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Press release

Market entry: Comfort Hotels start business in the Czech Republic

[Choice Hotels](#), one of the world's largest hotel chains, is expanding the European brand presence of [Comfort Hotels](#). In tandem with its longstanding franchise partner CPI Hotels it is opening three hotels in the Czech cities of Olomouc, Ústí nad Labem and Prague. In addition a multiple development agreement has been signed to open five more hotels. Choice Hotels is already present with hotels in the Czech hotel market under the [Clarion](#) brand.

"We are absolutely delighted that we will now be striving to extend our success story with CPI Hotels with the Comfort brand", notes Georg Schlegel, Managing Director of Choice Hotels Germany and Central Europe, of the expansion of the group's portfolio. And Jan Kratina, CEO and Chairman of the Board of CPI Hotels adds: "The extension of the brand to include Comfort is the ideal response to increasing guest diversity. The potential for the globally established Comfort brand is enormous." In CPI Hotels, Choice Hotels has an exclusive partner for the Czech Republic with 20 years' experience with the Choice franchise model. The portfolio currently comprises of nine Clarion brand hotels with capacity of around 1,600 rooms. The 559-room [Clarion Congress Hotel Prague](#) is currently undergoing extensive refurbishment, as well as [Clarion Congress Hotel Ceske Budejovice](#) which is planned to have new conference center for more than 800 delegates and extension of current accommodation operations.



First openings in April and June

The first establishment to open its doors in April is the Comfort Hotel Olomouc Centre. This 89-room hotel is the second Choice Hotel in Olomouc and will be operated by CPI Hotels along with the [Clarion Congress Hotel Olomouc](#). Next to open its doors in June 2018 will be the 86-room Comfort Hotel Usti nad Labem City, which has been undergoing partial renovation for around 18 months while remaining open for business. There is also a second Choice Hotel located in Ústí nad Labem, a Clarion property. The third Comfort hotel is the 243-room Comfort Hotel in Prague, which is scheduled to open in early 2020 after extensive renovations. It is in an excellent business location, close to the city centre. Downtown Prague can also be reached in just 15 minutes.

Balanced growth of the company's European brands

Choice Hotels' brand portfolio is constantly expanding in Europe. Following steady growth of the co-brands [Star Inn Hotel, by Comfort](#) and [Star Inn Hotel Premium, by Quality](#), Choice Hotels recently announced the entry of the [Ascend Hotel Collection](#) boutique brand into the German market with the V8 Hotel @Motorworld in Cologne (Opening in August 2018). Meanwhile, the [Clarion](#) brand also recently confirmed four new establishments in the UK. There will be more additions coming up in the next months in Germany: the Quality Hotel, Star Inn Premium in Heidelberg and the Comfort Hotel Monheim which are scheduled to open its doors in April and May.

For further information on the Group's hotels please visit www.ChoiceHotels.de and www.ChoiceHotels.com.

About Choice Hotels Europe™

With over 6,800 hotels in the USA and more than 500,000 rooms in over 40 countries, Choice Hotels International™ is one of the world's biggest hotel groups. A further 1,000 hotels are currently in development (as of: February 1st, 2018). Choice Hotels Europe™ is represented in Europe by more than 400 hotels from the Ascend



Hotel Collection™, Clarion™, Quality™ and Comfort™ brands, including around 80 hotels in Germany, Italy, Switzerland, Austria, Hungary, the Czech Republic and Turkey. The trade marks and service marks of Choice Hotels International, Inc. are Choice Hotels™, Choice Hotels International™, Choice Privileges™, Ascend Hotel Collection™, Cambria™ Hotels & Suites, Comfort Inn™, Comfort Suites™, Sleep Inn™, Quality™, Clarion™, Mainstay Suites™, Suburban Extended Stay Hotel™, Econo Lodge™, Rodeway Inn™ and Vacation Rentals by Choice Hotels™.

About CPI Hotels

CPI Hotels with its portfolio of 29 hotels, a total capacity of more than 8,000 beds and 11,400 conference seats, is the largest hotel group in the Czech Republic. Since 1997 it has been the exclusive representative of the international hotel chain Choice Hotels International known as the Clarion brand in the Czech Republic and Slovakia. The chain of 4-star and full-service [Clarion Hotels](#) covers strategically the most important regional towns, currently involving nine Clarion hotels in seven Czech towns with a future view that [Hotel Černigov](#) operated by CPI Hotels in Hradec Králové will be presented under the Clarion brand.

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Images

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The Comfort Hotel Olomouc Centre is the first Comfort Hotel to open in Czech Republic

Image source: Choice Hotels



The Comfort Hotel Olomouc Centre offers 89 guest rooms.

Image source: Choice Hotels



The breakfast room of the Comfort Hotel Olomouc Centre.

Image source: Choice Hotels