





Partner with an Industry Leader Focused on Franchisee Success

Since launching North America's first hotel chain in 1941, our franchisee-first focus drives every decision we make. With the cyclical nature of an industry such as ours, we are constantly evolving to anticipate the needs of our hotel owners, help grow their businesses and, ultimately, help maximize the return on their investment.

Our proven brands in the upscale, upper midscale, midscale, extended stay, and economy market segments, coupled with our industry expertise, resources, and tools, give every type of hotelier the chance to achieve their dream. We are here to help you succeed.

More than
7,100
Open Hotels

Hotels in over
40
Countries
Worldwide

Nearly
1,000
Hotels in the
Global Development
Pipeline

Only Lodging
Company with
~ 100%
Hotels Franchised
and No Managed
Properties

Over
350
hotels open and
under development
in Canada

Our eight brands, ranging from economy to upscale, each has a distinct position in the market, giving our franchisees and their guests the utmost choice. These brands have been carefully established, with individuality at the forefront, to offer more appeal to hotel owners and help them obtain more of what they want most: success!

Upscale	
Upper Midscale	  
Midscale	 
Economy	 

Choice Hotels® is uniquely positioned to help owners capitalize on both the short- and long-term opportunities in the hospitality industry.



The first and largest soft brand in the industry, the Ascend Hotel Collection® is ideal for the entrepreneurial owner yearning for freedom yet also seeking the tools and support to be successful on a national scale.

- ✔ First and largest soft brand in the industry with steady growth and distribution
- ✔ Ultimate flexibility with minimal design and amenity constraints
- ✔ Loved by guests with many properties highly ranked on TripAdvisor

CATEGORY Upscale, Independent
(Unique, Historic or Resort Properties)

TYPE High Quality Conversions

SYSTEM SIZE 370+ hotels open or under development worldwide

Keep Your Local Identity Gain Our Global Presence



A Modern Prototype for the Evolving Developer



Comfort® is our largest brand in the upper midscale category, with three product options to fit the needs of nearly any site– Comfort Inn, Comfort Inn & Suites and Comfort Suites. At the heart of the Comfort brand is a commitment to enabling our owners' success.

- ✔ Pioneer in the upper midscale segment and Choice Hotels largest brand
- ✔ \$2.5B recent strategic investment in the brand by Choice and owners
- ✔ Strong performance, pipeline and consumer brand awareness

CATEGORY	Upper Midscale
TYPE	New Construction; Limited Conversions
SYSTEM SIZE	2,395+ hotels open or under development worldwide

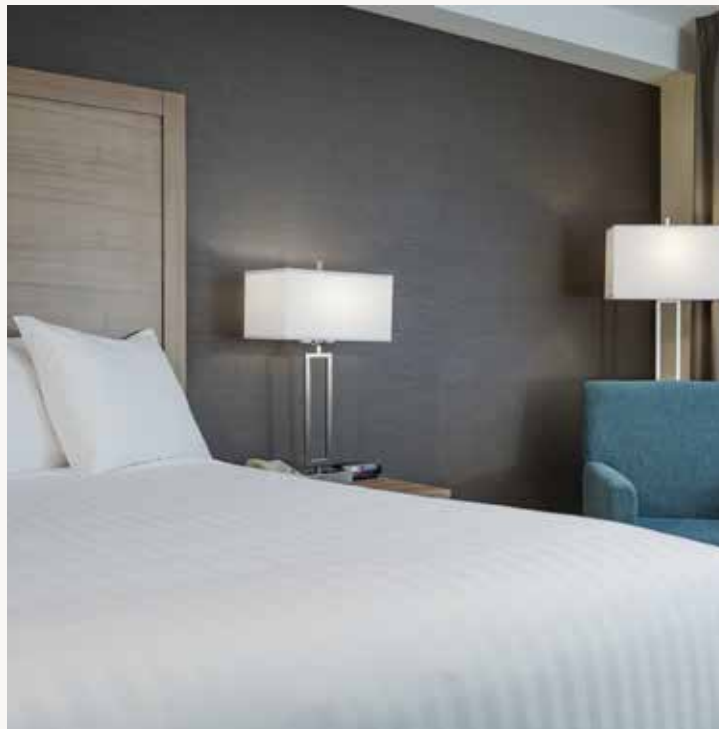


The Quality® brand is a leader in value, helping owners maximize the ongoing return of an existing hotel by focusing on what matters most to guests.

