be built into the counter top/buffet, or be closed, covered, or capped. Depending on the food you serve, additional requirements may be necessary to meet all sanitation and health codes. It is the Franchisee's responsibility to ensure adherence to all applicable local, state and federal laws.
4. *High Chair*
5. At least one high chair must be provided per property. See R&Rs Interior Design, 510.20.C. Fixtures, Furnishings & Equipment for interior design specifications on furniture.
6. *Artwork*
7. The complete set of brand approved wall art must be displayed in the breakfast room/area or within direct sight of the breakfast buffet

### **200.3 Food & Beverage Selection**

1. *Food, Beverage & Condiment Requirements* All menu items, required and optional, must be available for self service. Complete food and beverage requirements and available optional enhancements for the breakfast are listed on the program website. Adequate amounts and selection of all breakfast items must be available for the entire duration of the breakfast period. At no time may any required item be missing from breakfast.

***It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.***

### **200.4 Dishware/Utensils**

The dishware and utensils requirements for the breakfast are listed on the program website.

### **200.5 Equipment Requirements**

In addition to the coffee brewing equipment listed below, the required equipment for the breakfast is listed on the program website.

1. *Coffee Brewing Equipment*
2. Coffee must be brewed in one of the Choice approved equipment packages. All Comfort Suites must own and maintain service on approved brewing equipment from an approved vendor in the program. Refer to the program website for more details on equipment.

## **200.6 Presentation**

1. *Overview* To maintain a clean appearance, the breakfast buffet must be kept free of clutter. No figurines, decorative pieces, embellishments, plants of any kind are permitted on the buffet, or on any piece of equipment. White parchment paper is exclusively allowed as a liner in the breads/pastries piece and/or the chafing dish for hot foods. Only approved runners or signs with approved graphics are acceptable on the buffet or on any piece of equipment. "Tip jars" are prohibited at all times.
2. *Serving Pieces* The serving pieces for breakfast must be the Choice approved package available from the Hubert Company. If you wish to serve Optional Additions on your menu, you must serve those items in Choice approved serving pieces. Any appropriate, approved pieces in the program are acceptable. Original, factory, bulk packaging is prohibited, with the exception of canned whipped cream and syups for coffee/tea. These items must still be presented in a brand approved cold crock or tiered rack. Refer to the program website for details on all serving pieces.
3. *Signage & Graphics* There are mandatory signage and graphic components to the breakfast. Refer to the program website for details on all signage. Brand approved breakfast graphics, signage, and artwork are required. Non approved signage and graphics are prohibited. For details on the breakfast area wall art, please refer to the Reimaging Elements section of the Comfort Reimaging Hub for details, ordering information and deadlines. All graphics and signage must comply with the graphics in the program. ADA, Health Code, and Custom signs are available through SmartMarketing. Please note that hand written, unapproved or locally produced signage is strictly prohibited on any part of the buffet or serving pieces.

## **200.7 Food Safety & Storage**

**It is the responsibility of the Franchisee to ensure adherence to all applicable sanitation and health codes.**

## **200.8 Group Purchasing Organization (GPO) Food/supplies Program**

The Group Purchasing Organization (GPO) has been created to leverage volume and drive costs down primarily for food items and related supplies.

1. All Comfort Suites properties are required to have an active account with a Choice approved Food Service Distributor, submit the electronic letter of participation (eLOP) form, and have a minimum spend of \$1,500 (of applicable items) during a rolling 3 month period.
2. Hotels that fail to have an active account and meet these minimum purchasing requirements may be placed in Yellow Zone in the Performance Zones Program and be subject to quarterly non compliance fees.

## **300 Construction, Project Management, and Submittal Information**

### **Purpose & Scope**

This Chapter outlines the design review and construction inspection process for new construction projects, including required submittals and site compliance visits. This process is designed to ensure general conformance with brand standards and design criteria as identified in the Interior Design and Architecture & Engineering sections of these Rules & Regulations. The Franchisee is solely responsible for detailed project specific design and project management activities with his/her own contracted design and construction professionals. Conversion and major renovation projects typically follow a parallel review process, generally with fewer submittal requirements, based on an individual property's age, condition and product quality as outlined in the scope of work defined by the Property Improvement Plan (PIP). Standards for these types of projects may vary from new construction, and commonly accepted variations are highlighted throughout the Rules & Regulations as necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **\*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn:Architectural Design Team Architectural Design Hotline: (866) 964 4887 Email:\*\*arch\_submittal@choicehotels.com**

## **300.0 Franchisee Responsibilities**

### **300.1 Code Compliance**

1. It is the sole responsibility of the Franchisee and his/her agents to produce a project which is in complete compliance with all local, state and federal building codes. Reviews performed by *Choice Hotels International* are to verify conformity to the Comfort Suites brand's Rules & Regulations.
2. All Comfort Suites properties are to be compatible with all aspects of the Americans with Disabilities Act (ADA). It is important to obtain current requirements as the codes may change. For further information, please contact the U.S. Department of Justice via telephone at (800) 514 0301, (800) 514 0383 (TTY) or online at [www.ada.gov](http://www.ada.gov).
3. All Comfort Suites properties are to be compatible with all aspects of the Occupational Safety & Health Administration (OSHA) standards. It is important to obtain current requirements as the standards may change. For further information, please contact the OSHA online at [www.osha.gov](http://www.osha.gov).

## **300.2 Insurance Requirements**

1. The Franchisee is to provide the minimum insurance requirements by the construction start and maintain until the Opening Date, at his/her expense, directly or through his/her general contractor, the following insurance coverage: Franchisee is to provide the minimum insurance requirements as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
2. Comprehensive General Liability Insurance as set forth in R&Rs Rules of Operation, 190.5 Insurance Coverage.
3. All risk builder's risk coverage to insure the hotel buildings under construction to 100% of their replacement cost value, protecting the Franchisee, *Choice Hotels International* and its affiliates and subsidiaries, Choice's and its subsidiaries' respective officers, directors, agents and employees as additional insured, and a worker's compensation policy as required by statute.

## **310.0 Submittal Process**

### **310.1 Preliminary Plan Drawings Submittal**

1. Within sixty (60) days of the execution of Franchisee's Franchise Agreement, a set of preliminary drawing are to be submitted to *Choice Hotels International*'s Architectural Design team at arch\_submittal@choicehotels.com.
2. *Items to be included in this submission are as follows:*
3. Site Development Plan
4. Exterior Building Elevations
5. Building floor plans for each floor level
6. Enlarged Guestroom Plans/Furniture Layout (provide all room types)
7. Enlarged Public Space Plan/Furniture Layout
8. Compliance with brand standards and overall project design will be verified.
9. Franchisee and Architect of Record will receive written comments within five (5) days of their receipt.
10. Requests for exceptions or alterations to Architecture & Engineering or Interior Design Rules & Regulations must be submitted in writing at this time via the submittal process outlined on the brand page.

### **310.2 Final Drawings Submittal**

#### **Construction Documents**

1. Within ninety (90) days of the execution of Franchisee's Franchise Agreement, a complete set of drawings are to be submitted to *Choice Hotels International*'s Architecture Design team at arch\_submittal@choicehotels.com.
2. Review of the final version of the previously submitted design intent.
3. Compliance with brand standards, technical engineering and construction principles will be verified.

4. Choice Hotels International's Product Design and Construction teams will review documents within ten (10) working days of their receipt.
5. Franchisee and Architect of Record will receive written comments and shall respond, identifying measures taken to rectify each item, within fifteen (15) days of receipt of original correspondence.
6. Final Project Approval letter must be received from Choice Hotels International before construction can commence.
7. Final documents are to be fully dimensioned and coordinated with all disciplines to ensure a compliant set of documents.
8. *Final Site Development Plan is to include but is not limited to:*
9. Parking space counts
10. Surrounding access roads and adjacent highways
11. Adjacent properties or natural conditions (e.g., ponds) impacting the Comfort Suites property
12. Sidewalk system
13. Site dimensions and area
14. Site lighting
15. Signage locations and details
16. Landscape materials and schedule
17. *Final Architectural Drawings are to include but are not limited to:*
18. Building Plans -floor plans for each floor level
19. Building Sections (floor, wall & ceiling)
20. Building Exterior Elevations identifying materials and signage
21. Back of House enlarged plans and reflected ceiling plans
22. Public Space enlarged plans, interior elevations and reflected ceiling plans
23. Guestroom/Guest Bath enlarged plans including Reflected Ceiling Plan, Furniture Plan, Architectural Plan and Interior Elevations of both guestroom and guest bath
24. Door and Window Schedule
25. *Final Interior Design Drawings are to include but are not limited to:*
26. Back of House enlarged plans identifying finishes and fixtures
27. Public Space enlarged plans identifying finishes and fixtures
28. Elevations of Back of House and Public Spaces identifying furniture, fixtures and equipment
29. Furnishings Control Number Key and Finish Legend
30. Finish Schedule
31. *Final Mechanical, Electrical and Plumbing Drawings*
32. Public Space enlarged plans identifying equipment and fixtures
33. Guestroom enlarged plans identifying equipment and fixtures
34. Back of House enlarged plans identifying equipment and fixtures
35. Structural Drawings and construction specification book are not required.

### **310.3 Interior Design Submission**

For Furniture, Fixtures and Equipment (FF&E) Interior Design submission requirements for both new construction and Property Improvement Plans (PIPs), please refer to Sections 510.1 Welcome & 510.0 Interior Design Submission.

## **320.0 Construction**

### **320.1 Site Observations**

1. Three or four observations will be made by the *Choice Hotels International* Project Manager to verify compliance with Brand design and construction standards.
2. Franchisee/General Contractor is to schedule site visits two (2) weeks in advance to coordinate phase of construction with required inspection.
3. Custom projects may require additional site visits.
4. *Scheduled observations are:*
5. Pre construction meeting with franchisee and general contractor prior to start construction
6. Pre drywall observation to view system rough in and framing
7. Finishes observation of an on site sample room
8. Final observation approximately one (1) month prior to property opening

### **320.2 Reports**

1. The Project Manager will issue a report following observation meetings. Any items identified as deficient or in error will be reviewed at the next site visit to verify that those items have been rectified.
2. Final visit and report are provided to the Franchisee and transmitted to Choice's Area Director to verify that the observation has been conducted and that there are no outstanding standards to rectify.

## **400 Architectural Design**

### **Purpose and Scope**

This Chapter reviews the architectural and engineering design criteria required to build a Comfort Suites hotel or maintain an existing property including some program elements. Comfort Suites properties are held to the same general design criteria with the exception of the guest room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and hard construction specifications at the time of deal approval when planning a new construction project. The items in this section reflect the overall direction of the brand with regard to architectural design requirements. Not all properties currently in the system will meet every one of the standards outlined. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, contract window, evaluations based on the

current rules and regulations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. Please note that you must construct your hotel in strict conformance with all applicable local, state and federal building codes, laws and regulations. In the event of a conflict between these Rules & Regulations and applicable local, state and federal building codes, laws and regulations, you must comply with all applicable local, state and federal building codes, laws and regulations. All properties are required to strictly adhere to all guidelines set forth by the ADA statute and the Occupational Safety Health Administration (OSHA) standards in the programmed areas described therein and any other applicable state, local or federal laws or codes. The Franchise Agreement issued by *Choice Hotels International* requires conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements contained herein in accordance with local market, design requirements or trade practices that are specific to an individual project. Any variances from these standards must be submitted in writing to *Choice Hotels International* for evaluation. Questions and inquiries regarding this section of the Rules & Regulations may be addressed by contacting: **Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 \*\*\*\*Attention: Director, Architecture & Design** email: arch\_submittal@choicehotels.com

## **Introduction**

The Architectural Design Rules & Regulations are a chapter within the *Comfort Suites Rules & Regulations*. These standards govern the process and product which *Choice Hotels International* requires of all franchisees. The design of all new build hotels must follow the architectural design prototype in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Comfort branded hotel or in – system and undergoing a required renovation per a Property Improvement Plan. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the prototype drawings and architectural specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from *Choice Hotels International*. Refer to the prototype drawings and construction specifications.

## **410.0 Approach**

### **410.00 General Site**

1. *Building Orientation*
2. Provide clear visibility of the main building entrance from vehicular entry onto site.
3. Position building to maximize optimum views of adjacent sites and to minimize undesirable views.

4. Position building allowing service and trash areas to be located in the rear or side of the site, where they can be screened and accessed without direct interference with guest traffic.
5. *Site Requirements*
6. These criteria are required unless prohibited by existing site constraints:
7. Prove clear and direct access to property.
8. Provide a minimum of 10' 0" between property line and parking and/or drive aisle.
9. Provide a minimum of 10' 0" between side of building and sidewalks.
10. Provide a minimum of 21' 0" between front of building and sidewalks.

#### **410.01 Hardscape Requirements**

1. *Outdoor Patio*
2. For hotels with adequate available site space, provide outdoor patio seating screened with fence and landscaping.
3. *Curb Cuts*
4. Minimum of one (1) curb cut from primary access road.
5. Minimum 24' 0" clear from face of curb to face of curb.
6. Provide concrete curb and gutter.
7. *Drive Aisles*
8. Provide double loaded parking, single loaded parking permitted with approval from *Choice Hotels International*.
9. Minimum 24' 0" clear width at double loaded parking and approach to trash enclosure.
10. Paved in concrete or asphalt.
11. *Trash Enclosure*
12. Locate out of view from site entrance, Porte Cochere and guestrooms.
13. Provide heavy duty concrete pad for trash dumpster and apron in front of enclosure.
14. Gate of solid material to completely screen view into the enclosure.
15. Enclosure should be of material and finish consistent with the exterior of the building.
16. Enclosure to be a minimum of 8' 0" high.
17. *Parking*
18. Parking is to be convenient to guest rooms and public areas, and linked to building entrances with a sidewalk system.
19. Downtown location: Number of stalls required is based on ratio of one (1) stall per two (2) rooms plus one (1) space per four (4) seats in a conference room or food facility unless ordinances dictate otherwise.
20. Highway location: Number of stalls required is based on ratio of one (1) stall per one (1) room plus one (1) space per ten (10) seats in a conference room or food facility.
21. Airport location: Number of stalls required is based on ratio of one (1) stall per four (4) rooms plus one (1) space per ten (10) seats in a conference room or food facility.

22. Minimum parking stall size required is 9' x 18', unless otherwise required by local ordinance.
23. Concrete wheels stops are not permitted.
24. Provide curb and gutter at site perimeter and throughout parking.
25. Pave in concrete or asphalt
26. Paint demarcations of parking stalls and pedestrian crossings.
27. *Accessible Parking*
28. Provide accessible parking stalls per ADA and governing code requirements.
29. *Sidewalks*
30. Minimum 5' of clear unobstructed width.
31. Broom or textured finish concrete with troweled edges and joints.
32. Provide a sidewalk system which allows guests to reach all building entrances from parking areas.
33. *Fencing*
34. Outdoor pool to be fenced for privacy
35. Solid material fencing to screen unsightly views and HVAC equipment.
36. Chain link fencing is prohibited.

## **410.02 Landscape Requirements**

1. *General Requirements*
2. Scheme should include seasonal color, local plant varieties and evergreen varieties.
3. Trees should be used along frontage to add to curb appeal while mitigating the view of large expanses of parking.
4. Create eye catching landscape features at the main curb cut, near monument brand signage and at building entrances. Approved decorative planters may be used in cases of space constraints.
5. Provide plantings scaled to their place (e.g., low massing plants below windows, groupings of ornamental plants at building entrances).
6. Use landscaping to screen mechanical, electrical, dumpster and any other undesirable views.
7. Outdoor pool to be screened with landscaping for privacy.
8. Center tree trunks on parking stall striping to prevent damage from vehicles.
9. Irrigation system is optional.
10. Landscaping must be adequate to cover all poles and wiring on monument signs. Signs must appear flush to the ground with landscaping coverage. Poles and wiring must not be visible.
11. *Site Drainage*
12. Prevent water from ponding at any part of the site, especially walkways.
13. *Parking Islands*
14. Provide curbed landscape islands within the parking aisles to break the vastness of pavement.
15. For new construction, it is required that an island occurs every 15 parking stalls.

