



## The iconic, original Choice brand, driving franchisee ROI since 1955

- ✔ Helps owners improve ROI by driving business through proprietary channels and optimizing rates to stimulate RevPAR: 53.6% of revenue of Canadian Quality® brand properties is generated through Choice Hotels® channels\*
- ✔ 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
- ✔ Flexible brand standards make it a great fit for conversion and new construction properties





**Fees**

**Initial Fee:** \$40,000 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.

**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**

2,070+ hotels open or under development worldwide

**🌟 BRAND HIGHLIGHTS**

- Conversion flexibility for wide variety of product types
- Focus on what matters most to guests for consistent experience
- Emphasis on Value Qs – comfortable bed, complimentary breakfast, friendly service, roomy shower and necessary essentials

**🏠 TYPE**

Conversions;  
New Construction



**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.