



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.



MARKETPLACE

TARGET MARKETS:
Secondary and tertiary markets

SEGMENT:
Economy, Canada

PROPERTY TYPE:
Ideally suited for conversions
& new builds

FOR OWNERS, BY OWNERS

**FLEXIBLE BRANDING THAT CAN
HELP OWNER ROI**

Sonesta competes effectively
against other brands by maintaining
flexible branding that can help
owners with their ROI.

WE WELCOME

Unique property types

Exterior corridors

Properties without
elevators

WE OFFER

Flexible interior
color schemes

Adaptable brand
standards

Extended PIP timelines

SONESTA TRAVEL PASS™

Here Today. Roam Tomorrow.™

7.7 million members and growing*

AWARD WINNING PROGRAM

- Ranked #3 in 10 Best Hotel Loyalty Programs, USA Today 2025 – Top 10 for 9 consecutive years
- Ranked #5 in Best Hotel Loyalty Value, WalletHub, 2025
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at
sonesta.com/travel-pass

*As of July 2025.

Canadas Best Value Inn Saint John



Canadas Best Value Inn Toronto



Red Lion Hotel Kalispell



Canadas Best Value Inn

Brand Snapshot



CONSUMER SWEET SPOT

Canadas Best Value Inn brand offers reliable, affordable accommodations with consistent comfort and quality service throughout Canada. We're a trusted choice for budget-conscious travelers seeking value without compromise.

BRAND PILLARS

Our values make us who we are.

Best Value

The best value in town, because guests love that feeling of getting the best bang for their buck.

Upfront

Guests feel welcome and enjoy comfortable and clean rooms – everything they need and nothing they don't.

Pride

Celebrating Canadian values, ideals and heritage.

VALUE SEEKERS

They are independent and proud and enjoy getting the most for their money. They're in search of a relaxing, clean, and convenient place to rest after a long day.

Mindset

Pragmatic
Proud Canadian
Bargain hunter
Strong work ethic



MANIFESTO

We are Canadas Best Value Inn. Rooted in the neighborhoods we call home, we're more than a place to stay—we're a promise of reliability, comfort, and value. Whether you're on the road for work, visiting family, or simply seeking a welcoming stop along the way, we're here to offer you a friendly experience at a price that makes sense. We believe that hospitality should never be complicated. It's about everything you need and nothing you don't—a clean room, a cozy bed, and the peace of mind that comes with knowing you've found a place that cares. No matter where your journey takes you, we're here to greet you with a smile, treat you like family, and remind you that the best value isn't just in the name—it's in every moment of your stay.

Welcome to the best value on the road.



TARGET MARKETS

Secondary & tertiary markets

MARKETPLACE OPPORTUNITY

Canadas Best Value Inn competes with brands, including Towneplace Suites, Candlewood Suites, Mainstay Suites, Hawthorn Extended Stay.



Designated military and veteran parking spots and patriotic flag or messaging. Front desk signage and graphic rug create brand awareness.

Arrival & Lobby

PATRIOTIC ELEMENT

MILITARY & VETERAN PARKING SPOTS

WELCOME MAT

TOP OF BED

Guestroom

Custom top sheet, high-quality terry, Cascadia amenities, and flat screen TV with HBO modernize each guestroom.

BATH AMENITIES

TERRY

FLAT SCREEN TV WITH HBO

Eat & Drink

Breakfast and coffee programs during breakfast hours.

COFFEE PROGRAM

BREAKFAST

Required Brand Standards
Optional Signature Moments





DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Canadas Best Value Inn brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of Canadas Best Value Inn brand hotels.

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Canadas Best Value Inn beyond your standard hotel experience and are what leave guests wanting to return again and again.



CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Canadas Best Value Inn brand hotels.

ARRIVE



MILITARY & VETERAN PARKING SPOTS
Designated premium parking spots with branded parking signage specifically for military and veterans.



WELCOME MAT
Bringing a sense of welcome in front of every Canadas Best Value Inn.



FRONT DESK LIVERY
Signage at the front desk increases brand recognition and awareness.



PATRIOTIC ELEMENT
Show your Canadian pride by featuring a patriotic element, like a flag, or artwork in the lobby.

STAY



TOP OF BED
Standardized bedding delivers comfort and consistency across every stay.



FLAT-SCREEN TV WITH HBO
Entertainment is always on hand with a minimum 32" flat screen TVs and complimentary HBO programming.



TERRY
High-quality towels show our commitment to guest comfort.



BATH AMENITIES
Exclusive branded amenities feature refreshing botanical scents.

EAT + DRINK



BREAKFAST
Grab n' Go breakfast, full breakfast buffet, or voucher for complimentary breakfast on-site or nearby.



COFFEE PROGRAM
Serve Royal Cup Prideland Coffee during breakfast hours in the lobby for guests to enjoy.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY BASIC GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



NON-SMOKING HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

Defining Brand Standards and Signature Moments subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site or Brand Hub.



Canadas Best Value Inn & Suites Summerside



Canadas Best Value Inn & Suites Fernie



Canadas Best Value Inn Prince George



Canadas Best Value Inn Calgary Chinook Station



Canadas Best Value Inn Toronto



Canadas Best Value Inn Valemount



Canadas Best Value Inn & Suites Charlottetown



Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com



The
ROYAL
SONESTA

THE JAMES
HOTELS

CLASSICO™

SONESTA
HOTELS, RESORTS & CRUISES

MOD™

SONESTA
select

RED LION
HOTELS, INNS & SUITES

Sonesta **ES**
SUITES

SONESTA
Simply Suites™

SONESTA
essential™



Signature
INN

SONESTA
TRAVEL PASS™

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