

MOOD: MEDIA

CHOICE HOTELS CASE STUDY

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ABOUT CHOICE HOTELS

Choice Hotels International is one of the largest and most successful lodging companies in the world. Choice currently franchises approximately 6,200 hotels, representing more than 499,000 rooms, in the United States and more than 30 countries and territories. Ranging from limited service to full service hotels in the economy, mid-scale and upscale segments, Choice-branded properties provide business and leisure travelers with a range of high-value lodging options throughout the United States and around the world.

THE CHALLENGE

Choice Hotels International is continually looking to distinguish its ten brands from the competition. Each property must continually strengthen the overall brand message, while emphasizing the key features of the property in addition to highlighting the local flavor and ambience.

THE APPROACH

Franchisee Solutions partnered with Mood to explore how to create an enhanced guest experience through a distinctive approach to experience design across their franchise community. Each Choice Hotel now has the opportunity to distinguish itself from the competition and offer their guests a memorable experience. As an example, Mood and the Cambria Suites brand team worked together to develop a design strategy using music, messaging and scent to reflect the brand's sophisticated and stylish character.

THE RESULTS

“Within the last year, many Choice Hotels have incorporated sensory marketing elements to help enhance the overall guest experience. Whether it involves incorporating a neutralizing scent to help eliminate the chlorine smell at an indoor swimming pool or playing inviting background music to enhance the atmosphere in a lobby, more and more hoteliers have begun to consult with the experts at Mood to create a unique experience at their hotel.”

John Montgomery
Account Manager, Franchisee Solutions
Choice Hotels International