16. *Site Area Coverage*
17. Minimum 10% of total site area to be landscaped with a combination of ground cover, lawn material, shrubs and trees.

### **410.03 Lighting Requirements**

Should conflicts arise between these Rules & Regulations and local, state or federal codes, the more stringent codes affording maximum guest and property protection shall prevail.

1. *Building Lighting*
2. Clearly illuminate the Porte Cochere and building entrances to ensure identification of access points.
3. All lighting provided as feature lighting on the building façade or in landscaped areas must be white/off white. Colored lighting of any kind is prohibited
4. *Site Lighting*
5. Pole mounted fixtures are required. Building mounted fixtures are permitted with prior written approval from *Choice Hotels International* to illuminate parking but may not interfere with guest comfort. Mount only on blank, windowless façades.
6. Locate poles to align with parking stall striping and prevent damages to pole bases from vehicles.
7. Pole bases to protrude a maximum of 12" above ground.
8. Pole height not to exceed 20'.
9. Use uniform lighting; do not mix various bulb types.
10. Fixtures to be photoelectric cell controlled.

### **410.04 Building Exterior**

The façade of any Comfort Suites property is expected to reflect the minimum standards, in design, execution, color and materials, as set forth in these Rules and Regulations and current Guideline Prototype Drawings & Construction Specifications. Façade enhancements, modifications and omissions may be required at system entry and/or at a contract window, and are to be performed in a professional manner such that the façade is similar to, or better than, a newly constructed property. Conversion properties must verify removal of all previous signature elements (e.g., signage, graphics) and correct any visible traces.

1. *Design Elements*
2. Porte Cochere directly adjacent to the vestibule
3. Tower or other prominent element for display of building signage
4. Variety of approved finish materials and paint colors per prototype in effect unless existing color palette is approved in advance by Choice Hotels International.
5. Integral window frame and PTAC grille. Separate window framed PTAC grille may be allowed based on existing conditions with prior approval from *Choice Hotels International*
6. Full height public space windows, applicable to properties

7. Unacceptable finish materials include exposed concrete block (decorative may be allowed pending review), T 111 plywood and vinyl siding.
8. Acceptable finish materials include brick, EIFS, stone, stucco and cementitious siding.
9. Exterior colors to be approved by Choice Hotels.
10. *Canopy / Porte Cochere*
11. Provide a Porte Cochere, unless a fully appointed outdoor patio, per the current prototype requirements, is provided at the front/ arrival area of the building
12. When required, provide a structure that allows two widths of traffic, minimum width of 24' 0" clear, from face of curb to face of curb.
13. Minimum height of 12' 0" clear for standard cars recommend 14' 0" for motor coaches.
14. *Pool*
15. Indoor pool areas to be designed with windows and door to the exterior.
16. Screen unsightly views while sitting at the pool.
17. Pool storage and equipment to be located in an enclosed room/building adjacent to pool deck.

See Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor and R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for further details.

## **410.05 Exterior Signage**

The exterior signage of any Comfort brand property must meet the minimum standards as set forth in these Rules and Regulations. All signage must be approved by Choice Hotels International and manufactured and installed by a Choice Hotels Qualified Vendor. All property signage must have the necessary permits if required by local and state governments Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so that signage can be installed prior to property opening. See R&Rs Service Marks/Signage, 600.1 Signage.

## **410.1 Welcome**

### **410.10 Vestibule**

A vestibule is required at the main entrance of the Comfort Suites.

1. *Design Characteristics*
2. Minimum of 80 SF.
3. Fully or semi glazed.
4. Automatic sliding doors, unless prohibited by existing conditions.
5. Drywall ceiling: height to be minimum of 8' 0" AFF.
6. Card reader required at any time the front desk is not in operation.

7. *Atmosphere*
8. Lighting
9. Recessed down light fixture. Alternate lighting in existing properties is subject to *Choice Hotels International* review and approval.
10. *Systems*
11. HVAC
12. Design as part of the central air conditioning system; PTAC unit is not permitted. See R&Rs Interior Design, 510.10 Vestibule for interior design specifications.

#### **410.11 Lobby**

1. *Design Characteristics*
2. Minimum area of 900 SF for up to 100 guest rooms for new construction.
3. The Lobby may be required to be retrofitted to meet the above standard prior to system entry or at contract window. However, if existing design parameters limit meeting this standard, retrofitted to a minimum of 500 SF up to 100 guest rooms may be allowed with prior written approval from *Choice Hotels International*.
4. Focal wall with fireplace or regional feature unless prohibited by existing conditions.
5. Adjacent to breakfast area and registration area, with direct view of front desk
6. Must be able to accommodate at least two multi functional seating groups.
7. Full height windows unless prohibited by existing conditions.
8. Vending machines of any kind are not permitted in the Lobby. They are to be located in a separate vending area as described in section R&Rs Architecture & Engineering, 410.51 Vending Areas.
9. Television at seating area is optional.
10. Smooth finish drywall ceiling; minimum height of 9' 0".
11. Provide permanent counter for coffee service.
12. *Atmosphere*
13. Lighting
14. Provide recessed down light for general lighting.
15. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval.
16. Minimum rating of 20 foot candle or better throughout
17. Minimum rating of 30 foot candle or better at reading areas
18. *Systems*
19. HVAC
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Coordinate locations of power outlets with furniture, televisions, equipment, and accessories. Exposed cords are prohibited. See R&Rs Interior Design, 510.11 Welcome Center / Lobby / Living Room for interior design specifications.

## **410.12 Registration Area**

1. *Design Characteristics*
2. Centrally locate within the Lobby to be easily identifiable upon guest entry.
3. The approved Welcome Wall and components must be installed on a wall directly behind the front desk. Refer to section 510.10 for details.
4. All removable objects within the specified space noted in 510.12 must be removed from the Welcome Wall surface. Refer to the Comfort Reimaging Hub for program guidelines and requirements, product specifications and ordering information. One of four design options is required.
5. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
6. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.
7. Approved decorative wall covering or approved painted wall with approved branded signage.
8. Approved stone wall with branded logo signage.
9. Minimum counter length is 12' 0" for up to 100 rooms.
10. Standard millwork height on guest side to be between 3' 6" and 4' 0".
11. Door is required for employee access to Workroom/ Office area. Guest view into Work Area/ Back of House from guestroom side of registration desk is prohibited.
12. Fire alarm panel to be mounted on sidewall of registration desk. Prohibited on back wall unless required by code.
13. Computer equipment to be concealed by varied counter heights.
14. Night window is not permitted.
15. Conceal electrical and computer cords via properly placed grommets.
16. Smooth finish drywall ceiling height to be a minimum of 8' 0" AFF.
17. *Atmosphere*
18. Recessed down light fixtures at rear of Registration Desk.
19. Decorative lighting is subject to *Choice Hotels International* review and approval.
20. Lighting
21. Graphics
22. Franchisee statement to be posted within guest view, visible from the front desk.
23. *Systems*
24. Design as part of the central system; PTAC unit is not permitted.
25. HVAC See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
26. Electrical
27. Verify equipment requirement with Property Systems.

28. Provide power outlets, for each computer station and general use, per the final computer equipment layout.
29. Telecommunications
30. Provide data and telephone ports for each computer station, per the final computer equipment design. See R&Rs Interior Design, 510.12 Registration Area for interior design specifications.

#### **410.13 Elevator Lobby**

1. *Design Characteristics*
2. Locate in close proximity to the Registration Desk and Lobby off of the main corridor. Alternate locations require pre approval from *Choice Hotels International*.
3. Minimum of 60 square feet to allow clearance for guests to maneuver their luggage. Size may be smaller for existing properties with prior approval from *Choice Hotels International*.
4. Cart Storage alcove in close proximity to the first floor elevator lobby or in the vestibule.
5. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.
6. *Atmosphere*
7. Lighting
8. Combination of recessed down light and decorative fixtures.
9. Decorative lighting in existing properties is subject to *Choice Hotels International* review and approval
10. Minimum rating of 30 foot candle
11. *Systems*
12. HVAC
13. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.13 Elevator Lobby for interior design specifications.

#### **410.14 Public Restrooms**

Convenient access from all public areas is required, including provisions for the handicapped, in accordance with all applicable codes including the ADA.

1. *Design Characteristics*
2. Locate convenient to all public space areas.
3. Minimum size of 90 SF each.
4. Separate facility for men and women.
5. A single unisex restroom is permissible if existing conditions prohibit the provision of separate facilities and it is compliant with local code. Any Comfort Suites public restroom must meet all of the standards provided herein.
6. Single compartment featuring one vanity and one toilet for up to 100 rooms. Increased room count or meeting facility may necessitate additional square footage.
7. Smooth finish drywall ceiling; height to be a minimum of 8' 0" AFF.

8. Plumbing fixtures include:
9. Floor mounted toilet fixture(s) is the minimum
10. Stone top vanity with apron and splash blocks. Wall hung sink is not acceptable.
11. Toilet accessories include:
  12. Framed mirror mounted above vanity.
  13. Paper towel dispenser or electric hand drying devices and waste unit are required.
  14. Permanent liquid soap dispenser.
  15. Feminine napkin vendor unit.
  16. Feminine napkin disposal unit
  17. Baked enamel or plastic laminate finished partitions (if applicable).
  18. See FF&E specifications for approved accessories.
19. *Atmosphere*
20. Lighting
21. Wall mounted fixture over vanity.
22. Additional ceiling light for oversized facilities.
23. STC Rating
24. Minimum rating of 54 at public space walls. See 440.00 Sound Transmission Coefficient (STC) for additional information.
25. *Systems*
26. HVAC
27. Design as part of central system, PTAC unit is not permitted.
28. Continuous exhaust system with noise control required. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
29. Electrical
30. Provide convenience power outlet above the vanity See R&Rs Rules of Operation, 110.1 Public Restrooms for operational requirements. See R&Rs Interior Design, 510.14 Public Restrooms for interior design specifications.

## 410.2 Public Space Food Service

### 410.20 Breakfast Room

1. *Design Characteristics*
2. Locate adjacent and with direct access from the Lobby in a dedicated and separate room. Separation can be signified by either a pair of glass doors or a cased opening.
3. Screen direct view into Food Prep Room from seating area.
4. Immediately adjacent to Food Prep Room.
5. Provide one (1) seat per four (4) guest rooms.
6. Minimum 8 SF per guest room unless prohibited by existing conditions. Smaller size, dictated by existing conditions, may be acceptable in retrofit situations at Choice Hotels' discretion.

7. Casework includes a permanent buffet counter and base cabinets. Locate buffet in dedicated alcove out of direct view from seating area if possible.
8. Buffet counter to be a minimum of 30 linear feet (need not be contiguous).
9. Minimum 40" flat panel HDTV flat panel, wall –mounted television, placed in direct view from most of the seating area.
10. Smooth finish drywall ceiling; height to be a minimum of 9' 0" AFF.
11. *Atmosphere*
12. Lighting
13. Recessed down light or pre approved decorative light fixtures
14. STC rating
15. Minimum rating of 54
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets at the buffet counter above splash block; per equipment requirements. See R&Rs Interior Design, 510.20 Breakfast Room for interior design specifications.

## **410.3 Meeting Space**

### **410.30 Meeting Room**

1. *Design Characteristics*
2. Locate in close proximity to the Lobby, with access from the Lobby Corridor, so that outside attendees may access the room without going through guestroom corridors.
3. Sized at one (1) guest room bay minimum. Increased room count may necessitate increased Meeting Room spatial requirements.
4. Provide coat closet. Furnish with shelf and rack system.
5. Provide storage room for furniture and equipment depending on room size and setup.
6. Provide permanent counter for food service. Breakfast counter may be used if directly adjacent to and accessible from meeting room. In cases of space constraint a temporary food service display may be allowed with prior approval from *Choice Hotels International*.
7. Acoustical ceiling: minimum ceiling height is 9' 0" AFF. Fixtures Include:
8. Projection screen
9. Television
10. *Atmosphere*
11. Lighting

12. General lighting; recessed ceiling fixtures.
13. Pre approved existing decorative lighting.
14. STC Rating
15. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
18. Design as part of central system, PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets per equipment requirements.
21. Provide power outlets along the food service counter above the splash block.
22. Telecommunication
23. Provide data and telecommunication lines as required per individual project two (2) data/phone outlets in one bay meeting room. Additional outlets may be required in larger facilities.
24. High Speed Internet Access is required. Service may be wireless or wired and must meet the standards set forth in R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA).
25. Provide cable outlet at TV location See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Interior Design, 510.30 Meeting Room for interior design specifications.

## 410.4 Public Space Circulation

### 410.40 Passenger Elevator

1. *Design Characteristics*
2. One (1) elevator is required for properties up to three (3) stories and up to 100 guest rooms.
3. Two (2) elevators are required for properties four (4) stories or more with greater than 100 guest rooms.
4. Hydraulic elevator service for properties up to four (4) stories, traction elevators required for properties five (5) stories and greater.
5. Speed required of hydraulic elevator for floors 2-4 is 200 fpm (feet per minute).
6. Speed required for geared elevator for floors 4-7 is a minimum of 350 fpm.
7. Minimum load capacity of 3000 lbs.
8. Minimum cab size of 5' 0" x 7' 0"
9. Minimum ceiling height of 8' 0" AFF
10. *Atmosphere*
11. Lighting
12. Per the elevator manufacturer's specifications,

13. *Systems*
14. Electrical
15. Provide power outlet for housekeeping and maintenance needs. See R&Rs Interior Design, 510.40 Passenger Elevator for interior design specifications.

#### **410.41 Guest Room Corridor**

1. *Design Characteristics*
2. Interior and double loaded corridor required.
3. Avoid locating access to public rooms, such as meeting rooms, from the guestroom corridor.
4. Minimum corridor width is 5' 0" or per code requirement.
5. Combination of smooth drywall and tegular style acoustical ceiling tile.
6. Minimum ceiling height of 8' 0" AFF. Height of 7' 6" AFF is allowed at alternating areas in case of physical constraints.
7. *Atmosphere*
8. Lighting
9. Recessed down light or approved surface mounted ceiling and/or wall sconce fixtures
10. STC Rating
11. Minimum rating of 54 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. Graphics
13. Properly sized placards should be placed to direct guests to, or identify: guest rooms, vending areas, elevators, Lobby, Meeting Room and recreational amenities.
14. Back of House areas restricted to employees shall be clearly identified.
15. The graphics must comply with pre approved sign package.
16. *Systems*
17. HVAC
18. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
19. Electrical
20. Provide power outlets for housekeeping and maintenance needs. See R&Rs Interior Design, 510.41 Guest Suite/Room Corridor for interior design specifications.

#### **410.5 Guest Facilities**

##### **410.50 Guest Laundry**

1. *Design Characteristics*
2. Locate in a central, first floor location for easy access.
3. Minimum 100 SF. Allowed on upper floors in existing properties.
4. Avoid adjacency to guestrooms.

5. One facility required up to 100 rooms. . Additional laundry area is recommended as room count increases.
6. Allow space for one (1) washer and one (1) dryer. Additional equipment required over 100 rooms
7. Equipment to be commercial grade and coin operated.
8. Provide wall mounted, coin operated dispenser of laundry detergent and fabric softener.
9. Provide permanent wall hung counter that is able to fold against the wall if needed. Counter size is dependent upon room size and shape.
10. Door with vision glass or full glass door with optional card reader
11. Acoustical ceiling tile: height to be a minimum of 8' 0" AFF.
12. *Atmosphere*
13. Lighting
14. Recessed ceiling light fixtures. Decorative lighting requires prior approval from Choice Hotels International.
15. STC rating
16. Minimum rating of 54 at public space walls and 60 at shared guestroom walls.
17. *Systems*
18. HVAC
19. Provide continuous exhaust fan with noise control.
20. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
21. Electrical
22. Provide convenience power outlet over counter for guest use.
23. Provide power outlets per equipment requirements.
24. Plumbing
25. Locate a floor drain to prevent any ponding water. See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Interior Design, 510.50 Guest Laundry for interior design specifications.

