



MEET THE BEST VALUE  
IN HOSPITALITY



# THE BEST VALUE. PERIOD.

Canadas Best Value Inn is all about Canadian ideals, offering great value, and staying humble. We're a hotel brand designed to embody all the joyful feelings that guests have when they know they're getting the best bang for their buck. Through this lens, we built something truly different. A place where honesty, kindness, and value are embraced and honored. It's a place your guests can be proud to stay.

## FLEXIBLE BRANDING THAT PRIORITIZES OWNER ROI

Sonesta competes effectively against other brands by maintaining flexible branding that prioritizes owner ROI. Sonesta offers the greatest flexibility of any conversion-focused franchiser.

### WE WELCOME

Unique property types  
Exterior corridors  
Properties without elevators

### WE OFFER

Flexible interior color schemes  
Adaptable brand standards  
Extended PIP timelines



### MARKETPLACE

#### TARGET MARKETS:

Secondary and tertiary markets

#### SEGMENT:

Economy, Canada

#### PROPERTY TYPE:

Ideally suited for conversions & new builds

## SONESTA PUTS OWNERS FIRST

### INDUSTRY-LEADING CONNECTIVITY

Sell more rooms by listing on more channels. At Sonesta, we sell your rooms on more channels to drive more reservations rather than limiting your listing to specific sites as other brands do.

We pride ourselves on leading the way in innovation – especially when it comes to generating revenue opportunities.

# TRAVEL PASS<sup>™</sup> SONESTA<sup>®</sup>

## Here Today. Roam Tomorrow.

- 6 Million Travel Pass Loyalty Members
- Competitive earning structure helps guests achieve status faster
- Members spend more and stay more
- Drive direct bookings on brand.com
- Build awareness and engagement through robust email marketing exclusive offers

Learn more at  
[sonesta.com/travel-pass](https://sonesta.com/travel-pass)

Canadas Best Value Inn Toronto



Canadas Best Value Inn Valemount

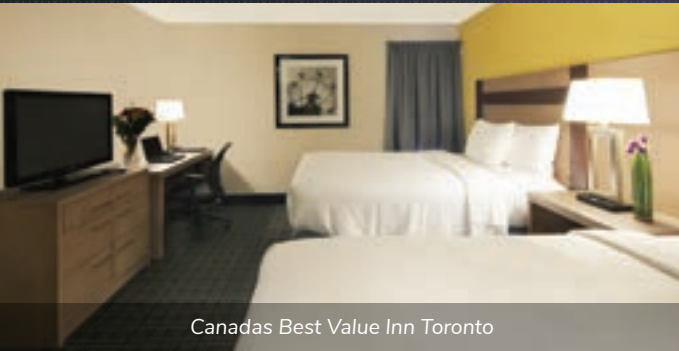




# SONESTA

## INTERNATIONAL HOTELS

15 brands | 1,100+ properties | 100,000+ rooms



Canadas Best Value Inn Toronto



Canadas Best Value Inn & Suites Fernie



Canadas Best Value Inn & Suites Charlottetown



Canadas Best Value Inn Prince George



Canadas Best Value Inn & Suites Summerside



Canadas Best Value Inn Valemount



Canadas Best Value Inn Calgary Chinook Station

## SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn more at [franchise.sonesta.com](http://franchise.sonesta.com)

# SONESTA

TRAVEL  
PASS  
SONESTA™

The  
ROYAL  
SONESTA

THE JAMES™  
HOTELS

CLASSICO™  
A SONESTA COLLECTION

SONESTA  
HOTELS AND RESORTS

MOD™  
A SONESTA COLLECTION

SONESTA  
select

SONESTA  
essential™

Sonesta  
ES  
SUITES

SONESTA  
Simply  
Suites

SONESTA  
POSADAS DEL INCA  
PERU

SONESTA  
CRUISE COLLECTION  
NILE RIVER

RED  
LION  
HOTELS  
(INN & SUITES)

Signature  
INN

AMERICAS  
BEST VALUE INN

CANADAS  
BEST VALUE INN

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in the U.S. through Sonesta RL Hotels Franchising, Inc., and in Canada through Sonesta RL Hotels Canada Franchising, Inc. MN#F-7030. 400 Centre Street, Newton, Massachusetts, 02458. © 2024 Sonesta RL Hotels Franchising, Inc.