

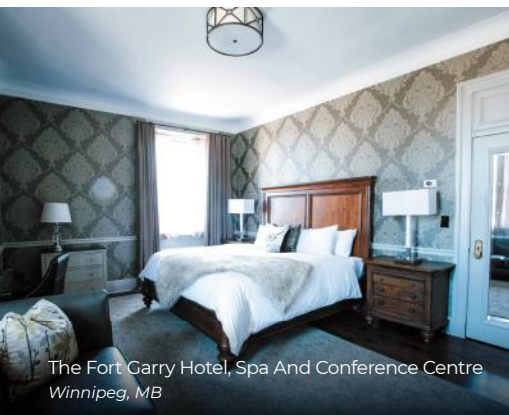


Hôtel Quartier
Québec, QC

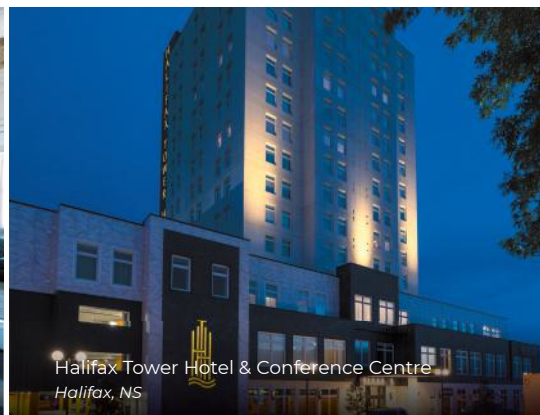
Keep Your Local Identity • Gain Our Global Presence

- ✓ Steady growth and distribution - the first and largest soft brand in the industry with 330+ properties open and under development globally
- ✓ Backed by a powerful reservation system: 54.7% of revenue of Canadian Ascend Hotel Collection® brand properties is generated through Choice Hotels® channels*
- ✓ Utilize ChoiceMAX, a revenue management system designed to give you and your hotels the potential for higher revenue and increased probability
- ✓ Unlock another level of success with Your Key To Profit, a new program designed to help new owners drive profitability and take more to the bottom line
- ✓ **Guests love Ascend!** Over 30 properties were awarded the Best of the Best or Travelers' Choice Award from TripAdvisor in 2022

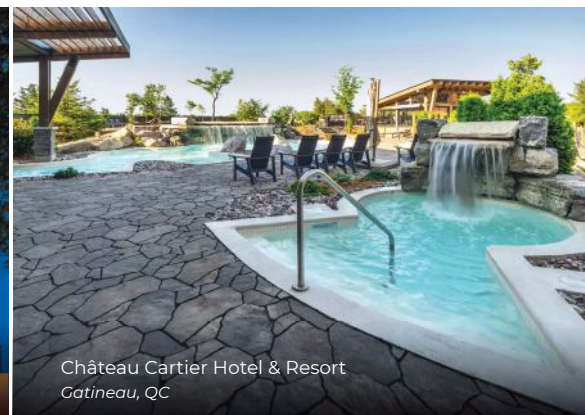
ASCEND[®]
HOTEL COLLECTION



The Fort Garry Hotel, Spa And Conference Centre
Winnipeg, MB



Halifax Tower Hotel & Conference Centre
Halifax, NS



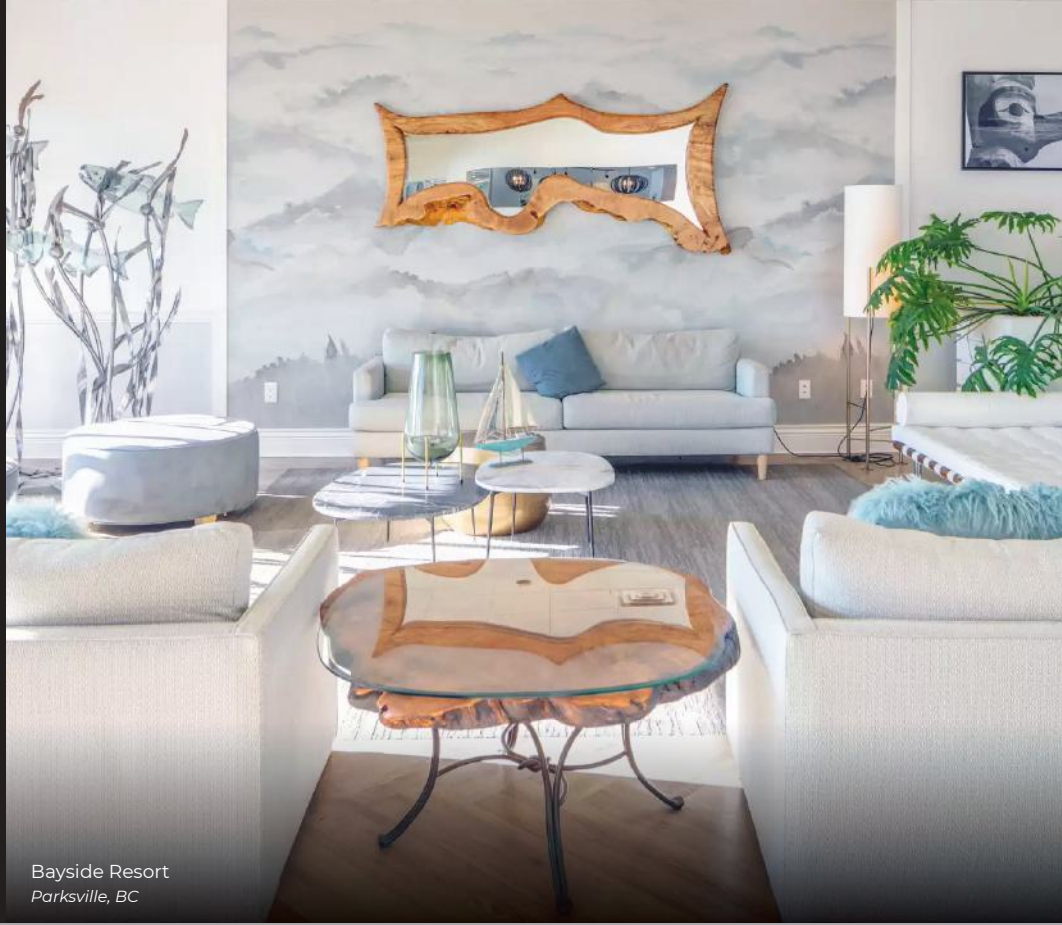
Château Cartier Hotel & Resort
Gatineau, QC

ASCEND[®]

HOTEL COLLECTION

“Our owners appreciate the ability to maintain operational independence while benefiting from Choice’s industry-leading technology and robust distribution channels, and with over 330 hotels open and in development globally, we’re confident the brand’s strong value proposition will continue attracting developers’ interest worldwide while delivering the upscale experience our guests expect.”

Mark Shalala
Senior Vice President,
Upscale Brands
Choice Hotels



Bayside Resort
Parksville, BC

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
Upscale, Independent
(Boutique, Historic or Resort
Property)

TYPE
High Quality Conversions

TOTAL SYSTEM SIZE
330+ hotels open or under
development worldwide

- COLLECTION HIGHLIGHTS**
- Ultimate flexibility without design and amenity constraints
 - Expert support and training by Choice Hotels[®]
 - Access to the award-winning Choice Privileges[®] loyalty program with 56M+ members



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.