#### **410.51 Vending Areas**

1. *Design Characteristics*
2. Minimum area is 90 SF.
3. Required on every floor, unless prohibited by existing conditions.
4. On the first floor, provide an ice machine, a soft drink machine and a food/snack vending machine. Soft drink and food vending machines are not required if a marketplace is provided.
5. On the upper floors, provide an ice machine and a soft drink machine at a minimum. Guests must be able to get ice without leaving their floor.
6. Position/screen machines, so they are not directly visible by guests from the corridor.

7. Access to the space must be through a cased opening, unless a door is required by code. If door is required, provide full glass door or with glass insert.
8. Ice machine to feature a closed bin and a dispenser chute.
9. Smooth finish drywall ceiling height is a minimum of 8' 0".
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted ceiling mounted light fixtures, unobstructed by equipment.
13. STC Rating
14. Minimum rating of 34 at adjacent interior spaces
15. Minimum rating of 54 at corridor See 440.00 Sound Transmission Coefficient (STC) for additional information.
16. *Systems*
17. HVAC
  18. Design as part of the central system; PTAC unit is not permitted.
  19. Provide continuous exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
20. Electrical
21. Provide power outlet per equipment requirements.
22. Plumbing
23. Locate a floor drain to prevent ponding water. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Interior Design, 510.51 Vending Areas for interior design specifications.

## **410.52 Business Center**

1. *Design Characteristics*
2. Minimum 100 SF.
3. Locate with direct access from the Lobby or Lobby corridor, in view of the Front Desk.
4. Semi enclosed area or fully enclosed with a glass door.
5. Minimum 4 linear feet of counter per work station for up to 100 rooms.
6. Minimum length of counter is 8' 0" with at least one hotel provided computer (see R&R 110.5 Business Center for Rules of Operations)
7. Countertop finish to be consistent with lobby finishes. Provide grommet holes in countertop for cord management.
8. Smooth finish drywall ceiling: height to be a minimum of 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed down lights or approved decorative pendant fixture.
12. STC Rating
13. Minimum rating of 54 if business center is enclosed.
14. *Systems*

15. HVAC
16. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
17. Electrical
18. Provide power outlets per equipment requirements.
19. Provide power outlets above the counter for guest provided devices
20. Telecommunications
21. Provide data and telecommunication outlets for hotel and guest provided equipment.
22. High speed internet access must be available at all computer stations. See R&Rs Rules of Operation, 110.5 Business Center for operational requirements. See R&Rs Interior Design, 510.52 Business Center for interior design specifications.

### **410.53 Marketplace Area**

All Comfort Suites must implement the Marketplace program. Dedicated alcove type space is required for all contracts executed on or after 9/1/2012 and will be required as determined by PIPs for existing hotels. If the property already has a dedicated alcove, including built in shelving and cabinetry, a separate *snack cabinet* will not be required. See R&R 110.8 for Rules of Operation and additional requirements for the Marketplace program.

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk, with access from the main corridor.
3. Minimum of 80 SF
4. Fully open to the registration area, semi opened or fully enclosed.
5. Provide millwork shelving in a finish consistent with lobby finishes or specified cabinet per Marketplace program details
6. When semi opened or enclosed, provide opening between Registration Desk and Marketplace for transactions
7. Smooth finished drywall ceiling: height to be a minimum of 8' 0" AFF.
8. *Atmosphere*
9. Lighting
10. Recessed down lighting or approved decorative lighting.
11. STC Rating
12. Minimum rating of 50.
13. *Systems*
14. HVAC
15. Design as part of the central system; PTAC unit is not permitted.
16. Provide exhaust fan with noise control. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 510.53 Your Suite Success Marketplace for interior design specifications. See R&Rs 110.8 Marketplace Operations for equipment and product requirements.

## **410.6 Recreation**

### **410.60 Fitness Center**

Every Comfort Suites property is to provide a Fitness Center for guest use as stated in R&Rs Rules of Operation, 110.3 Fitness Center. For additional, valuable information, please refer to the **Fitness Center Hot Topic& Key Brand Initiative.**

1. *Design Characteristics*
2. Locate on first floor in close proximity to the Elevator, Vending Area, Pool area and Public Restrooms.
3. Minimum of 500 SF Smaller size may be allowed in existing properties with prior approval from Choice Hotels International.
4. Accent painted wall with vinyl graphic.
5. As of 4/1/2021, optional for existing hotel with contract prior to 1/1/2021, but could be required upon any contractual event or renovation
6. Exterior windows for natural light, unless existing conditions do not allow
7. Provide a 40" wall or ceiling mounted flat panel HD television is required. Television must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues.
8. Approved Accent wall and field walls
9. Approved LVT flooring
10. Decorative full height mirrors along entire length of one wall.
11. If a flat mirror is provided, locate power outlets occurring along this mirror surface in the wall base.
12. Exercise Equipment as described in R&Rs Rules of Operation 110.3 Fitness Center.
13. Single entry door with vision panel or full glass door with optional card reader
14. Smooth finished drywall or acoustical ceiling tile: height to be a minimum of 8' 0".
15. *Atmosphere*
16. Lighting
17. Recessed down lights or surface mounted ceiling fixtures
18. Controlled by key switch
19. STC Rating
20. Mitigate sound transmission if Fitness Room is adjacent to guestrooms
21. Minimum rating of 56 See 440.00 Sound Transmission Coefficient (STC) for additional information.

- 22. Graphics
- 23. A notice pertaining to liability in compliance with all local, state or federal codes must be located in clear view of guests.
- 24. Required signage per R&Rs Rules of Operation, 110.3 B
- 25. *Systems*
- 26. HVAC
  - 27. Provide separate exhaust fan; ensure ventilation and climate controls maintain a comfortable environment during workouts.
  - 28. Design as part of the central system; PTAC unit is not permitted. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
- 29. Electrical
  - 30. Provide power outlets per equipment requirements. Floor mounted outlets are preferred however wall mounted ones are allowed based on existing conditions.
  - 31. Provide floor mounted power outlets as required for exercise equipment. Wall mounted power outlets allowed based on existing conditions.
- 32. Plumbing
  - 33. Provide a drinking fountain (a water cooler with cups may be provided in lieu of fountain). See R&Rs Rules of Operation, 110.3 Fitness Center for operational requirements. See R&Rs Interior Design, 510.60 Fitness Center for interior design specifications.

## **410.61 Swimming Pool**

### Indoor & Outdoor

- 1. *Design Characteristics*
- 2. Minimum size of 400 SF of water surface for up to 100 rooms.
- 3. Pool materials:
- 4. Body: gunite with approved finish
- 5. Coping: pre cast concrete with integral depth and “No Diving” indicators
- 6. Drain: continuous, perimeter deck drain
- 7. Depth from per code requirements
- 8. Provide adequate deck space for furniture placement and guest circulation.
- 9. Indoor Pool:
- 10. Locate along the main public corridor, leading from the Lobby. Access is required from the elevator and stairs, without passing through public spaces.
- 11. Electronic card reader is required.
- 12. Provide air lock vestibule at entry from corridor.
- 13. Indoor ceiling height to be a minimum of 10' 0" AFF unless existing structure prohibits it.
- 14. Maximize natural light with full height windows.
- 15. Smooth finish drywall ceiling

16. Provide mechanical and storage rooms for pool equipment, furnishings, and chemicals.
17. Owner should confer with pool design specialists to determine the dehumidification needs for the pool area.
18. **Outdoor Pool:**
19. Outdoor pool requires metal fencing and gate(s) with childproof latch meeting all local, state and applicable safety codes.
20. Provide mechanical and storage building for pool equipment, furnishings and chemicals.
21. Chain link fence is not permitted
22. Final finishes should be coordinated with overall project scheme.
23. *Atmosphere*
24. **Lighting (Indoor)**
25. Recessed, surface ceiling mounted or walls sconces. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
26. Underwater lighting required.
27. **Lighting (Outdoor)**
28. Provide decorative fixtures that light only pool area. Avoid illuminating guestroom areas with pool deck fixtures.
29. Consult with your architect or pool design specialist regarding the best placement of lights in the pool area and in the pool itself.
30. **STC Rating (Indoor)**
31. Minimum rating of 54 to be maintained at walls adjacent to public space rooms.
32. Minimum rating of 60 if pool area is adjacent to guest rooms See 440.00 Sound Transmission Coefficient (STC) for additional information.
33. **Graphics**
34. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.61 B.3. Graphics.
35. Verify compliance with all applicable state, federal, local, and municipal regulations, codes and laws.
36. **Systems**

See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.

  1. Electrical
  2. Provide water and moisture proof power outlets per applicable codes.
  3. Plumbing
  4. Provide a drinking fountain or water cooler in close proximity to the pool area.
  5. Telecommunications
  6. Provide house telephone for guest assistance.
  7. Equipment

8. Make provisions to mitigate noise produced by equipment.

Pool equipment and storage is detailed in R&Rs Architecture & Engineering, 430.40 Pool Equipment Room and 430.41 Pool Storage Room/Building.

See R&Rs Rules of Operation, 110.2 Swimming Pool Indoor & Outdoor for operational requirements.

See R&Rs Interior Design, 510.61 Swimming Pool Indoor & Outdoor for interior design specifications.

## **410.62 Whirlpool**

Optional

1. *Design Characteristics*
2. Whirlpool materials:
3. Body: gunite with approved finish
4. Coping: pre cast concrete with integral depth and “No Diving” indicators
5. Drain: continuous, perimeter deck drain
6. *Atmosphere*
7. Graphics
8. Provide safety rules and regulations per standards outlined in R&Rs Interior Design, 510.62.B.1. Graphics.
9. Verify compliance with all governing codes.

See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements.

See R&Rs Interior Design, 510.62 Whirlpool Optional for interior design specifications.

## **420.0 Guest Suite/Room**

### **420.00 Suite Room Mix/Types**

All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein. For existing and opened Comfort Suites hotels, evaluations will be performed at significant life cycle events – which may include but are not limited to renovations, relicensing, contract window and design exceptions or waivers granted based on individual properties’ age, physical constraints and condition as well as product quality. All furniture, finishes, and fixtures shall comply with the brand approved Décor package in effect at the time of execution of contract, or other contractual event, or upon renovation, whichever is most recent.

1. *Room Mix*
2. Room mix depends on the specific market condition. Refer to the current prototype for guideline room mixes.

3. Accessible varieties of each room type must be designed in each project. Consult ADA standards and local governing codes for the correct number of accessible guest rooms to be included.
4. 100% of all guest rooms to be designated as "Non Smoking". See R&Rs Rules of Operation, 100.4. A. Number of Designated Rooms.
5. For new construction, shower – only bathrooms in single – bedded room types and bathtub in double – bedded room types, unless prohibited by existing conditions.
6. *Guest Suite/Room Types*
7. King suite is minimum 325 SF clear.
8. Queen/Queen suite is minimum 370 SF clear.
9. Minimum of 11' 6" clear width is required for all room types
10. Alternate room types and sizes in existing properties are subject to Choice Hotel International approval.

## **420.01 Guest Suite**

1. *Design Characteristics*
2. Separate sleeping and seating area
3. Separation between sleeping and seating area may be achieved through a solid full height wall, semi open wall, or casegoods/desk assembly. Existing solid wall design is subject to Choice Hotels International's approval.
4. Living area to be at least 8' deep when a casegoods divider is provided; at least 9' deep when a solid wall is provided.
5. Minimum 6 square feet semi open or fully enclosed closet with a solid door, unless prohibited by structural constraints. If space does not allow a built in closet, an approved wardrobe may be provided with prior written permission from Choice Hotels International.
6. Closet to include shelf, rod and support bracket for iron and ironing board.
7. Refrigerator and microwave are required in either a furniture cabinet or a built in niche.
8. Media panel required for wall hung television.
9. Minimum 4' 0" x 5' 0" operable window. Non operable windows allowed in existing properties with prior approval from Choice Hotels international.
10. Self closing entry door with approved door hardware including but not limited to electronic door lock, door viewer and safety hardware. See Architectural Specifications for Door Hardware
11. Textured drywall ceiling: height to be a minimum of 8' 0" AFF
12. *Atmosphere*
13. Lighting
14. Combination of recessed down lights, wall sconce and decorative ceiling fixture.
15. STC Rating
16. Minimum rating of 54
17. Graphics

18. Room identification plaque. Signage is attached to corridor wall adjacent to room door. See 440.00 Sound Transmission Coefficient (STC) for additional information.
19. *Systems*
20. HVAC
21. Through wall PTAC unit internal drainage system highly recommended.
22. Electrical
23. Night Stand Re charge A minimum of two (2) approved, dedicated standard AC power source outlets must be open and available for guest use at the bed(s). Outlets are to be open and accessible from the bed(s), free of obstruction, mounted properly and/or located in accordance with requirements, and clearly visible to the guest. Refer to the detailed information on acceptable options and mounting requirements which is located on the Comfort Suites Brand page under the Deadlines & Brand Programs Tab.
24. Provide no fewer than one (1) duplex outlets as listed:
25. Lamp at each nightstand
26. Lamp at seating area
27. Desk lamp
28. Clock
29. Television
30. Housekeeping
31. Coffee niche
32. Luggage bench
33. Telecommunications
34. Phone outlet at desk is optional. Coordinate location with media panels if provided. No outlet should be located within the coverage area of the panels. See R&Rs Rules of Operation, 120.2 D. Guest Room Telephones.
35. One (1) phone outlet at nightstand is required.
36. High Speed Internet Access is a standard feature in all guest rooms. See R&Rs Rules of Operation, 120.4 High Speed Internet Access (HSIA). See R&Rs Interior Design, 520.0 Guest Room and 520.2 Guest Room/Bath Finishes & Furnishings for interior design specifications.

## **420.1 Guest Bath**

### **420.10 Guest Bath**

1. *Design Characteristics*
2. Minimum size of 50 SF.
3. Single compartment bath including shower or bath, free standing vanity, and toilet.
4. Shower with frameless glass door per Architectural specifications may be provided in single bedded rooms and suites.
5. Bath tubs are required in double bedded rooms and suites.

6. Minimum 30" w x 60" shower pans. Minimum 30" W x 60" L tubs.
7. Vanity to be a minimum of 4' 0" long. Alternate lengths may be permitted based upon existing conditions.
8. Vanity countertop to be granite or quartz at a minimum.
9. Tub surround to be decorative cultured marble at minimum. One piece fiberglass tub/ surround unit is prohibited.
10. Tub and shower surround to be a full height above tub and shower pan for ceiling heights up to 7' 6".
11. Facial tissue dispenser to be displayed in an approved tissue box. Dispenser located in vanity apron is subject to approval by Choice Hotels International based on existing conditions.
12. Smooth finish drywall ceiling: height is a minimum of 7' 6".
13. *Atmosphere*
14. Lighting
  15. Decorative vanity light or lighted mirror
  16. Ceiling mounted fixtures for general lighting
17. STC Rating
  18. Minimum rating of 34 at Guest Room Bath to Guest Room partition wall
  19. Minimum rating of 51 at Guest Room Bath to corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
20. *Systems*
21. HVAC
22. Through the roof exhaust fan, unless prohibited by existing conditions, switched independently from the light fixture.
23. Electrical
24. Provide a convenience outlet to accommodate appliances above the vanity splash block.
25. Plumbing
  26. A minimum of two (2) to five (5) gallons of hot and cold water must be accessible to all guest rooms and back of house areas upon demand.
  27. Pressure must be designed to maintain maximum capability during peak use at 100% capacity.
  28. Hot water must maintain 115o F during peak use hours or per code requirements.
29. Telecommunications
30. Recommend wall mount telephone in accessible baths See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

#### **420.11 Accessories & Plumbing Fixtures**

1. *Bath Accessories*
2. Framed vanity mirror.

