


CHOICE HOTELS INTERNATIONAL

Choice Hotels International is one of the largest and most successful lodging franchisors in the world. Built on the foundation of the venerable Quality Inn® brand a pioneer in consistent mid-priced lodging, Choice Hotels® today is the worldwide franchisor of Cambria Suites™, Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, and Rodeway Inn® brand hotels. Publicly traded since 1996 (NYSE:CHH), Choice Hotels continues to lead the lodging industry as an innovative and growing company.

Summary

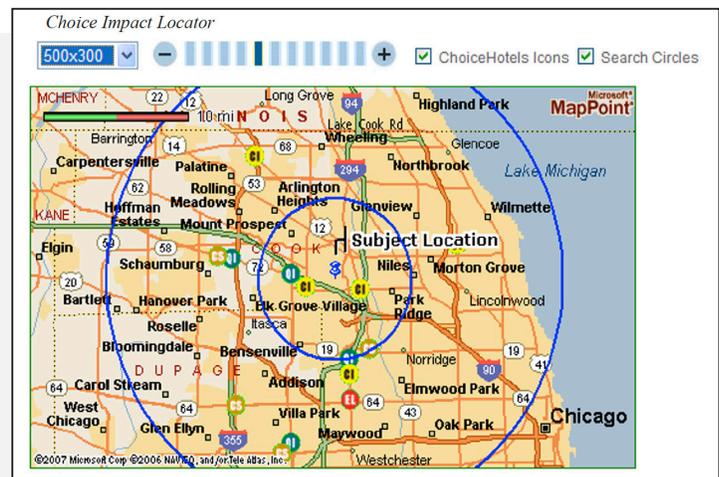
Choice was looking for a way to streamline the hotel franchise sales process. After taking delivery of SpatialPoint's Impact Locator, Choice closed 729 deals, a year over year increase of over 14%. The payback period was less than six months, and today there are approximately 250 Choice employees using the software.

Situation

The Choice Hotel System is made up of numerous franchised properties. New properties are added and others are removed from the system on a daily basis. When looking to add a new hotel, it took four to twelve man hours to complete the cover memo, including a map, as part of the new property due diligence process. Franchise sales people would then have to wait one to two days to receive the report before they could move forward with the sales process. Choice Hotels needed a simple way for field personnel to access franchise information so they could quickly determine if they could move forward with a deal.

Solution

Choice selected SpatialPoint's Impact Locator, based on Microsoft's Virtual Earth Platform. The web-based software product delivers real-time information into the hands of field personnel. Instead of waiting for someone to create a map of the subject property, all that is needed is an address. The software does the rest at the click of a mouse. Impact Locator allows the user to see Choice Hotels properties as well as those of their competitors around a proposed location. This gives the sales team all they need to quickly determine if they may continue with the deal. of their competitors around a proposed location. This gives the sales team all they need to quickly determine if they may continue with the deal.



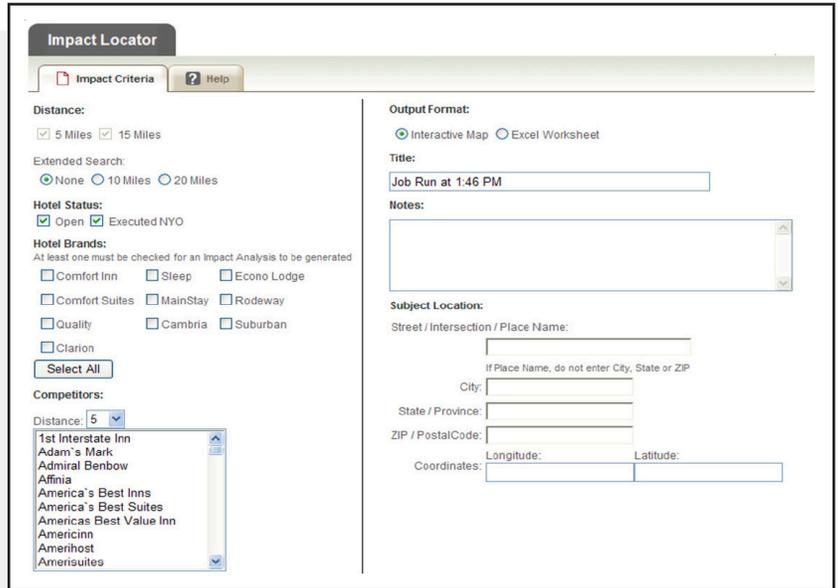


C H O I C E H O T E L S I N T E R N A T I O N A L

In addition, Impact Locator provides a snapshot of system movement and activity. Users can log-in and view where new properties have been added to the system as well as where other properties have been removed. This allows executives and managers to quickly and easily see changes on the system, whenever they want to.

Benefits

SpatialPoint’s impact Locator helped Choice achieve record results. What used to take days could be done in minutes, eliminating the need for a full time employee to do the mapping work. The improved efficiency of the franchise sales department helped lead to record results with over 14% growth in sales. In addition, Choice was able to ensure that their hotel system was optimally aligned with the needs of the traveling public. Guests can be confident that wherever they are traveling, there will be a Choice hotel nearby.



“SpatialPoint created an application that provided a comprehensive market overview as it relates to existing Choice product and their competitive position. As a result, we are able to make more efficient and effective decisions regarding strategic property development.”

Bill Balletto,
VP Development,
Choice Hotels
International