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*Average of all open locations from 1/1/15 to 12/31/15. **Percentage of total reservations booked directly through one of the following channels for all open locations from 4/1/16 to 6/30/16: GDS, IDS, Direct Connect, Internet Booking Engine and Sales & Marketing System. ***Average of all open locations on tripadvisor.com as of 6/25/16. This is an offer. An offer can only be made through the Franchise Disclosure Document. Each franchise is independently owned and operated.