3. A stainless steel or chrome curved shower rod must be installed in all bathrooms with tubs. Shower door is required in all "shower only" bathrooms. See FF&E specifications for approved products. Must be permanently affixed.
4. Double robe hook
5. Wall mounted toilet paper holder with extra roll stored on vanity base shelf. When a vanity base is not present, a dual roll dispenser is required.
6. 24" towel bar. Towel bar may be integral to glass shower door.
7. 18" towel bar in the vanity area unless millwork shelving is provided.
8. Two (2) soap dishes, one corner mounted and one centered on length of tub. One soap dish at showers. No handles are allowed on any soap dish. See Interior Design specifications for style.
9. Detachable, commercial grade, wall mounted hair dryer.
10. *Plumbing Fixtures*
11. Commercial grade tank style toilet with closed front seat and cover.
12. Injection – molded seat to remain upright without assistance.
13. Enameled cast iron or steel bathtub. Acrylic tubs require prior written approval from Choice Hotels International. One piece tub surround is prohibited unless waived in advanced by Choice Hotels International.
14. Sink to be under mounted vitreous china. . Wall hung models are not permitted.
15. Sink drain to be pop up style and in place at all times. Rubber stoppers are not permitted.
16. Shower trim to be single handle, pressure balancing unit with anti scalding protection and hot and cold temperature indicators.
17. Tub/shower drain to be pop up or trip variety and in place at all times. Rubber stoppers are not permitted.
18. Faucet set to be commercial grade per Plumbing Fixtures Schedule in Architectural Specifications.
19. Showerhead to be commercial grade with minimum 3 spray massaging settings feature. See R&Rs Interior Design, 520.1 Guest Bath and 520.3 Guest Bath Finishes & Standards for interior design specifications.

## 430.0 Administration

### 430.00 Employee Break Room

1. *Design Characteristics*
2. The Break Room must have a minimum of 115 SF unless existing conditions dictate otherwise.
3. Locate in back of house area.
4. Provide a minimum of 5' 0" long counter with sink.
5. Provide full size refrigerator and microwave.
6. Provide seating area with table and stacking chairs
7. Provide base and wall cabinets

8. Provide employee lockers
9. Minimum ceiling height of 8' 0" AFF.
10. *Atmosphere*
11. Lighting
12. Recessed or surface mounted lighting.
13. STC Rating
14. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
15. *Systems*
16. HVAC
17. Design as part of the central system depending on location.
18. Electrical
19. Coordinate power outlets with equipment locations. Provide additional outlets as needed. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.00 Employee Break Room for interior design specifications.

## **430.01 Employee Restroom**

Optional

1. *Design Characteristics* The following standards apply if an employee restroom is provided:
  2. Locate in back of house area near break room and offices.
  3. Single compartment restroom
  4. Minimum of 55 SF
  5. Plumbing fixtures include:
    6. Toilet
    7. Wall hung sink or vanity
    8. Bath accessories include:
      9. Mirror
      10. Wall mounted soap dispenser
      11. Paper towel dispenser / disposal unit
      12. Toilet paper dispenser
    13. Minimum ceiling height is 8' 0" AFF.
  14. *Atmosphere*
  15. Lighting
  16. Recessed or decorative wall mounted vanity strip light or sconces
  17. STC Rating
  18. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
  19. *Systems*
  20. HVAC

21. Design as part of the central system depending on location. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
22. Electrical
23. Provide convenience outlet at vanity over the sink. See R&Rs Interior Design, 530.01 Employee Restroom for interior design specifications.

## **430.02 Workroom**

1. *Design Characteristics*
2. Locate adjacent to the Registration Desk.
3. Minimum 100 SF
4. Provide millwork counter and cabinets.
5. Smooth drywall or acoustical ceiling tile; minimum ceiling height is 8' 0 " AFF.
6. *Atmosphere*
7. Lighting
8. Recessed or surface mounted ceiling lighting fixtures.
9. STC Rating
10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide outlets per equipment requirements
16. Telecommunications
17. Provide data/telephone jacks at the desk per equipment requirements. See R&Rs Interior Design, 530.02 Work Room for interior design specifications.

## **430.03 Office**

Comfort Suites is designed to accommodate a General Manager's office and a Sales office.

1. *Design Characteristics*
2. Locate adjacent to the Work Room.
3. Minimum of 110 square feet per office
4. Minimum ceiling height is 8' 0" AFF
5. *Atmosphere*
6. Lighting
7. 2' x 4' recessed ceiling fixtures, recessed down lights, or surface mounted ceiling light fixtures.
8. Desk lamp
9. STC Rating

10. Minimum rating of 34 See 440.00 Sound Transmission Coefficient (STC) for additional information.
11. *Systems*
12. HVAC
13. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
14. Electrical
15. Provide electrical outlets per equipment requirements.
16. Telecommunications
17. Provide data/telephone jacks per equipment requirements. See R&Rs Interior Design, 530.03 Offices for interior design specifications.

## 430.1 Back of House Food Service

### 430.10 Kitchen

#### Food Preparation

1. *Design Characteristics*
2. Design must comply with all governing health and safety codes.
3. Locate adjacent to and with direct access to the Breakfast Room.
4. Minimum 170 SF.
5. Provide adequate counter space base and overhead cabinets.
6. Kitchen equipment to include reach in refrigerator, reach in freezer, microwave oven, three compartment sink, wall shelving, dishwasher.
7. All equipment to be commercial grade
8. Changeable acoustical ceiling tile: minimum height is 8' 0" AFF.
9. *Atmosphere*
10. Lighting
11. Recessed or surface mounted ceiling light fixtures
12. STC Rating
13. Minimum rating of 56 at Public space See 440.00 Sound Transmission Coefficient (STC) for additional information.
14. *Systems*
15. HVAC
16. Design as part of the central system. PTAC units are prohibited.
17. System design must assure proper ventilation. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
18. Electrical
19. Provide power outlets per equipment requirements.
20. Plumbing

21. Provide floor drain. See R&Rs Interior Design, 530.10 Kitchen Food Preparation for interior design specifications.

## 430.2 Housekeeping

### 430.20 Hotel Laundry

1. *Design Characteristics*
2. Laundry
3. Minimum 550 SF for the main laundry, dryer enclosure, linen chute, cart storage, and supplemental water heating equipment if needed.
4. Locate the facilities adjacent to the Employee Workroom and Break Room Workroom/Office area with direct access from the main corridor. Avoid proximity to guest rooms due to noise and traffic.
5. Equipment includes a minimum of two (2) washers and two (2) dryers unless existing conditions prohibit it. Properties with room greater than 100 rooms should provide additional equipment proportionate to the Guest Room increase.
6. Additional items are table(s) for folding and general use, laundry sink and linen chute.
7. Sound and vibration from equipment, must be minimized by appropriate slab design.
8. Provide 8" raised slab for washer equipment mounting. Additional items are table(s) for folding and general use, laundry sink and linen collection cart.
9. Drywall ceiling: minimum ceiling height of 8' 0" AFF
10. Main Linen Storage
11. Locate linen storage area or room within the Main Laundry room.
12. Minimum 90 SF for up to 100 rooms
13. Entire room to be lined by floor to ceiling shelving
14. Ceiling finish consistent with Laundry Room ceiling: Minimum height is 8' 0" AFF.
15. *Atmosphere (All)*
16. Lighting
17. Minimum strip lighting
18. STC Rating
19. Minimum rating of 56 at corridor wall
20. Minimum rating of 34 at interior separation walls

See 440.00 Sound Transmission Coefficient (STC) for additional information.

1. *Systems (All)*
2. HVAC
3. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
4. Electrical
5. Provide power outlets as required by equipment needs.

6. Plumbing
7. Provide a floor drain within the main laundry space.
8. Provide trench drain at rear of washers within raised slab. See R&Rs Interior Design, 530.20 Laundry/Linen Storage for interior design specifications.

### **430.21 Auxiliary Housekeeping/Linen Storage (Floors 2 and Above)**

1. *Design Characteristics*
2. Locate in back of house area off of upper floor guest room corridor.
3. Minimum 100 square feet including linen chute for up to 100 rooms.
4. Room to include the linen chute.
5. Floor to ceiling shelving.
6. Acoustical ceiling tile; minimum height is 7' 6"
7. *Atmosphere*
8. Lighting
9. Minimum strip lighting
10. STC Rating
11. Minimum rating of 54 at corridor wall See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
15. Electrical
16. Provide power outlets and other electrical service as needed. See R&Rs Interior Design, 530.21 Auxiliary Linen Storage (Floors 2 and above) for interior design specifications.

### **430.22 General Storage Room**

1. *Design Characteristics*
2. Provide on each floor, preferably in back of house area. May be combined with hotel Housekeeping/Linen storage room.
3. Minimum 160 SF of general storage for up to 100 rooms
4. Provide floor to ceiling shelving
5. Acoustical ceiling tile: minimum height to be 8' 0".
6. *Atmosphere*
7. Lighting
8. Strip light fixtures
9. *Systems*
10. HVAC
11. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information.
12. Electrical

13. Provide outlets and other electrical service as needed.

## 430.3 Back of House Circulation

### 430.30 Stairwells

1. *Design Characteristics*
2. Compliance with all governing codes is mandatory
3. Stairs are located directly off of the Guest Suite/Room Corridors with exits on grade.
4. Building stairs are not to be tied into parking garage or multi use stairs. If situation exists, provide electronic card reader for security.
5. If entry door at corridor is omitted, provide electronic card reader at stair door.
6. Handrail finish to comply with approved Décor package requirements.
7. *Atmosphere*
8. Lighting
9. Ceiling or wall mounted light fixtures.
10. STC Rating
11. Minimum rating of 51 See 440.00 Sound Transmission Coefficient (STC) for additional information.
12. *Systems*
13. HVAC
14. Design as part of the central system. PTAC units are prohibited. See 440.01 Heating, Ventilation & Air Conditioning (HVAC) for additional information. See R&Rs Interior Design, 530.30 Stairwells for interior design specifications.

### 430.31 Service Elevator

#### Optional

1. Design Characteristics
2. Locate elevator adjacent to back of house areas. Personnel must not cross public spaces from service areas, to access the service elevator.
3. Provide a minimum of one (1) service elevator for properties four (4) or more stories. Provide a minimum of two (2) service elevators for properties with 8 or more stories and/or 300 guest rooms. General rule is one (1) service elevator for every two (2) passenger elevators.
4. Minimum cab size is 5' x 7'.
5. Minimum load capacity of 3500 lbs.
6. Minimum ceiling height of 8' 0" AFF
7. *Atmosphere*
8. Lighting
9. Per the elevator manufacturer's specifications
10. Systems

11. Electrical
12. Provide power outlet for housekeeping and maintenance needs.
13. Telecommunications
14. Provide house telephone.

## 440.0 System Information

### 440.00 Sound Transmission Coefficient (STC)

1. Materials with sound absorption properties, separation of ductwork, vibration isolation devices, caulk and other strategies must be used to limit sound transmission and meet the specified ratings put forth in this document.
2. Acoustics must be considered to avoid background noise, reverberation, resonance, echo and conversation travel.
3. Sound transmission between adjacent public areas or public areas to service areas, must maintain a minimum STC rating of 54. Higher STC rating of 60 is required between guestrooms and noise inducing public space and mechanical rooms. Folding or similar folding partitions must maintain the same rating.
4. Provide sound – mitigating measure as noted by *Choice Hotels International* for properties near highways, airports, and other outside noise inducing sources. Consider windows in addition to floors and walls in these locations.

## 500 Interior Design

### Purpose and Scope

This Chapter reviews the interior design criteria required to build or renovate a Comfort Suites hotel. All Comfort Suites properties are held to the same general design criteria with the exception of the guest suite/room. These standards are to be referenced in combination with the latest applicable version of the prototypical guideline design drawings and pre approved decor specifications at the time of deal approval when planning a new construction project. The Comfort pre approved décor package has been created to give hotels stylish and high quality products that meet the design requirements for each element specified. Using the approved décor package gives hotel operators a smooth path to renovation plan approval. At significant events in the life cycle of the hotel which may include but are not limited to renovations, relicensing, and contractual windows, evaluations will be performed. Each property will be assessed on an individual basis (i.e., age, condition and product quality) during these events and completion of a Property Improvement Plan (PIP) may be necessary. The Franchise Agreement issued by *Choice Hotels International* requires the conformity to all of the processes and procedures as they are presented in this document. It is through the use of standards that each hotel operated under the Comfort Suites name provides customers with a standardized and uniform hotel product, delivering fine accommodations, warm hospitality and friendly service. *Choice Hotels International* may alter, by minimizing or maximizing, certain requirements

contained herein in accordance with local market, design requirements, or trade practices that are specific to an individual project. Questions and inquiries regarding this section of the Rules and Regulations may be addressed by contacting: **Choice Hotels International**  
**915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Procurement Services** Interiordesign@choicehotels.com or Procurement\_help@choicehotels.com

## 510.1 Interior Design Submission

### 510.0 Interior Design Submission

All not – yet – open new build hotels must follow the design guidelines detailed in the Guideline Prototype Drawings & Construction Specifications and Approved FF&E Specifications in effect at the time of contract execution. The standards listed in this section generally pertain to existing hotels that are converting to a Choice Hotels branded hotel or with a contract window. When existing hotels choose to adopt new – build only design standards, they must do so as directed by the Guideline drawings and specifications. If existing design parameters limit meeting these standards, approval may be allowed with prior written approval from Choice Hotels International.

1. Interior design approval from Choice Hotels International is required for guest room and public space Furniture, Fixtures and Equipment (FF&E) items based on the following contractual events and/or renovation schedule.
  2. Contractual Events:
  3. Execution of Franchise Agreement for a new construction or conversion property to enter the Comfort brand; or
  4. Addendum to the Franchise Agreement based on the following lifecycle events:
  5. Product refresh at the contractual window (Property Improvement Plan, or PIP)
  6. Relicensing agreement
  7. Repositioning agreement
  8. Addendum to the Franchise Agreement or Product Improvement Plan (PIP) to correct Quality Assurance Review (QAR) failures; or
  9. Non PIP related property renovations (not new construction).
  10. Schedule: Complete interior design submissions and all necessary approvals from Choice Hotels must be finalized:
    11. No less than six (6) months prior to:
    12. New construction hotel expected opening date;
    13. Conversion hotel expected opening date;
    14. Repositioning hotel expected opening date;
    15. Property Improvement Plan (PIP) item due date(s)
    16. Within thirty (30) days after:
    17. Execution of a Relicensing agreement;
    18. QAR failure
    19. Interior Design Submission Process

20. **Pre Approved Interior Design Package** The pre approved interior design package has been developed specifically for the Comfort brand in support of the brand vision and interior design guidelines for public space and guest rooms. The most up to date information and illustrations of the Comfort pre approved design package can be found on the Comfort brand page under the Architecture & Design tab. The pre approved design package has been developed to give owners and developers flexibility and guests the decor they expect at an upper midscale level. The pre approved package captures the essence of the brand, evoking Comfort's warm and welcoming personality. All products and materials specified in the package have been vetted for performance and quality. Adopting the pre approved Design Package will offer your guests a design that is modern, cohesive, and timeless from day one. For hotels completing a PIP or non PIP renovation (not new construction), additional tools and resources can be found on the Architecture & Interior Design resource page to assist you in melding the brand pre approved package with your existing FF&E. To ensure products meet the quality and standards required by the brand, and to assist with the design submission process, the use of a Choice Qualified Procurement Company is highly recommended.
21. **Interior Design Submission Process** Whether your property is a new construction, conversion, PIP driven renovation or self driven renovation the submission process outlined herein must be observed. As of January 1, 2021, franchisees have the option to select from three different submittal paths, each involving specific submittal and fee requirements. Following these steps will allow the Franchisee to communicate more efficiently the design intent while allowing the Choice Design team to expeditiously process and return the reviewed documents. The three submittal paths are as follows:
  22. **Path 1: Submittal of Pre Approved Design Package** This path requires the adoption of the pre approved design package in its entirety. No changes are permitted on this path. No fee is assessed, and the submittal process consists of completing a simple Design Intent Form.
  23. **Path 2: Submittal of Modified Pre Approved Design Package** This path requires the use of the pre approved package, modified within acceptable guidelines published by Choice Hotels. The allowed modifications have been designated to provide more flexibility to franchisees while maintaining the integrity of the pre approved FF&E package as designed. A design review fee will be assessed as follows to cover the time needed to review the modifications.
24. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
25. A design review fee of \$4,000 is required to process submittals from a Choice qualified procurement company.
26. A design review fee of \$6,000 is required to process submittals from a non – qualified procurement company.
27. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.

