



## Strategically Repositioning and Refocusing Full-Service Properties

- ✔ Ideal for owners who want to strategically refocus their full service property
- ✔ Offers flexible Food & Beverage solutions targeted to help increase operational profitability
- ✔ Prioritizes the most important amenities including proprietary, turnkey F&B solutions
- ✔ Growing global distribution: 250+ open or under development
- ✔ Backed by the power of Choice Hotels®: 45.9% of revenue of Canadian Clarion® brand properties is generated through Choice Hotels® channels\*





**Fees**

**Initial Fee:** \$35,000 Min; \$300/Room

**Royalty Fee:** A monthly fee of 3.00% of gross room revenue.

**System Fee:** A monthly fee of 3.00% of gross room revenue.

**Terms:** Standard term of the agreement is 20 years with mutual termination dates at years 10 and 15 from the opening date.

**To find out more: [choicehotelsdevelopment.ca](http://choicehotelsdevelopment.ca) • 905.206.7316 • [development@choicehotels.ca](mailto:development@choicehotels.ca)**

Choice Hotels, with a franchise-first focus and an industry-leading voluntary retention rate, has been committed to providing its hotel owners with the support they need since it launched the country's first hotel chain in 1941. Today, Choice offers franchisees a suite of proprietary cutting-edge technology solutions and access to the award-winning **Choice University** educational platform, while **Choice Privileges**® drives loyalty from a growing base of 56 million+ members. From pre-opening to grand opening and every day forward, Choice provides hotel owners with world class resources to help them maximize the return on their investment.

**CATEGORY**

Upper Midscale

**TOTAL SYSTEM SIZE**

250+ hotels open or under development worldwide

**BRAND HIGHLIGHTS**

- Best-in-class F&B support and resources, including the use of two proprietary restaurant concepts
- Key guest amenities like meeting and banquet facilities with catering, free Wi-Fi and 24-hour business centre, as well as a pool and/or fitness centre

**TYPE**

Full-service Conversions



**To find out more visit [ChoiceHotelsDevelopment.ca](http://ChoiceHotelsDevelopment.ca), call 905.206.7316, or email [development@choicehotels.ca](mailto:development@choicehotels.ca).**

\*Source: Data reflects year-end 2022 revenue delivered through the Choice Hotels central reservations system (CRS) and Choice Privileges Loyalty Program. Unless otherwise noted, all figures and statistics in this document are from internal data of Choice Hotels International, Inc. and/or Choice Hotels Canada Inc. data. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels Canada Inc. The provision of a Franchise Disclosure Document is not an offer to sell a franchise or a commitment by Choice Hotels Canada Inc. to enter into a franchise agreement with the recipient of the Franchise Disclosure Document.