



A Modern Prototype for the Evolving Developer

- ✔ Strong proprietary contribution: 56.5% of revenue of Canadian Comfort™ brand properties is generated through Choice Hotels® channels*
- ✔ Segment pioneer with 96% brand awareness**
- ✔ Named one of America's Most Trusted Travel & Hospitality Brands in 2021***



Comfort®





Fees

Initial Fee: \$45,000 Min; \$300/Room

Royalty Fee: A monthly fee of 5.50% 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 • 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

Upper Midscale

TOTAL SYSTEM SIZE

2,300+ hotels open or under development worldwide

BRAND HIGHLIGHTS

- Optimized footprint with cost-effective finishes, delivering operating advantage
- Innovative functionality
- Flexible and fresh design with three color schemes
- Strength of an iconic brand

TYPE

New Construction;
High Quality 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. ** Source: Full Year 2019 for Comfort Inn brand. Choice Hotels Advertising Tracking Study conducted by Millward Brown. ***Source: Morning Consult's 2021 Most Trusted Brands report, June 2021. 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.