28. Only items marked "Approved" are permitted to be ordered, purchased and/or installed. Items marked "Denied", or not approved, must be re submitted within ten (10) business days to Choice's Interior Design.
29. **Path 3: Submittal of a Custom Design Package** This path allows the use of a custom design package. In Path 3, all FF&E categories are open to customization except casegoods, which are required to be from the pre approved design package. The custom design including FF&E specifications must comply with brand standards for look and feel, performance and quality. A design review fee will be assessed as follows to cover the time required to review the custom FF&E selections.
30. Submittal requirements for Path 3 include the following documents: Business case, design intent form, 3D renderings and/ or décor boards and specifications
31. Refer to the Custom Design Guideline, found on the Architecture & Design tab of the brand page, for guidance about modification allowances. The fee structure is listed below:
32. A design review fee of \$8,000 is required to process submittals from a Choice qualified procurement company.
33. A design review fee of \$10,000 is required to process submittals from a non - qualified procurement company.
34. Casegoods is not customizable and will not be waived.
35. Submission of modified design review fee and required documentation does not automatically guarantee approval of the design.
36. Compliance Franchisees are required to maintain an Interior Improvement File that will be available for reviews by CHI agents. The file must include:
37. Supporting documents from the Design team documenting the approvals such as design submission forms and design intent forms.
38. Addendum to the Franchise Agreement with the interior improvement items identified
39. Any correspondence between Choice agents and the property related to the interior improvement including, but not limited to:
40. Approvals/Denials for changes or modifications to the originally approved Design Approval Letter
41. Revised Design Approval Letter
42. E mail correspondence of shipping/installation status.
43. Order and installation receipts acknowledging delivery and or installation of the agreed upon improvement items. Representatives of Choice Hotels International, including Quality Assurance representatives, will conduct reviews to ensure compliance with the interior improvement plan and items selected as outlined on the Design Approval Letter. Reviews may be conducted by any CHI representative and can include:
44. Physically checking the interior improvements implemented at the property.
45. Reviewing the paperwork outlined above in the Interior Improvements File. The reviews may occur during a Brand Standards Inspection as part of a review before allowing a property to come online, during a product evaluation at a lifecycle event

or during any other appropriate contact with CHI representatives. The reviews may occur during an Opening Inspection or as part of a review before allowing the property to come online, during a Quality Assurance Review, or produce improvement plan (PIP) inspection at a life cycle event or during any other appropriate contact with CHI representatives. **Note: Failure to comply with the items listed on the design approval letter could result in a delay in the opening process or a default under the Franchise Agreement; should the purchase or installation of unapproved items occur, a Franchisee will also be required to replace those items with the approved items outlined in the design approval letter at the cost to the Franchisee.**

## 510.1 Move to Modern Public Space

The Comfort Suites Public Space is designed to welcome our guests with a sense of warmth and character to create a positive first impression of the hotel. The products and design elements in this space combine with signature brand programs, elements and service to create the Comfort Welcome Experience, which will help Comfort guests relax and begin to enjoy their stay. Our brand promise is to ensure that guests feel refreshed and ready to take on the day – and one vital way we deliver on this promise is by providing a physical product that is warm, welcoming, and up to date at every Comfort hotel. All Comfort Suites hotels must comply with the following Move to Modern Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to R&R 510.0 for details.

1. General Lobby Area Flooring: Aside from the soft seating area(s), all flooring in the lobby area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.11A
2. Flooring under Soft Seating Area(s): All carpet, bound area rugs, or carpet insets under soft seating in the lobby are the brand approved items. Refer to R&R 510.11B.
3. Public Area Sofa(s): All sofas in the lobby and all public areas are the brand approved public space sofas. Refer to R&R 510.11 C2.
4. Public Area Lounge Chairs: All chairs in the lobby and all public areas are the brand approved lounge chairs. Refer to R&R 510.11 C2.
5. Lobby Area Walls: All walls in the lobby area, including walls behind the front desk (excluding Welcome Wall stone, if present) and all areas not covered in another brand standard, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.11A4.
6. Lobby Area Window Treatments: All window treatments in the lobby and front desk area are the brand approved window treatments. Refer to R&R 510.11 B2.
7. Public Area Ottomans: All ottomans in the lobby and all public areas are the brand approved ottomans. Refer to R&R 510.11C2.
8. Public Area Furniture: All free standing case goods in the lobby and all public areas are the brand approved casegoods. Prohibited items include china cabinets and armoires. Refer to R&R 510.11C7.

9. Public Area portable lamps: All tabletop lamps and floor lamps in the lobby and elevator landings are brand approved lamps. Refer to R&R 510.11 B1.
10. Breakfast Area Flooring: All flooring in the breakfast area is the brand approved flooring (carpet and/or hard flooring). Refer to R&R 510.20 A1.
11. Breakfast Area Dining Chairs: All seating in the breakfast area (including chairs, bar stools, and banettes) are the brand approved seating. Refer to R&R 510.20 C3.
12. Breakfast Area Dining Tables: All breakfast area dining tables are the brand approved tables. Refer to R&R 510.20 C2.
13. Breakfast Area Walls: All walls in the breakfast area have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.20 A3.
14. Breakfast Area Window Treatments: All breakfast area windows treatments are the brand approved window treatments. Refer to R&R 510.20 B2.
15. Interior Corridors: All interior corridors have the brand approved carpet installed. (Elevator landing areas and first floor corridors may have the brand approved carpet and/or brand approved hard flooring installed. Refer to R&R 510.41 A1.
16. Interior Corridor Walls: All interior corridors walls, including elevator land ings, have either the brand approved wall vinyl or brand approved paint color exclusively installed. Wall borders are prohibited, but crown molding is acceptable. Refer to R&R 510.41 A3.
17. Interior Corridor Window Treatments: All window treatments in the interior corridors are the brand approved window treatments. Refer to R&R 510.41 B2. See R&Rs 510.7 Public Space Finishes & Furnishings for finish standards for all public space. All properties are required to strictly adhere to all local, state and federal codes, including guidelines set forth by the ADA in the programmed areas described herein.

## **510.10 Vestibule**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Base to match pre approved floor finish.
6. Walls
7. Pre approved vinyl wall covering.
8. Ceiling
9. Smooth painted drywall ceiling See R&Rs Architecture & Engineering, 410.10 Vestibule for architectural specifications.

## **510.11 Lobby**

1. Materials
2. Flooring
3. Pre approved wood look porcelain tile or luxury vinyl tile/planks

4. Pre approved carpet inset or brand approved bound rug under all soft seating groupings.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Ceilings
10. Smooth painted drywall ceiling.
11. Atmosphere
12. Lighting
13. Pre approved decorative lighting including wall sconces, pendants, or ceiling mounted fixtures.
14. Window Covering
15. Pre approved roller sheers or shades. Drapery may be approved if existing conditions prohibit roller sheers/shades.
16. Fixtures, Furnishings & Equipment (FF&E)
17. All FF&E to comply with current pre approved package standards. Design exceptions may be considered based on existing conditions. See R&Rs Architecture & Engineering, 410.11 Lobby for architectural specifications.

## **510.12 Registration Area**

1. Materials
2. Floor
3. Pre approved porcelain tile or luxury vinyl tile.
4. Carpet or mat at employee side of registration desk.
5. Base
6. Pre approved porcelain tile base to match floor finish or rubber base.
7. Walls
8. The Welcome Wall, is a signature component of the design initiative for the Comfort Family of brands. Links for guidelines, specifications, and ordering information can be found on the Comfort Suites Brand page under the Reimaging Hub Inside Your Hotel section. One of four options is required. All removable objects must be removed from the Welcome Wall wall.
9. Prefabricated wall hung panel including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box, and branded logo signage. Candles must be lit at all times.
10. Brand specified stone wall including four wooden shadow boxes. Brand approved battery operated candles placed in each shadow box and branded logo signage. Candles must be lit at all times. A final approval letter for all stone applications must be maintained in a hard copy file available for CHI representatives upon demand at any time for inspection.

11. Approved decorative wall covering or approved painted wall with approved branded signage.
12. Approved stone wall with branded logo signage. If a door is located on back wall, it is to blend with wall color.
13. Counter Tops
14. Granite or quartz counter at upper and accessible tops for guest use and at employee counter if exposed to guest view from the lobby.
15. Minimum of plastic laminate lower top at employees' side of desk if concealed from guest view.
16. Millwork
17. Front desk façade to be stained wood veneer to match lobby finishes.
18. Plastic laminate base cabinets, storage shelves, printer base cabinets, and a lockable cash drawer.
19. Ceiling
20. Smooth painted drywall ceiling.
21. Atmosphere
22. Lighting
23. Decorative lighting per pre approved FF&E package.
24. Graphics
25. Franchisee Statement as specified in R&Rs Rules of Operation, 100.1 A.1 is to be posted within guest view.
26. Comfort Suites the brand approved logo is required behind registration desk. See the Reimaging Hub Inside Your hotel on the Comfort Suites brand page. See R&Rs Architecture & Engineering, 410.12 Registration Desk Area for architectural specifications.

### **510.13 Elevator Lobby**

1. Materials
2. Floor
3. First floor elevator landing flooring to be consistent with lobby flooring.
4. Upper floor elevator landings to be either consistent with lobby flooring or guestroom corridor flooring.
5. Base
6. Base to match flooring.
7. Walls
8. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
9. Full height base to ceiling corner guards.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting

14. Pre approved surface mounted ceiling lights and/or wall sconces. See R&Rs Architecture & Engineering, 410.13 Elevator Lobby for architectural specifications.

## **510.14 Public Restrooms**

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high moisture areas as determined in advance by Choice Hotels International.
8. Door
9. Door and frame finishes per pre approved design package.
10. Ceiling
11. Smooth painted drywall ceiling.
12. Atmosphere
13. Lighting
14. Decorative lighting above vanity mirror per pre approved design package.
15. Fixtures, Furnishings & Equipment
16. Artwork and vanity mirror(s) to be per the pre approved design packages. See R&Rs Rules of Operation, 110.1 Public Restrooms for operational compliance. See R&Rs Architecture & Engineering, 410.14 Public Restrooms for architectural specifications.

## **510.2 Public Space Food Service**

### **510.20 Breakfast Room**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Ceiling
9. Smooth painted drywall ceiling.
10. Buffet Millwork
11. Granite or quartz stone top and backsplash at serving buffet and beverage areas
12. Stained wood veneer wall and base cabinets

13. Atmosphere
14. Lighting
15. Decorative lighting per pre approved design package.
16. Window Covering
17. Roller sheer or shade window treatments per pre approved design package.
18. Fixtures, Furnishings & Equipment
19. Furniture to be per pre approved design package.
20. A minimum 40" flat panel HDTV television. All televisions must be hospitality grade, flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, as well as provide future expansion to HD content, including standard broadcast networks in HD, expanded networks in HD, and premium networks in HD. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted to commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room. All TV functionality must be controlled using a single remote control.
21. Pre approved artwork set must be displayed on breakfast serving wall(s) or on a wall within direct sight of the breakfast buffet. Refer to the Comfort Re imaging Hub Inside Your Hotel for details.
22. Additional pre approved artwork. See R&Rs Architecture & Engineering, 410.20 Breakfast Room for architectural specifications.

## **510.3 Meeting Space**

### **510.30 Meeting Room**

1. Materials
2. Floor
3. Pre approved carpet over specified pad or wood look luxury vinyl tile.
4. Base
5. Carpet base to coordinate or match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Millwork
9. Stained wood veneer wall and base cabinets with adjustable shelves in each cabinet
10. Granite or quartz counter top and backsplash
11. Door
12. Door and frame finishes to be per pre approved design package.
13. Ceiling
14. Smooth painted drywall or acoustical ceiling tile.

15. Atmosphere
16. Lighting
17. Pre approved decorative lighting is acceptable.
18. Window Covering
19. Pre approved blackout lined shade or drapery.
20. Fixtures, Furnishings & Equipment
21. Furniture to be commercial/hospitality grade
22. Board room or conference room tables and ergonomic or stackable chairs.
23. Built in plastic laminate base and wall cabinets.
24. Granite or quartz top and splash blocks at built in cabinet
25. Artwork per pre approved design package. See R&Rs Rules of Operation, 110.4 Meeting Room for operational requirements. See R&Rs Architecture & Engineering, 410.30 Meeting Room for architectural specifications.

## **510.4 Public Space Circulation**

### **510.40 Passenger Elevator**

1. Materials
2. Floor
3. Pre approved carpet over specified pad to match or coordinate with corridor carpet
4. Pre approved porcelain or luxury vinyl tile
5. Approved carpet tile is acceptable
6. Base
7. Pre approved porcelain or rubber base.
8. Walls
9. Plastic laminate panels with brushed stainless steel backing
10. Handrails to be brushed stainless steel
11. Door
12. Brushed stainless steel with matching frame
13. Ceiling
14. Vinyl or metal egg crate prefabricated panels
15. Atmosphere
16. Lighting
17. Per the elevator manufacturer's standard. See R&Rs Architecture & Engineering, 410.40 Passenger Elevator for architectural specifications.

### **510.41 Guest Room Corridor**

1. Materials
2. Floor
3. Pre approved carpet over specified pad per pre approved design package.
4. Base

5. Pre approved carpet or rubber base.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Door
10. Service doors located off of corridor to receive the guest room door finish; painted or stained.
11. Painted door frame.
12. Ceiling
13. Combination smooth painted drywall and acoustical ceiling tile.
14. Atmosphere
15. Lighting
16. Pre approved decorative lighting per pre approved design package.
17. Window Covering (when applicable)
18. Pre approved coverings per design package.
19. Graphics
20. Graphics package is to include all public, back of house and guest room wall markers in one consistent style and color. Consult interior design specifications for the approved signage package.
21. Graphics are not to be placed on any door surface, rather on wall adjacent to door. See R&Rs Architecture & Engineering, 410.41 Guest Suite/Room Corridor for architectural specifications.

## 510.5 Guest Facilities

### 510.50 Guest Laundry

1. Materials
2. Floor
3. Pre approved porcelain tile.
4. Base
5. Porcelain tile to match or coordinate with flooring.
6. Walls
7. Pre approved wall vinyl wall. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guards.
9. Counter
10. Plastic laminate built in counter or free standing casegoods table.
11. Fixtures, Furnishings and Equipment

12. A minimum of one side chair for guest usage See R&Rs Rules of Operation, 110.6 Guest Laundry for operational requirements. See R&Rs Architecture & Engineering, 410.50 Guest Laundry for architectural specifications.

### **510.51 Vending Areas**

1. Materials
2. Floor
3. Pre approved porcelain tile flooring.
4. Base
5. Pre approved porcelain tile to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Full height base to ceiling corner guard.
9. Ceiling
10. Smooth painted drywall ceiling or acoustical tile if existing. See R&Rs Rules of Operation, 120.9 Vending Services for operational details. See R&Rs Architecture & Engineering, 410.51 Vending Areas for architectural specifications.

