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## **Choice Hotels Emerging Market Contact:**

Name: **Charles Gilbert**

10750 Columbia Pike

Silver Spring, MD 20901

Phone: 301-592-6633

Wireless: 301-938-6983

Fax: 301-592-6685

Website: [www.choicehotelsfranchise.com](http://www.choicehotelsfranchise.com)

E-mail: [charles\\_gilbert@choicehotels.com](mailto:charles_gilbert@choicehotels.com)

**[BAI Affiliate 'Client Inquiry Form'](#) (To be used by BAI affiliates when registering their candidates to Choice Hotels International)**

## **ADDITIONAL INFORMATION**

**Business Alliance Affiliates Criteria for ALL Referrals to Choice Hotels:**

1. **NO** past or current hotel owners
2. "FIRST TIME" and/or current hotel owners of African American, Native American and Hispanic American nationality may qualify for development incentive.
3. **NO** International clients (Includes Mexico and Canada)
4. **NO** Resale Requests
5. Conversion opportunities encouraged

## **DESCRIPTION**

As a leading hotel franchisor, Choice Hotels International has more than 60 years experience in developing brands and services that optimize hotel performance. Our single focus is on enhancing the return on investment for our owners and growing our brands strategically.

We have over 5,000 properties open or under development in 44 nations and spend more than \$50 million annually to market our brand names to travelers in local, regional, national, and international markets. Our diversified portfolio of brands includes *Cambria Suites, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Mainstay Suites, Suburban Suites, Econo Lodge, Rodeway Inn, and Clarion Ascend.*

## **BACKGROUND**

Established: 60 years experience

Franchised Units: Over 5,000

Company Owned Units: 0

Projected New Units (12 Months): Choice Hotels International is seeking over 400 new franchise agreements for its 11

hotel brands.  
Registered: All

## **FINANCIAL/TERMS**

Cash Investment: 30-40% of total project costs  
Total Investment: \$4M - \$13M, plus the land  
Minimum Net Worth: Varies  
Franchise Fee: \$ 30K - \$60K depending upon brand  
Royalty: 3.5% to 9.5% depending upon brand  
Marketing: 1.25% to 3.5% depending upon brand  
Reservation: 1.25% to 1.75% depending upon brand  
Average Number Of Employees: Varies  
Passive Ownership: Yes

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Only via incentives. Current development incentive is for minorities and from time to time offer brand specific incentives.  
Site Selection Assistance: Yes  
Feasibility Study Support: Yes  
Financial Lender Support: Yes  
Lease Negotiation Assistance: No  
Co-Operative Advertising: Yes  
Training: New franchisees and their General Managers are required to attend a week-long training session at corporate headquarters.

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