



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
 visit: choicehotels.ca/franchise