### **510.52 Business Center**

1. Materials
2. Floor
3. Pre approved wood look porcelain tile or luxury vinyl tile to match or coordinate with lobby flooring.
4. Base
5. Porcelain or rubber base to match flooring.
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Counter top
9. Granite or quartz counter with backsplash.
10. Ceiling
11. Smooth painted drywall or acoustical ceiling tile if existing.
12. Atmosphere
13. Lighting
14. Pre approved decorative lighting.
15. Window Covering (if window exists)
16. Pre approved roller sheer or shades.
17. Fixtures, Furnishings & Equipment
18. Furniture to be commercial hospitality grade and pre approved. See R&Rs Rules of Operation, 110.5 Business Center for operational details. See R&Rs Architecture & Engineering, 410.52 Business Center for architectural specifications.

## **510.53 The Comfort Suites Marketplace**

1. Materials
2. Floor
3. Pre approved wood look plank tile.
4. Base
5. Base to match flooring.
6. Walls
7. Pre approved vinyl wall covering.
8. Atmosphere
9. Lighting
10. Recessed down lighting or decorative lighting.

If there is not currently a dedicated alcove in operation, a minimum of one approved snack cabinet must be installed for implementation of the Marketplace. Please refer to the R&Rs section 110.8 for Rules of Operation of the Marketplace. See R&Rs Architecture & Engineering, 410.53 Marketplace Area for architectural specifications.

## **510.6 Recreation**

### **510.60 Fitness Center**

A Fitness Center is required at all Comfort Suites hotels. In addition to the Rules and Regulations noted below, please refer to section 110.3 Comfort Suites Fitness Center and section 410.60 Fitness Center for Architectural requirements. For complete Fitness Center program information including the standards below, you can also refer to the Hot Topic & Key Brand Initiative on the Comfort Suites Brand page for details.

1. Materials
2. Floor
3. Wood look luxury vinyl tile or rubber flooring per current design package.
4. Base
5. Vinyl or rubber base
6. Walls
7. Pre approved vinyl wall covering. Smooth textured paint may be approved in high - moisture areas as determined in advance by Choice Hotels International.
8. Option 1: One wall to be approved accent painted wall with approved vinyl graphic. Mirrored wall to have approved wood look vinyl and all other walls to be brand approved neutral vinyl. Option 2: Previously approved for existing hotels: one wall to have an approved accent color and all other walls neutral OR all other walls can be neutral. Hotels must adopt option1 upon renovation.
9. Pre approved decorative framed mirrors or full height, full width wall mirror. Install from top of base to ceiling on the wall.

10. Door
11. Door and frame finishes per pre approved design package.
12. Ceiling
13. Smooth painted drywall or acoustical ceiling tile.
14. Atmosphere
15. Window Covering
16. Pre approved roller shades. Wood blinds are acceptable if existing.
17. Graphics
18. A posted notice pertaining to liability in compliance with all local, state, and/or federal codes must be located in clear view of guests.
19. Fixtures, Furnishings & Equipment Equipment to be commercial grade. Pre approved artwork per pre approved design package. Refer to the Reimaging Hub Inside Your Hotel for details on artwork requirements. Only approved artwork is permitted. See R&Rs Rules of Operation, 110.3 The Comfort Suites Fitness Center for FF&E items as well as operational requirements. See R&Rs Architecture & Engineering, 410.60 Fitness Center for architectural specifications.

## **510.61 Swimming Pool**

**Indoor & Outdoor** It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's pool.

1. Materials
2. Floor (Outdoor)
3. Concrete with troweled finish
4. Floor (Indoor)
5. Pre approved porcelain tile.
6. Alternate flooring finishes will be considered.
7. Coping
8. Coping should be of coordinating style.
9. Pool walls
10. Glazed tile with accent tile pattern above water line.
11. Walls (Indoor)
12. Field tile wainscot, accent tile banding above wainscoat.
13. Ceiling (Indoor)
14. Smooth painted drywall ceiling.
15. Atmosphere
16. Lighting (Indoor and Outdoor)
17. Pre approved decorative lighting.
18. Graphics
19. Graphics package should state the Pool Use Guidelines including but not limited to, "No Lifeguard on Duty", "No Glass Containers" and "No Diving" are to be part of the

project's graphics package. The design should be consistent with the overall project graphics.

20. Additionally, should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics.
21. Window Covering (Indoor)
22. Pre approved roller sheers or shades.
23. Fixtures, Furnishings & Equipment
24. Furniture to be commercial hospitality grade – refer to interior design specifications. Provide a combination of seating types including lounge chairs, chaises (where space allows), as well as dining and side tables. See R&Rs Rules of Operation, 110.2 Swimming Pool for operational requirements. See R&Rs Architecture & Engineering, 410.61 Swimming Pool Indoor & Outdoor for architectural specifications.

## **510.62 Whirlpool**

Optional It is the Franchisee's responsibility to ensure that all local, state, and federal laws, regulations, and codes are met or exceeded with respect to the design, construction, maintenance, and operation of the hotel's whirlpool.

1. Materials
2. Floor
3. Concrete with troweled finish
4. Coping
5. Pre cast concrete of coordinating color with depth indicators, and "no diving" demarcations per code requirements
6. Atmosphere
7. Graphics
8. The design of all pool/whirlpool graphics should be consistent with the overall project graphics.
9. Provide medical warnings and guest use responsibilities signage at whirlpool area.
10. Graphics package should state the Pool Use Guidelines including but not limited to "No Lifeguard on Duty" and "No Glass Containers". The design should be consistent with the overall project graphics.
11. Additionally, hotel should consider supplying "In Case of Emergency" and "Emergency Phone Numbers" graphics. See R&Rs Rules of Operation, 110.7 Whirlpool Optional for operational requirements. See R&Rs Architecture & Engineering, 410.62 Whirlpool Optional for architectural specifications.

## **520.0 Guest Suite**

### **520.0 Guest Suite**

The Comfort Suites pre approved design packages have been developed specifically for the Comfort brand. They include solutions for all of the design elements for guestroom along with satisfying the brand's vision and guidelines related to interior design. Please also refer to the interior design submittal requirements in section 510.0 as all FF&E selected for these areas, require prior written approval from Choice Hotels International. All properties are required to strictly adhere to all guidelines set forth by the ADA in the programmed areas described herein. All FF&E items must be approved pieces of the pre approved package in effect at the time of contract execution, or at the time of a contractual event, or renovation whichever is most recent. All Comfort Suites hotels must comply with the Move to Modern Guest Room Brand Standards: (All hotels must submit all items for Interior Design Approval before purchase and installation. Refer to section 510.0 Interior Design Submission for details on the submission process.

1. Guestroom flooring: All flooring (carpet and/or hard flooring) is the brand approved flooring. Carpet is required, but approved hard flooring is acceptable at the entrance area and/or the soft seating/living area in suites.
2. Guestroom walls: All walls must have either brand approved wall vinyl OR paint color(s) exclusively installed. Painted wall vinyl is prohibited. If an accent wall(s) is present, it must have the brand approved wall vinyl or a brand approved paint color. Wall borders are prohibited, but crown molding is acceptable.
3. Guestroom lighting/lamps: All lighting and lamps in the guest room including table top lamps, floor lamps, wall and headboard sconces, and ceiling mounted fixtures are the brand approved lamps and lighting.
4. Guestroom lounge chairs & lounge chair ottomans: All lounge chairs in the guestroom are the brand approved lounge chairs. An ottoman is optional at the lounge chair, but if an ottoman is present with the lounge chair, it must be the brand approved ottoman specifically for the lounge chair. Accent pillows are optional, but if present, must be the brand approved accent pillows.
5. Guestroom desk chairs and activity chairs: The chair at the desk is the brand approved ergonomic chair. All chairs at the activity table are the brand approved activity chairs.
6. Guestroom sofas/sectionals: All sofas/sectionals in the guestroom are the brand approved sofas/sectionals. Accent pillows are optional, but if present, are the brand approved accent pillows.
7. Guestroom Sofa Ottomans: If a sofa/sectional is present in the room, two (2) brand approved sofa ottomans are required, or a brand approved round top table with brand approved nested ottoman is required, or a brand approved cocktail table is acceptable.
8. Guestroom Case Goods: All case goods in the guestroom are the brand approved case goods. This includes but is not limited to headboards, console table, C table, nightstands, desks, media boards, dressers/chests, end/side tables, luggage

benches, activity tables, and wardrobes. Microwaves and/or refrigerator are in brand approved pieces or presented in a built in nook.

9. Guestroom Artwork & Full length mirror: Brand approved artwork is present in all rooms and matted and in the approved framed. It must be regional (or other brand approved) color photography artwork or brand approved abstract artwork. Additional, previously installed brand approved "Flourish" and "Breeze" patterned artwork is also acceptable at the desk, activity table, or luggage bench along with regional color photography artwork only. "Poster art", additional non approved artwork, and/or any artwork above the headboards is prohibited. If present, the full length mirror is an approved framed or approved closet door mirror.
10. Guestroom Window Treatments: All window treatments are the brand approved window treatments.

## 520.00 Guest Suite Types & Furnishing

1. King Room (or one bedded room) Accessible King Room (or one bedded Accessible suite/room)
2. Mattress, boxspring and bed base per *Choice Hotels International* specifications.
3. Mattress, boxspring and bed base
4. Casegoods
5. One (1) Wall mounted headboard with side panels; may be with or without integrated lighting depending on pre approval.
6. Two (2) nightstands
7. Desk
8. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
9. Approved stand alone microfridge cabinet if built in or millwork niche is not provided.
10. One (1) cocktail table with nested ottoman; or one (1) cocktail table is acceptable based on previous package installation .See below for sofa ottoman option.
11. End table at sofa and space availability.
12. Media panel for wall hung television
13. Softgoods
14. A full size sleeper sofa or sectional sofa with full size sleeper is required.
15. Two (2) Cocktail ottomans at sectional if casegood above are not provided
16. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
17. Ergonomic chair at desk
18. Fixtures
19. Two (2) headboard sconces
20. One (1) desk lamp
21. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixture in entry area.

22. Floor lamp and wall sconce at sectional sofa or table lamp on side table if sofa sleeper and lounge chair exist.
23. Ceiling light over living area if floor lamp and wall sconce are omitted.
24. Other wall mounted fixture in lieu of lamps with pre approval.
25. Approved alarm clock with battery backup. See R&Rs 150.2 Guest Room Amenities & Supplies for specified information on the alarm/clock radio.
26. Television with remote control
27. Television cloning unit to program television
28. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Room Amenities & Supplies for details.
29. Approved full length framed mirror at entry
30. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two smaller approved pieces stacked above luggage bench per pre approved package requirements.
31. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints).
32. Double Queen Room (rooms with 2 beds) Accessible Double Queen Room (accessible rooms with 2 beds)
33. Mattress/Boxspring/Bed Base
34. Mattress, boxspring and bed base per Choice Hotels International specifications.
35. Casegoods
36. Two (2) Wall mounted headboards with (1) center panel; may be with or without integrated lighting depending on PIP evaluation.
37. One (1) nightstand
38. Television chest with two (2) drawers and microfridge combination or media panel used in combination with under desk cubby.
39. Writing desk
40. Open closet case piece including enclosed cabinet for ironing board storage may be provided in lieu of a built in closet.
41. One (1) cocktail table with nested ottoman; or one (1) cocktail table based on installation of previously approved package.
42. Microwave and refrigerator must be housed in an approved stand alone microfridge cabinet, built in niche, or millwork cabinet.
43. End table at sofa if space is available.
44. Softgoods/Seating
45. A full sized sleeper sofa or sectional is required.
46. Two (2) sofa ottomans at sofa or sectional or c
47. Upholstered luggage bench or folding luggage rack stored in closet in case of space constraints.
48. Ergonomic chair at desk.
49. Fixtures

50. Two (2) headboard sconces with reading lights.
51. One (1) lamp at desk.
52. Recessed down light or pre approved existing decorative wall or ceiling mounted light fixtures in entry area.
53. Other wall mounted fixtures in lieu of lamps with pre approval.
54. Floor lamp and wall sconce at sectional or table lamp on side table if sofa and lounge chair exists. Ceiling light over living area if floor lamp and wall sconce are omitted.
55. Alarm clock with battery backup. See R&Rs 150.2 Guest Amenities & Supplies for specified information on the alarm/clock radio.
56. Television with remote control with batteries
57. Television cloning unit to program television
58. Coffee brewer. Coffee service, featuring regular and decaf coffee and all accompaniments, is also required. See R&Rs Rules of Operation 150.2 Guest Amenities & Supplies for details.
59. Approved full length framed mirror at entry
60. Artwork: two (2) or three (3) pieces of artwork above sectional or sofa sleeper per pre approved package requirements. One (1) large or two (2) pieces stacked above luggage bench per pre approved design package.
61. Full sized ironing board and iron to be placed in the closet. Ironing board cover must be neutral in color and Teflon coated (no prints). Also see 520.02 Guest Suite/Room Fixtures, Furnishings & Equipment for detailed specifications. See R&Rs Architecture & Engineering, 420.00 Room Mix/Types for architectural specifications.

## **520.01 Bedding Standards**

The Comfort bedding program is required for all Comfort Suites hotels. In addition to the Rules and Regulations stated below, please review the *Comfort Bedding Program Information on the Comfort Suites brand page for additional details on the standards and how to properly arrange the bed.*

1. *Bedding*
2. *Bed Sizing Standards*
3. Double 54" x 80"
4. Queen 60" x 80"
5. King 76" x 80"
6. *Bed Base Construction*
7. Finished base is 8 " high
8. Industrial fiberboard panels with three (3) cross braces and extra center rail
9. Steel finish with dark "wood grain" look
10. *Mattress*
11. All Comfort Hotels are required to install and use a Choice Hotels International approved mattress by Serta or Simmons.

12. Mattress protectors are acceptable in addition to the required mattress pad. If a mattress protector is present, it must be placed directly on the mattress under the approved mattress pad.
13. *Boxspring Criteria*
14. All Comfort Hotels are required to install and use a Choice Hotels International approved box spring by Serta or Simmons.
15. Box spring protectors are acceptable. They must be placed directly on the box springs below all other bedding elements.
16. *Mattress Pad*
17. Required for all beds, not including rollaway beds and sleep sofas.
18. One of the following tagged products must be exclusively used on all beds.
19. 24 oz. per square yard mattress topper by Keeco
20. 24 oz. per square yard Microfiber mattress topper by Hospitality products, fitted
21. 24 oz. per square yard Pillow Topper Mattress Pad, fitted and anchor band, by Pacific Coast Feather/Restful Nights no longer available for purchase
22. 24 oz. per square yard Super Topper, fitted and anchor band, by Guest Supply
23. 24 oz. per square yard Fitted Mattress Topper, fitted and anchor band, by Startex, fitted and anchor band no longer available for purchase
24. 24 oz. per square yard Registry Pillow Topper, fitted and anchor band, by American Hotel Register
25. *Pillows*
26. The following approved soft and firm, tagged pillows are exclusively required on all beds:
27. Luminesse Soft by Keeco (Green CHI tag)
28. Luminesse Firm by Keeco (Blue CHI tag)
29. Microfil® Soft by Pacific Coast Feather (Green CHI tag)
30. Microfil® Firm by Pacific Coast Feather (Blue CHI tag)
31. Pillow protectors are acceptable when placed directly on pillows.
32. Number of pillows: (See #12 below for arrangement details).
33. King Bed
34. Option 1: When king pillows are used (Firm only blue tag), two king sized firm pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
35. Option 2: When standard size pillows are used, three firm (blue tag) pillows PLUS two or three standard size soft (Green tag) pillows on each bed.
36. Double/Queen bed: Two standards size firm (blue tag) pillows PLUS two standard size soft (green tag) pillows on each bed.
37. Twin bed (when approved): One standard size firm (blue tag) pillow PLUS one standard size soft (green tag) pillow on each bed.
38. *Blanket*
39. One of the following filled blankets is required on all beds.
40. Keeco brand *TrueClean Down* (as of 2/12/2024, this option is no longer available for purchase but remains acceptable for prior purchases until further notice.)