- ✔ One of the fastest growing brands in the segment, with strong appeal and awareness globally
- ✔ Flexible brand standards make it a great fit for conversion and new construction properties
- ✔ Helps owners improve ROI by driving business through proprietary channels and optimizing rates to stimulate RevPAR

CATEGORY Upper Midscale
TYPE Conversions and New Construction
SYSTEM SIZE 2,080+ hotels open or under development worldwide

The iconic, original Choice Hotels® brand, driving franchisee ROI since 1955



Strategically Repositioning and Refocusing Full-Service Properties



The Clarion® brand allows owners to strategically reposition a full-service property by offering proprietary, turnkey F&B solutions and prioritized amenities for midscale transient and group clients.

- ☑ Flexible food and beverage options to streamline operations and improve the bottom line
- ☑ Supported by best-in-class F&B support and localized marketing tools
- ☑ Prioritizes key amenities like meeting space, banquet facilities, catering, and business and fitness centers

CATEGORY	Upper Midscale
TYPE	Full-Service Conversions
SYSTEM SIZE	315+ hotels open or under development worldwide



A Savvy Midscale Prototype Designed for Longevity and Efficiency

Select Service with Strong Brand Ties and Flexible Design Standards



The Sleep Inn® brand is a savvy midscale investment. With a low cost to build and a timeless, simply stylish design, the brand is optimized for longevity and owner efficiency.

- ✔ Strong pipeline and performance
- ✔ Smart design and cost-effective cost-to-build to keep development and operating costs low
- ✔ Open and combined lobby and public space for optimal efficiency and flexibility

CATEGORY Midscale
TYPE New Construction & Select Conversions
SYSTEM SIZE 580+ hotels open or under development worldwide

The Clarion Pointe® is a select service brand ideal for owners who want to strategically reposition their limited service property with a leading franchise system with strong reservation platform.

- ✔ Flexible food and beverage solutions to leverage existing service elements that matter most to guests
- ✔ Strong pipeline growth – surpassing 50 awarded contracts in North America with more than 25 open
- ✔ Contemporary design touches with curated food and beverage for optimal efficiency and flexibility

CATEGORY Midscale
TYPE Limited-Service Conversions
SYSTEM SIZE 50+ hotels open or under development worldwide



A Premier Economy Brand Designed to Help Owners Take It Easy

The Practical Budget Brand with National Recognition and Rapid Growth



Econo Lodge® is a well-known economy brand that is easy to own, easy to operate, and easy for guests to love.

- ✔ Strong consumer brand awareness
- ✔ Conversion and design flexibility tailored to each individual property
- ✔ Competitive fee structure and industry-leading reservation system

CATEGORY Economy
TYPE Conversions
SYSTEM SIZE 900+ hotels open or under development in North America

Rodeway Inn® is our budget brand offering owners the recognition and trust of an established franchisor—yet flexibility allowing them to run an independent business.

