



BY CHOICE HOTELS

With its flat fee structure, one-year anniversary outs and low initial fees, Rodeway Inn offers owners a flexible, efficient way to join a franchise

Rodeway Inn System  
Distribution - 350 properties  
open and under development  
worldwide as of February 2008

## Our featured, limited-service budget brand.

The Rodeway Inn® brand built its reputation by meeting the needs of value-conscious guests. This premier budget brand enjoys national marketing, advertising and reservations support unmatched by its competition. Rodeway Inn offers a unique opportunity for select budget hotel properties to economically and efficiently operate in partnership with a world leading hotel franchising company.

The Rodeway Inn hotel chain is part of the Choice Hotels International® family of brands. With more than 60 years experience and over 5,400 properties open and under development worldwide, Choice Hotels® is one of the world's largest hotel franchisors. Choice Hotels Canada™ is the country's largest hotel franchisor with over 280 properties open and under development from coast to coast.

As a member of the Choice family, your hotel will be supported by our multi-brand marketing strategy, a powerful central reservations system and a sales and service organization completely focused on your profitability.

**Choice Hotels is with you every step of the way.**

**SavingsFlexibilityGrowth**

# Rodeway Inn



Rodeway Inn hotels are even more attractive when you look at the bottom line.

### DID YOU KNOW?

- The Rodeway Inn system doubled in size from 2005 to 2008
- Rodeway Inn properties have a mix of highway locations and key destinations
- Recently introduced upgrades to bath amenities and linen programs take guest satisfaction to the next level
- With the developers return on investment in mind, Rodeway Inn has introduced a new fee structure that is destined to greatly enhance ease of entry into a franchise system

### Property features

- Predominance of converted properties, some with food and beverage
- Special rooms for senior travellers with brighter lighting
- In-room coffeemakers
- Minimum 24" TV or larger
- Iron & ironing board
- Free local calls and long distance access

### LOW ENTRY COSTS & ONGOING FEES

LOW ENTRY COSTS & ONGOING FEES	
Initial Fee	\$200 per room, \$15,000 minimum
Royalty Fee	A flat fee of \$30 per room/month, minimum \$20,000/year
Marketing Fee	A flat fee of \$10 per room/month
Supplementary Marketing Fee	Not applicable
Reservations Fee	A flat fee of \$10 per room/month
Flexible Contracts	Mutual termination windows annually

To find the franchise development director in your area who can assist you with exploring a franchise opportunity with Rodeway Inn:

call: 905.206.7316  
 e-mail: [franchising@choicehotels.ca](mailto:franchising@choicehotels.ca)  
 visit: [choicehotels.ca/franchise](http://choicehotels.ca/franchise)