41. Keeco brand *Assure*
42. Keeco brand *TrueLoft*
43. Ultra Essence ™ by Pacific Coast Feather
44. Duralux ™ by Pacific Coast Feather
45. Hospitality Down with Hyperclean ® Down fill by Pacific Coast Feather
46. Additional blankets are to be provided in the guest room or in storage and must be available to the guest upon request.
47. Bed Sheet and Pillow Cases \_ All sheets installed at the hotel must be from the Choice approved Eclipse Collection. Refer to the Eclipse Collection hot topic for details on this program.
48. *Decorative Top sheet Cover:*
49. One approved decorative top sheet is required on all beds.
50. *Bed Skirt/Wrap*
51. An approved, appropriate bed skirt is required on all beds, not including rollaway beds and sleep sofas. (Long bed skirts on beds with bed frames. Short bed skirts on beds with bed bases.) Bed skirts/wraps in the same room must match.
52. *Bed Scarf (prohibited as of 1/1/2024)*
53. As of 1/1/2024, all bed scarves are prohibited on all beds.
54. Bedding Arrangement \_ Only Comfort approved bedding is acceptable and must be arranged as follows:
  55. Bed skirts/wraps are present on all beds with bed bases and bed frames (not required on beds with approved wooden purpose built platform beds that match the casegoods).
  56. Flat sheet, blanket, and decorative top sheet are folded down together from the top of the bed with the bottom fold of the sheet covering (encasing) all layers. Top edge of the fold is no further than 4" below pillows.
  57. Decorative top sheet, blanket and flat sheet are tucked in on all sides.
  58. Pillow case ends are tucked envelope style; pillows standing touching in two centered rows flat against head board with correct number as outlined below. Placement: firm pillows in the back row; soft pillows in the front row.
  59. As of 1/1/2024, bed scarves are prohibited.
  60. Pillow arrangement and number requirements: In addition to the details noted above, there are certain details regarding pillow number and placement that are required.
  61. King beds Standard size approved, tagged pillows placed in two rows: three approved firm pillows placed in the back row centered on the bed and standing touching flat against the headboard PLUS two or three approved soft pillows placed centered, flat against the back row of pillows, standing touching in the front row. Approved king sized firm pillows are acceptable as follows: If used, two must be used to substitute for the three firm pillows in the back row. King size pillows are only acceptable on King beds.
  62. Queen/Double beds Four standard size approved pillows placed in two rows: Two approved firm pillows placed in the back row, centered on the bed standing

touching flat against the headboard. Two approved soft pillows placed standing touching directly in front. King sized pillows are not acceptable on Queen or Double beds.

63. Twin beds Two standard size pillows placed in two rows. One approved firm pillow placed centered on the bed, standing flat against the headboard; one approved soft pillow placed directly in front. King size pillows are not acceptable on Twin beds.
64. Non approved decorative items are not permitted and include, but are not limited to, lumbar pillows, shams or unapproved throws.
65. Mattress and/or box spring protectors are permitted when placed directly on the mattress or box spring. Pillow protectors are also permitted when placed directly on pillows.
66. Purchasing \_For all bedding items except linens and mattress pads, the products and vendors are listed in the bedding guide located on the Comfort Bedding Program section on the brand programs page located on the Comfort Suites brand page. Franchisees may not purchase mattress pads, pillows, blankets, or fabricated items from vendors outside the list. See R&Rs Rules of Operation, 150.2 Guest Suite/Room Amenities & Supplies for required quantities of bedding items.

## **520.02 Guest Room Fixtures & Equipment**

1. Drapery
2. Three part drapery system to include the following:
  3. a. Stationary side panels blackout lined.
  4. Sheers; may be drapes or roller sheer.
  5. Blackout, mounted on separate track from stationary side panels
  6. Drapery tracks to be ceiling mounted unless ceiling height is over 9" 0".
7. Electronics
8. Alarm Clock: An alarm clock is required. The unit shall be located on the nightstand, but not attached.
9. Television with remote control
10. All guestroom televisions must be hospitality grade, minimum 40" flat panel HDTVs. Pro:Idiom integrated TVs are strongly encouraged. The TVs must work with the TV broadcast source and hotel infrastructure to provide all necessary content security and decoding technology to properly display all required channels, including HD content as specified in the Rules & Regulations. In addition to content security and decoding functionality, hospitality grade TVs and TV systems are typically warranted for commercial use, have programmable start channels, cloning capabilities for simplified management, and volume governance to avoid sound transfer issues from room to room.
11. Separate or attached in room set back boxes are acceptable only if they cannot be seen (back of TV, back of furniture, wall mounted behind TV, etc.). Visible separate in room set top boxes will not be allowed after the program implementation deadline. All TV functionality must be controlled using a single remote control.

12. Mounting/Placement and display. Televisions may be mounted on top of furniture or on a wall. The television set should be positioned in the room to promote convenient viewing from a variety of room positions and angles.

1. Top Mount/Placement (Recommended) It is recommended that Flat panel TVs are displayed on top of guest room credenza, cabinet, or chest with a secure, swivel base mount.

\* **Visible holes, indentations, or markings from previous top**  
of furniture TV mounts are prohibited. Seamless/professional repairs or full furniture replacement will be required in order to display flat panel TVs.

\* **Flat**

panel TVs cannot be displayed inside a traditional TV armoire/enclosure.

\* **Flat**

Panel TVs are to be situated towards the rear depth of the furniture top, closest to the wall. Swivel mounts should be restricted so that when TV is swiveled in either direction, the outer frame of the TV unit should remain at a distance of at least 2" from wall.

2. Wall Mount Flat panel TVs may be wall mounted. New Construction and renovation projects with wall mounted TVs must mount them on a media board. Consideration must be made of potential noise reverberation issues due to adjoining guestroom walls, construction materials, architectural design, and insulation. Only hotels that can maintain a Sound Transfer Class (STC) rating of 54 or better between guest room walls will be allowed to wall mount TVs.

The following items are required for wall mounted flat panel TVs:

\* **Professional installation is required, using commercial**  
grade mounting bracket systems according to manufacturer's recommended instructions.

\* **Wires and cables must be completely concealed within the wall or within a**  
**seamless media**

board mounting device designed specifically to match furniture.

\* **Mounting location will vary by room size, shape, and furniture arrangement.**  
**TV should be wall**

mounted to allow for unobstructed viewing from varied positions and angles within guestroom.

\* **Ideal mounting height will vary by room. Generally accepted standard is 4'**  
**6"** (measured from the floor to the middle of the TV)

4. Television cloning unit to program television.
5. Lighting must be Truly Your specified

6. Guest rooms with two beds: lamps/sconces at bedside are to provide a minimum 75 watt incandescent equivalent CFL or LED bulb. Dual Socket lamp/sconce or a double arm with shade lamp required.
7. Guest rooms with one bed: lamps or sconces at bedside are to provide a minimum 100 watt incandescent equivalent CFL or LED bulb.
8. Desk lamp to provide a minimum 100 watt incandescent in equivalent CFL or LED bulb.
9. Table/Floor lamps to have weighted bases. Single bulb lamps are to have a minimum of 100 watt incandescent equivalent in CFL or LED bulb. When two (2) bulbs are present in one fixture, bulbs must be a minimum of 75 watt incandescent equivalent in CFL or LED bulbs.
10. Lampshades to be white with hard backed linen

## **520.2 Guest Suite Finishes & Standards**

### **520.20 Guest Suite Finishes**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Materials
2. Floor
3. Carpet over specified pad or combination of capret and luxury vinyl tile over underlayment
4. Base
5. Base material to match flooring.
6. Walls
7. Textured knockdown wall finish or optional wall vinyl covering.
8. Signature accent wall vinyl as required by PIP.
9. Door
10. Stain finish on door
11. Paint finish on frame
12. Ceiling
13. Textured drywall ceiling finish.

### **520.21 Guest Suite Finish Standards**

Refer to the FF&E specifications for complete performance standards. All materials must meet all local, state and federal flammability and toxicity code requirements. All fixtures must be UL certified and meet all local, state and federal electrical code requirements.

1. Carpet
2. Minimum carpet standard of 32 oz. cut/loop pile.

3. Content to be 100% solution dyed nylon.
4. Carpet Pad
5. 100% synthetic fiber, minimum density is 8.4lbs./cubic foot.
6. Prototypical weight of 24oz./square yard.
7. Porcelain Tile
8. Minimum hardness rating of 7 per Mohs Scale.
9. Coefficient of slip rating to be greater than or equal to 0.6 when wet.
10. Base
11. Base materials to match flooring.
12. Carpet base to have a bound edge.
13. Vinyl Wall Covering
14. Knockdown texture to be 100% acrylic.
15. Vinyl wall covering to be minimum Type II, 54" wide and 20 21 oz / linear yard.
16. Graphics
17. Clearly mark the emergency exit and procedures for evacuation.
18. Graphics package is to include all guest room wall markers in one consistent style and color. Verify the mounting heights with the *Choice Hotels International* Interior Design Department.
19. Graphics are not to be placed on any door surface, rather on wall adjacent to door.

## **521.0 Guest Bath Finishes & Standards**

### **521.01 Guest Bath Fixtures & Furnishings**

1. *Softgoods*
2. Shower Curtains Only brand approved shower curtains are permitted. Approved shower curtains are required on all guest bathroom shower curtain rods. See R&R 150.3 for details.
3. *Accessories*
4. Bath fixtures are to be polished chrome or brushed nickel in appearance.
5. Framed vanity mirror.
6. Curved shower rod mounted per manufacturer's directive. Tension spring loaded and alloy rods are not permitted.
7. *Artwork*
8. Framed and matted to coordinate with overall package.
9.
  4. *Lighting*
10. *Vanity Sconces:*
11. Decorative wall sconces or lighted mirror. Decorative vanity strip light mounted above mirror is acceptable if existing.
12. Vanity fixture to provide a minimum of 1700 lumens.
13. Decorative surface mounted ceiling fixture if existing.

14. Night light required. At minimum, provide wall mounted hairdryer with integral nightlight. Also see R&Rs Architecture & Engineering, 420.10 Guest Bath and 420.20 Guest Room/Bath Finishes & Furnishings

## **521.02 Guest Bath Finishes**

1. Materials
2. Floor
3. Porcelain tile
4. Base
5. Porcelain tile to match flooring
6. Walls
7. Smooth textured wall finish OR vinyl wall covering.
8. Door
9. Stain or paint finish
10. Ceiling
11. Smooth drywall finish
12. Vanity
13. Granite or quartz
14. Base to be stained wood with shelving for towel storage per prototype; finish to match casegoods.
15. Shower and Tub Surround
16. Approved cultured marble Also see R&Rs Architecture & Engineering, 420.1 Guest Bath.

## **530.0 Administration**

### **530.00 Employee Break Room**

1. Materials
2. Floor
3. Vinyl or porcelain tile flooring.
4. Base
5. Rubber or tile base.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on door and frame.
10. Ceiling
11. Smooth drywall or acoustical ceiling tile.
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shade

15. Fixtures, Furnishings & Equipment
16. Minimum of four stacking chairs.
17. 36" diameter dining table.
18. Wall mounted time clock
19. Lockers See R&Rs Architecture & Engineering, 430.00 Employee Break Room for architectural specifications.

## **530.01 Employee Restroom**

Optional

1. Materials
2. Floor
3. Porcelain tile flooring.
4. Base
5. Base to match flooring.
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint on door and frame
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Lighting
14. Recessed or decorative surface mounted ceiling light, wall sconces, or vanity strip light fixture
15. Fixtures, Furnishings & Equipment
16. Framed vanity mirror See R&Rs Architecture & Engineering, 430.01 Employee Restroom for architectural specifications.

## **530.02 Workroom**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base with bound edge
6. Walls
7. Textured wall coating or vinyl wall covering
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets
10. Plastic laminate counter and backsplash
11. Door

12. Paint finish on doors and frames.
13. Ceiling
14. Smooth finish drywall or acoustical ceiling tile.
15. Fixtures, Furnishings & Equipment
16. Upholstered task chairs See R&Rs Architecture & Engineering, 430.02 Work Room for architectural specifications.

### **530.03 Offices**

1. Materials
2. Floor
3. Carpet over specified pad
4. Base
5. Carpet base
6. Walls
7. Textured wall coating or vinyl wall covering
8. Door
9. Paint finish on doors and frames
10. Ceiling
11. Smooth finish drywall or acoustical ceiling tile
12. Atmosphere
13. Window Covering
14. Wood blinds, sheers, or roller shades.
15. Fixtures, Furnishings & Equipment
16. One (1) ergonomic office task chair with casters.
17. Two (2) stationary upholstered guest chairs. See R&Rs Architecture & Engineering, 430.03 Offices for architectural specifications.

### **530.1 Back of House Food Service**

#### **530.10 Kitchen**

##### Food Preparation

1. Materials
2. Floor
3. Porcelain tile flooring
4. Base
5. Rubber base or porcelain tile base
6. Walls
7. Semi gloss enamel paint
8. Counter/Cabinet
9. Plastic laminate wall and base cabinets

10. Plastic laminate counter and back and side splashes
11. Door
12. Semi gloss enamel paint finish on doors and frames See R&Rs Architecture & Engineering, 430.10 Kitchen Food Preparation for architectural specifications.

## **530.2 Housekeeping**

### **530.20 Laundry/Linen Storage**

1. Materials
2. Floor
3. Vinyl tile or ceramic/ porcelain tile flooring.
4. Concrete flooring acceptable.
5. Base
6. Rubber or porcelain/ceramic tile base.
7. Walls
8. At minimum painted walls.
9. b.Full height corner guards.
10. Door
11. Painted or stained door face to match guestroom door finish.
12. Ceiling
13. Smooth finish drywall or acoustical ceiling tile.
14. Fixtures, Furnishings & Equipment
15. Owner supplied carts See R&Rs Architecture & Engineering, 430.20 Laundry/Linen Storage for architectural specifications.

### **530.21 Auxiliary Linen Storage (Floors 2 and Above)**

1. Materials
2. Floor
3. Vinyl tile or ceramic/porcelain tile.
4. Concrete flooring acceptable.
5. Base
6. Rubber base or porcelain/ceramic tile cove base.
7. Walls
8. At minimum painted walls.
9. Full height corner guards.
10. Door
11. Painted or stained door face to match Guest Room door finish
12. Ceiling
13. Flat latex textured paint finish over non textured gypsum board
14. Atmosphere
15. Lighting

16. Ceiling or wall mounted decorative fixture
17. Graphics
18. Clearly mark the emergency exits and procedures for evacuation
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.21 Auxiliary Linen Storage (Floors 2 and above) for architectural specifications.

## **530.3 Back of House Circulation**

### **530.30 Stairwells**

1. Materials
2. Floor
3. Vinyl flooring with rubber nosing or carpet over specified pad.
4. Base
5. Rubber or carpet base.
6. Walls
7. At minimum painted walls.
8. Railings
9. Semi gloss paint on handrails, vertical pickets, and stringers.
10. Door
11. Paint finish on doors and frames.
12. Ceiling
13. Painted drywall finish.
14. Atmosphere
15. Lighting
16. Ceiling or wall mounted decorative fixtures.
17. Graphics
18. Clearly mark the emergency exit and procedures for evacuation.
19. Graphics package is to include all public, back of house, and guest room wall.
20. Graphics are not to be placed on any door surface, rather on wall adjacent to door.  
See R&Rs Architecture & Engineering, 430.30 Stairwells for architectural specifications.