- ✔ Cost-effective brand that embraces a variety of product types and limited operational requirements
- ✔ Has more than doubled in system size during the past decade
- ✔ Contemporary design touches with curated food and beverage for optimal efficiency and flexibility

CATEGORY Economy
TYPE Conversions
SYSTEM SIZE 650+ hotels open or under development in North America

EXPERIENCE THE POWER OF CHOICE HOTELS

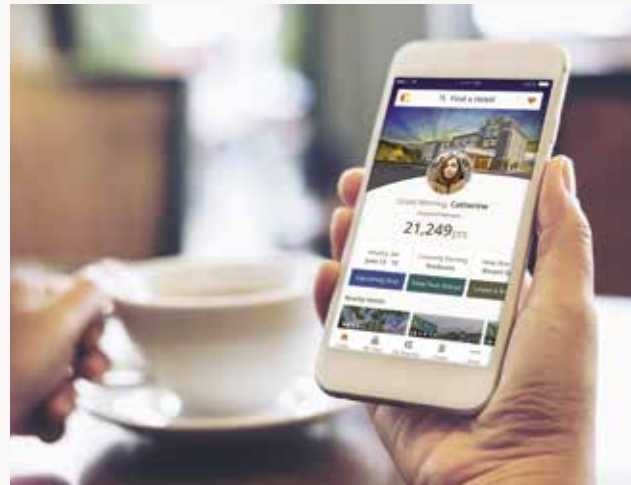
Capture the right guest, at the optimal rate, through the lowest cost booking channel.

In the complex, ever-changing distribution environment, Choice helps drive value for your business by offering the channels, tools and resources designed to help maximize your return on investment.



Multi-Channel Booking Platforms

ChoiceHotels.com and our mobile app are built to capture the most business at the lowest cost to owners. Supplemented with our 24/7 Reservations & Customer Care teams dedicated to helping guests book and answering customer questions, our platform extends global scale to each hotel in our system.



Award-Winning Loyalty Initiatives

The award-winning Choice Privileges® loyalty program is a powerful tool to help deliver repeat guests to your hotel. Offering fast earning and flexible point redemption, extra perks at check-in and digital gift cards from leading brands.



46+ Million
Rewards Members



National, Regional and Local Marketing Support

Our integrated marketing program and local sales tools are designed to attract incremental guests to your brand, region, and property to help deliver owner return.



Targeted Corporate Sales Efforts

Benefit from a dedicated Global Sales team that positions our portfolio of hotels to hundreds of corporate, intermediary, association, and government clients.



Pricing & Revenue Optimization Tools

Our Revenue Management team and proprietary Pricing Optimization tool are designed to help properties maximize RevPAR through real-time rate adjustment.



Third Party Distribution Relationships

Tap into our preferred OTA and GDS relationships to help minimize the cost for the channels required to balance your distribution mix.

RESOURCES, TOOLS AND SUPPORT FROM DAY ONE

Tap into our bench of industry experts—that's what we're here for.

We've taken our teams' collective knowledge of hotel operations, technology, service and leadership, and developed the tools and resources our owners use every day to help run their businesses.



Education and Support from Day One

Experience personalized support and access our award-winning education platform, Choice University®, to help you position your hotel for success from day one and beyond.



Industry-Leading Technology

Manage your hotel from wherever you are with choiceADVANTAGE®, our cloud-based property management system. And with the industry's only guest reservation system built in the cloud, Choice Edge, you can feel secure knowing that we'll help capture guests now and in the future.

We want your voice to be heard—because we're listening. In order for us to best champion you as a business owner, we've established forums to collaborate with our franchisees and work across the industry on your behalf.



Canadian Support Team

Choice Hotels Canada® is a Canadian hotel company with a full Canada-based support team in all functional areas.



Increased Buying Power

Leverage our Qualified Vendor program to identify products and services that are within brand standard, and benefit from preferred pricing across hundreds of vendors for your property.



CCFAB - Choice Canada Franchise Advisory Board

Our teams meet regularly with the CCFAB to collect feedback on behalf of all franchisees. This regular collaboration fosters transparency and makes us better.



Industry Advocacy

We at Choice Hotels Canada are very active in advocating on your behalf - striving to influence policy and support a regulatory environment in which your business can flourish.



Commitment to Clean

We've enhanced our longstanding cleanliness protocols and provide guidance developed in response to the pandemic, to help build confidence with leisure and business travelers.

**Choice Hotels Canada® is the recipient of the
Canadian Franchise Association 2019 Hall of Fame Award.**



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