



# Lifestyle experience at midscale pricing

- ✔ Our Scenic Dreams™ Sleep Inn® Prototype & Design Package was designed for operational efficiency to help provide the best return on investment
- ✔ 62.2% of revenue of Canadian Sleep Inn brand properties generated through Choice Hotels® channels\*
- ✔ Driving value from day one. After being exposed to the design, guests indicated that they were willing to pay, on average, 19% more!\*\*

## FAST FACTS

CATEGORY	Midscale
TYPE	New Construction & Select Conversions
TOTAL SYSTEM SIZE	500+ hotels open or under development worldwide

**38%**  
lift in guests' likelihood to stay after exposure to the design\*\*





## FEES

**INITIAL FEE:** \$35,000 Min; \$300/Room

**ROYALTY FEE:** A monthly fee of 5.00% of gross room revenue.

**SYSTEM FEE:** A monthly fee of 3.50% 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.



## SWEETER DREAMS START HERE

Your dream of building a new hotel is within reach. Join a growing community of 500+ hoteliers who have opened or are developing a Sleep Inn® — a unique midscale brand that balances the modern, nature-inspired look and feel your guests crave with one of the lowest development and operational costs your business needs to thrive.

At Choice Hotels, what unites us with our franchisees is our shared belief that tomorrow will be even better than today. We know that self-determination matters, but that together, we are greater than we are alone. That you can be for yourself without being by yourself.

Today, Choice Hotels offers franchisees a suite of proprietary cutting-edge technology solutions and access to the award-winning **Choice University** educational platform, and the **Choice Privileges** rewards program from a growing base of **65 million members**.

From pre-opening to grand opening and every day forward, Choice Hotels provides hotel owners with world class resources to help them maximize the return on their investment.



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

\*Source: Data reflects year-end 2023 revenue delivered through the Choice Hotels central reservations system (CRS) and Choice Privileges Loyalty Program. \*\*Source: Qualitative research of prototype drawings. INDIVIDUAL RESULTS MAY VARY. 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.