## **600 Service Marks/Signage**

### **Purpose and Scope**

This section of the Standards Manual specifies the requirements for the use of certain service marks and signage of the Comfort Suites hotel system. All visual communications using service marks of the Comfort Suites hotel system must comply strictly with the

requirements of this section. Waivers or variances will be considered on an individual basis upon receipt of a written request, which must include the rationale for such waiver/variance request. Refer questions concerning these standards to: \*\*Choice Hotels International 915 Meeting St., Suite 600 North Bethesda, Maryland 20850 Attn: Director, Brand Standards (301) 592 5000 \*\*

## 600.0 Service Marks/Signage

### 600.0 Service Marks & Usage

A service mark works as a tool that guests use to visually differentiate a specific brand from others. In the service industry, the appropriate use of service marks is even more important. In a guest's mental picture of a brand, the logo or mark tends to take on more importance than goes beyond just the physical product. To ensure appropriate use of its service marks, *Choice Hotels International* has set forth standards to which all Choice hotels must adhere.

1. *Authorized Proprietary and Service Mark Standards*
2. Comfort Suites Proprietary Marks
3. The following is a list of proprietary marks owned by Choice, which are used in conjunction with the Comfort Suites brand name in text as well as logo form.
4. Comfort Suites®
5. All Choice brands and their line extensions are registered proprietary marks of *Choice Hotels International* that the Franchisee is authorized to use pursuant to, and in strict accordance with, the registered mark of the brand, the Franchise Agreement and current Advertising Standards which are found on SmartMarketing.
6. *Choice Hotels International* strictly limits the use of its marks to those items outlined in the Brand Style Guide found on SmartMarketing.
7. Stationery (business & guest), envelopes and business cards
8. Marketing materials such as rack cards, sales flyers, post cards, advertising and billboards and specific items provided by our Qualified Vendors. All graphics in public spaces and guest rooms must comply with the most current identity standards found on Choicentral and in SmartMarketing. Permitted items include:
9. Authorized property signage, flags and telephone faceplates
10. Stationery (business & guest), envelopes and business cards
11. Invoices, folios and registration cards
12. Guest Room directories
13. No franchisee may register or apply to register any mark owned by *Choice Hotels International*, including web site URLs.
14. Hotels and their vendors must use the marks (logos) supplied on the SmartMarketing without any alterations whatsoever and may not create their own versions of any Choice owned marks without the express written authorization of *Choice Hotels International*.

15. The Choice Hotels brand endorsement is included in the brand logo artwork and may not be altered in any manner.
16. Marks must accurately conform to the authorized colors or in black and white as per the Brand Style Guide found on SmartMarketing.
17. Trademark symbols (e.g., ®, SM, TM) are embedded in the logo artwork and may not be altered or removed for any reason without the express written permission of *Choice Hotels International*.
18. Secondary Names: secondary names may not be used without the written permission of *Choice Hotels International* and must be in accordance with the hotel's franchise agreement and identity standards including typeface, scale and placement as set forth by *Choice Hotels International*.
19. There are three types of secondary names:
20. Directional (e.g., North, West, Southeast)
21. Locational (e.g., Bayside, Mountain View, Downtown)
22. Descriptive of facilities (e.g., Conference Center, Amusement Center)
23. Below are restrictions on the use of secondary names:
24. Except under very rare circumstances, hotels are not granted exclusivity to a city name. Some other descriptor must be added along with the city name.
25. Names of businesses, national parks, military bases/posts or other federal entities cannot be used without the expressed written permission from the owner of that registered business or federal name. To avoid this issue, you may use descriptors such as "near", "next to", or "area" in a secondary name (e.g., Comfort Suites & Suites Ft. Bliss Area.)
26. Trademarks cannot be used without the express written permission from the trademark owner even when used with descriptors such as "near," "next to" or "area" (e.g. Comfort Suites Baylor University Area and Comfort Inn & Suites Near Disneyworld would NOT be allowed without the written permission of Baylor University and Disneyworld).
27. Depending on where used especially in the central reservation system Choice retains the right to abbreviate the names granted due to space considerations.
28. Previous hotel names are not allowed as secondary names.
29. Choice retains the right and ability to change or rescind secondary names should conditions change.
30. *Permanent Marks*
31. No brand mark/logo may be etched in glass or any other construction material where it becomes permanent and cannot be easily removed.
32. *Authorized Substitute for Trademark*
33. The words 'Comfort Suites,' specified in the Franchise Agreement using the brand typeface specified in the Brand Style Guide found on SmartMarketing, can be used as a substitute for the trademark or service mark when the mark cannot be used because of limited space requirements, or to represent 'Comfort Suites' in a headline.
34. *Changes to Standards by Choice Hotels International*

35. *Choice Hotels International* may, without prior notification, create, modify or update graphic or layout standards for its brand marks, marketing communications and advertising standards, and marketing programs and promotions. *Choice Hotels International* will provide adequate notice of changes and information regarding phase in and compliance requirements.
36. When *Choice Hotels International* adopts a new mark, some or all of its franchisees may be permitted to use the new mark in the operation of the franchised hotel.
37. A new mark must not be used unless the franchisee has received express written authorization from *Choice Hotels International*.
38. *Property Website Requirements* Any property that would like to employ an independent (third party) property website must use a Qualified Vendor. The list of approved vendors can be found here: Choicebuys Property Website Vendors. Properties that currently utilize a Non Qualified Vendor for their independent websites will be allowed to continue with that service until their existing agreement expires, at which time they will be required to switch to a Qualified Vendor to manage the website. The following requirements apply to all property independent websites. They do not apply to management company websites. Additional information on property website requirements for Choice properties is available on ChoiceCentral.com, under Departments, e Commerce: Property Website Guidelines.
39. Domain Name Policy
40. A property website using a domain name that contains a Choice's trade or service mark (e.g., "www.comfortinngaslamp.com") must comply with Choice's Domain Name Policy. The full policy is available on Choice Central: US Domain Name Policy and International Domain Name Policy.
41. E mail Addresses
42. E mail should be directed to the hotel, not to a third party (such as the firm that developed the property website).
43. Wherever possible, all hotel e mail addresses used for customer correspondence through the property website should use only the official domain name approved by Choice (e.g., "msmith@comfortinngaslamp.com").
44. Logos and Logo Usage
45. The brand logo, including the Choice Hotels parent brand endorsement, must be featured in a prominent location on the homepage and on every page of the property website
46. Logos can be downloaded from SmartMarketing.
47. Online/Web Usage Logo Standards are available on ChoiceBuys.com on SmartMarketing.
48. Creative and Design Standards
49. The property website must incorporate the core creative elements of the current Choice marketing campaign (e.g., the yellow ribbon and tagline "We'll see you there.").
50. Instructions for the yellow ribbon and tagline, including the required font, can be found on the SmartMarketing.

51. Please note that the Choice campaign artwork (ribbon and tagline) cannot be resized or changed in any way.
52. *Choice Privileges ®* Program
53. The main navigation of the property web site must feature a link to the *Choice Privileges ®* on [www.choicehotels.com](http://www.choicehotels.com). The link can be designed to open in a new browser window.
54. You may not provide your own description or details on these programs.
55. Best Internet Rate Guarantee
56. If you are using the Choice booking engine, the property website must feature Choice's Best Internet Rate Guarantee. You may link directly to the Best Internet Rate Guarantee at [www.choicehotels.com](http://www.choicehotels.com).
57. This link can be designed to open in a new browser window. If you are using a third party booking engine, you may not use the Best Internet Rate Guarantee.
58. Privacy & Security Information
59. Property websites should provide customers with privacy and security information.
60. Property websites may NOT be linked to the Choice Hotels Privacy & Security Policy featured on [www.choicehotels.com](http://www.choicehotels.com). Instead, the property website should contain its own, localized privacy and security policy.
61. Website Navigation
62. All property websites must feature a consistent, tiered navigation based on the guidelines in Section V of the Property Website Guidelines document available on Choice Central.
63. Website Content
64. All content (including hotel descriptions, destination information) featured on the property website must be significantly different from the content (including hotel descriptions and destination information) featured in the hotel's property page on choicehotels.com and the individual Choice brand website.
65. Property websites that duplicate content found on choicehotels.com or the Choice brand websites can cause the property website, as well as choicehotels.com, to be banned by search engines. For information on Google's content policy, see [www.google.com](http://www.google.com).
66. Copying or "scraping" destination content (e.g., current events, destination overviews, maps, point of interest listings and descriptions) featured on the hotel brochure and on choicehotels.com is a violation of Choice's licensing agreements with the destination content providers.
67. Owner/Operator Information
68. All property websites using a domain name under the Choice Domain Name Policy must include the following disclaimer on the homepage: "*This website is owned and maintained by [Franchisee's Legal Name], a franchised user of certain proprietary trademarks and service marks of Choice Hotels International, Inc.*"

## 600.1 Signage

All properties must meet all Exterior Signage specifications. All property signage must have the necessary permits if required by local or state governments. Verify all signs are in compliance with local codes. Obtain permits and approvals in a timely manner so signage can be installed prior to property opening. Refer to the Comfort Reimaging hub for full details and requirements

1. Exterior Property Signage
2. \*\*All\*\* exterior signage must be approved by Choice Hotels International.
3. All exterior signage identifying the building and/or property must be manufactured and installed by a Choice Hotels' Qualified Vendor.
4. All hotels must have at least two (2) signs:
5. All hotels must have a brand approved primary identity sign – monument, mid rise or pylon – placed in a location that optimizes visibility and wayfinding.
6. All hotels must have a brand approved building mounted channel letter sign placed on the front of the hotel.
7. Additional brand approved signage, including monument, mid rise, channel letters, directional, pylon and blade, entrance and awning is optional and must be approved by *Choice Hotels International*.
8. All exterior signs must comply with the approved brand mark and signage designs, including faces, returns, bases, cases, poles, pole covers, lighting/illumination, size, proportionality, heights, colors, fonts and spacing.
9. Placement and number of signs must be aligned with recommendations from the site survey conducted by a Choice Hotels Qualified Vendor and must be approved by *Choice Hotels International* prior to installation.
10. Signs may not include non Choice brands unless specifically approved by *Choice Hotels International*.
11. At removal or replacement of any existing exterior signs and/or signage structures, there must be no evidence of signage change. Any sign changes, including face replacements, must go through the approval process.
12. All exceptions to exterior signage rules and regulations must be approved by *Choice Hotels International*.
13. *Choice Hotels International* reserves the right to inspect and require replacement of non compliant signage at any time.
14. Signage must be illuminated from sunset to sunrise.
15. The following are prohibited:
16. Manual reader boards
17. Electronic moving message boards (attached to the building, associated with any other signs, or stand alone.)
18. Amenity signs
19. Non approved signs or banners of any kind
20. LED digital signs
21. "Vacancy" or "no Vacancy" signs

22. Room rate notification signs
23. Embellishments of any kind
24. All signs must conform to established specifications. Drawings depicting the design of all new signs, on premises signs, off premises signs and directional signs, must be submitted to *Choice Hotels International* by the Qualified Vendor for written approval prior to fabrication. Photos of all existing on premises signs must be submitted for review and approval.
25. *Choice Hotels International* reserves the right to regulate the manufacture and installation of exterior signage, including but not limited to, use of *Choice Hotels International* qualified vendors, installers and manufacturing techniques, at its sole discretion.
26. Department of Transportation (DOT)/Highway Signs
27. DOT/Highway signage is available through SmartMarketing. A DOT information file must be kept permanently at the property for review by any representative of Choice Hotels International upon request. The file must contain the following information for each current billboard/public highway off premises sign:
  28. Exact location of the DOT signage with a provided map or written directions of location
  29. Date when the DOT signage was last updated or refreshed
  30. Dated photos of the DOT sign(s)
31. Billboards
32. Strict graphic and templates standards governing the design, copy and content of billboards are provided on SmartMarketing. Billboards must comply with such standards; any exceptions must be authorized in writing from *Choice Hotels International*.
33. A billboard information file must be kept permanently at the property for review by an authorized representative of Choice Hotels. The file must contain the following information for each current billboard:
  34. Exact location of the billboard(s) with a provided map or written directions of location
  35. Date when the billboard(s) was last updated or refreshed
  36. Dated photos of the billboard(s)
37. Shared Billboards
38. Any Choice property desiring to share a billboard with a business from another industry must have prior written approval from *Choice Hotels International*.
39. When permission is given for a shared board, the visuals/copy must be distinctive and separate for the Choice hotel brand and other business. No exceptions to this rule will be granted. All visuals/copy must adhere to the graphic templates and standards governing the design, copy and content of billboards provided in SmartMarketing.
40. Shared billboards with non Choice hotel brands are expressly prohibited.
41. Interior Signage

42. All directional and guest information signage must be provided throughout the property, including 'employees only' signs at the back of house entry.
43. All signage must be professionally prepared and be consistent in size, lettering and style.
44. Properly lighted directional and informational signage must be strategically placed throughout the corridors. This signage shall be professionally prepared. These signs must include:
45. Ice and vending locations
46. Elevator locations
47. Directional arrows to room numbers, recreational facilities and location of lobby and meeting rooms.

## **600.2 Vehicle Graphic Standards**

Hotels vehicles are not required. However, if a hotel vehicle is provided, it must meet the following standards:

1. The approved property logo must be placed on all vehicles used in the course of business and viewed by guests.
2. All printed or display materials advertising any Choice brand within an airport must comply with the published graphic standards that govern the design of vans including logo size, van color and secondary names. Strict graphic templates and standards are provided on SmartMarketing.
3. The property logo, including the Choice Hotels parent brand endorsement, may be silk screened, wrapped or painted on the vehicle in compliance with all identity standards, including accuracy of color reproduction. Damaged, cracked or faded logos must be replaced immediately.
4. Vehicles awaiting permanent signage construction/delivery may use temporary or magnetic vehicle markings for ninety (90) days.
5. State issued vanity license plates using any variation of a Choice mark is strictly prohibited.

## **600.3 Compliance**

1. Compliance with Law
2. Each Franchisee is required to comply with applicable federal, state or local laws and/or ordinances relating to signs or other marketing, advertising and promotional material.
3. It is the responsibility of the Franchisee to obtain all necessary permits for the sign installation.
4. False/Misleading/Offensive Signs
5. False or misleading signs, or any other marketing/advertising materials with respect to any matter including but not limited to marketing programs, promotions, room rates, accommodations or services is prohibited.

6. Use of offensive, misleading and discriminatory phrases such as, but not limited to, 'American Owned and Operated" is strictly prohibited and may not be used on signs, billboards or any other marketing or communications materials.
  7. Hand written signs are prohibited at all times.
  8. Qualified Vendors
  9. Use of Qualified Vendors for logo embossed materials is required unless the Qualified Vendors do not carry those materials.
  10. Additional Signage
  11. The attachment of any additional signage to on premise signs is strictly prohibited.
  12. American Automobile Association (AAA) signs may be installed on the primary sign pole but not attached to the signature sign.
  13. Unapproved Signage
  14. Unapproved signage could result in immediate default and if unresolved in the time period specified in the notice of default, could lead to termination of your franchisee agreement. It could also lead to Fail results for Brand Standards on a Quality Assurance Review (QAR.) See R&R Section 180.1 Reviews/Compliance for details on an Fail result for a QAR.
  15. Secondary Name Signage
  16. When permission is granted to use a secondary name to the Comfort property, this additional designation may not receive more than 70% of the prominence of the name Comfort. This applies to all secondary name designations, whether they are on highway signs, brochures, or in any other advertising media.
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#### **Choice Hotels | - Business Categories | Property Websites**

**URL:** [https://apps.choicecentral.com/choicebuys/vendors/cat/index\\_.asp?Cat=64](https://apps.choicecentral.com/choicebuys/vendors/cat/index_.asp?Cat=64)

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#### **Property Websites**

Each brand may require specific products from approved vendors. Please refer to brand rules and regulations, as well as any specs for approved vendors and products, if applicable.

- Milestone
  - Tambourine Top
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