

Nice Rooms. Great People.

National Marketing

- Over \$3 million spent annually on Canadian based advertising and marketing programs
- Extensive national advertising: Reader's Digest, Maclean's, Chatelaine, Westjet's Up! magazine, provincial accommodation guides, national radio campaigns, major city and national newspapers, online buys with AOL, TripAdvisor, and MapQuest
- Seasonal promotions that support and build loyalty and respond to dynamic consumer trends
- Regional marketing program designed to penetrate local markets and complement national campaigns
- Bi-weekly, monthly, and quarterly brand communications to keep you and your staff informed
- Charity Select program established to encourage corporate responsibility and charitable efforts within your community

Loyalty Programs



Hbc rewards

- Guest Rewards program is exclusive to Travelodge Canada
- Hotels pay upon point redemption, not point issuance
- 43% of all point redemptions are for room credits: revenue returned to hotels, with 100% reimbursement to hotel owners
- Members are loyal: they stay an average of 8.3 nights per year and spend an average of \$742 annually
- Program generates over \$12 million in hotel revenue annually
- Hbc Rewards Program has over 8 million members that can earn points at all Travelodge & Thriftlodge locations in Canada

National Sales

- Team responsible for over \$20 million in delivered business via Corporate, Tour & Travel, and Association account development
- Representation at leading industry tradeshows in Canada, major travel consortiums, and corporate travel planning events
- Canadian based team gives local sales support and coaching

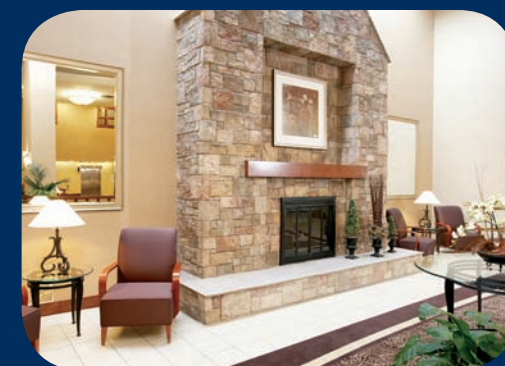
Travelodge Means Business.

Operations & Support

- Dedicated Canadian based Operations & Support team that will work with you personally, at your hotel, to drive room nights and increase bottom line profits
- Hands on rate and inventory management training
- Property Management System assistance
- Revenue Management coaching, training, and support
- Travelodge Canada Operations Online: A one stop online resource for hotel management and information on Canadian brand programs and resources
- Maintaining brand standards through semi-annual Quality Assurance visits
- General Manager's School designed to introduce new GMs to the brand, standards, and processes

“Our Canadian-based team is here to serve you, to help you grow your business and to make sure you are maximizing your revenues and getting the most from the tools available.”

Steven Robinson
President
Travelodge Canada



Brand Performance

- Brand Occupancy: 53%
- Brand RevPAR: \$51.44
- Brand Reservation Contribution: 23%
- Call Centre Over \$7.5 million* in brand revenue
- travelodge.com brand website Over \$11 million* in brand revenue
- GDS and third party internet sites Over \$10 million* in brand revenue

Let's Get Started

- Application Fee \$1,000
- Initial Fee (maximum amount)
 - a. Conversion for 100 plus rooms \$25,000* + GST
 - b. Conversion for under 100 rooms \$20,000* + GST
- Property Signage \$5,000 - \$20,000
- Property Management System (Wyndham Approved) \$18,000 - \$80,000 (average of \$28,000)
- Royalty & Marketing fees 8.5% gross room revenue, paid monthly
- Loyalty program fees for Guest Rewards and Hbc Rewards points Dependent on use
- Annual Brand Conference fee \$899*
- General Manager's Orientation (Provided by Travelodge Canada) \$600*
- Travel Agent Commissions Up to 12.75% of room rate booked
- GDS fees \$5.95** CAD (plus agency commissions if applicable)
- Third party internet site reservation fee \$4.95** CAD (plus agency commissions if applicable)

* Based on 2010 fiscal year

**Effective April 1, 2011

For more information contact
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Travelodge Canada administers the Master License for Travelodge and Thriftlodge in Canada.
Travelodge Canada is a subsidiary of Royal Host, traded on the TSE.

Nice Rooms. Great People.

Do you have Nice Rooms and Great People? If so, we want to talk to you. As one of Canada's largest hotel franchisors, we can provide unmatched service and support for your hotel. We offer unique business drivers like Canadian based Sales and Marketing departments, and dedicated Operations and Support Staff who will work with you personally, at your hotel, to drive room nights and increase bottom line profits.

*Call us today.
Travelodge may be just what
you need to make this
your best year ever.*

1-800-646-2435

Travelodge®

Thriftlodge®