

# Choice Hotels Opens New Comfort Hotel in London



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Choice Hotels International, the global hotel group behind the Comfort, Quality and Clarion brands and one of the largest and most successful lodging franchisors in the world, has announced the opening of the Comfort Inn Hyde Park, bringing the number of Choice-branded hotels in London to eighteen.

Previously independently run as the Park Lodge Hotel, the re-branded [Comfort Inn Hyde Park](#) has 29 newly re-furnished guest bedrooms, all with modern en-suites and featuring flat screen LCD televisions, free wi-fi, and tea and coffee making facilities. Guests also benefit from the free full English breakfast served everyday in the breakfast room. Located 200 metres from Queensway and Bayswater tube stations with easy access to both Central London and London Heathrow, the hotel is an excellent base for both business and leisure travellers.

Last month [Choice Hotels](#) announced that it opened nearly 40 new Comfort, Quality or Clarion brand properties in Europe alone during 2010. The benefits to independent hoteliers of operating under these brands include increased reservations delivered through a central online booking system and third-party travel websites, marketing support and powerful seasonal and national advertising campaigns, as well as a large and experienced sales force able to negotiate with major travel agents. The company also operates an award-winning global loyalty programme with more than 12 million members.

Duncan Berry, UK CEO, Choice Hotels Europe commented: "We are delighted to open this new [London Hotel](#) which will serve both leisure and business travellers looking for a value-added competitively priced hotel. With the forthcoming 2012 Olympics we believe all our 18 London-based Choice-branded hotels are well-positioned to benefit from the inbound tourism expected next year."

Sayeed Esmail, Director of Operations for SME Group Plc who operates the Comfort Inn Hyde Park hotel under a franchise agreement, commented: "We

wanted to work with a strong global franchise brand and Choice Hotels Europe fitted the bill perfectly.”

Choice Hotels Europe’s portfolio of franchised hotels offers business and leisure travellers a full spectrum from premium economy to luxury hotels. Choice Hotels Europe franchises nearly 500 hotels across Europe alone. Brands operated by Choice in Europe include Clarion which could be described as four-star, Quality, which sits in the three-star bracket and provides a mid-scale full service offering and Comfort, Choice’s largest brand worldwide and known for value and reliability.

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**About Choice Hotels International and Choice Hotels Europe**

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world.

Choice Hotels currently franchises more than 6,000 hotels globally, representing more than 485,000 rooms. Ranging from limited service to full service hotels in the economy, mid-scale and upscale segments, Choice Hotels franchised properties provide business and leisure travellers with a range of, high-value lodging options.

Choice Hotels Europe is the trading name of Quality Hotels Ltd., a subsidiary of Choice Hotels International, Inc. Choice Hotels Europe (Quality Hotels Ltd.) provides travellers with single access to a network of nearly 500 locations in Europe, including over 40 [UK destinations](#), under the Comfort, Quality and Clarion brands. Choice Hotels, Choice Hotels International, Choice Hotels Europe, Choice Privileges, Comfort, Quality, Sleep Inn, Cambria Suites, Clarion, Clarion Collection and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International, Inc.

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