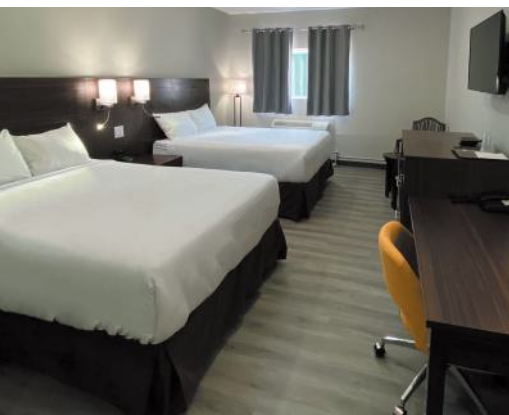




A Premier Economy Brand

- ✔ Conversion and design flexibility tailored to each individual property
- ✔ ChoiceMAX: Leverage the scale of Choice Hotels and enjoy access to the state-of-the-art, award winning system that helps you manage your business by evaluating potential impacts, such as inflation.
- ✔ Competitive fee structure and industry-leading reservation system
- ✔ Cost-effective, cloud-based property management system
- ✔ Backed by the power of Choice Hotels®: 55.3% of revenue of Canadian Econo Lodge® brand properties generated through Choice Hotels® channels*





Fees

Initial Fee: \$25,000 Min; \$250/Room

Royalty Fee: A monthly fee of 4.00% 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 • 905.206.7316 • 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

Economy

TOTAL SYSTEM SIZE

750+ hotels open or under development worldwide

BRAND HIGHLIGHTS

- Design and product flexibility
- Optimized on-property experience appeals to today's guests
- Personalized support and training from day one

TYPE

Conversions



To find out more visit ChoiceHotelsDevelopment.ca, call 905.206.7316, or email 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.