



Researched by Sharlene Clarke



This year we have expanded our annual report to include the top 35 hotel brands in Canada with information such as gross sales, units by region, and rooms by region. The report also lists the top 20 developer/owners and management companies, providing similar information. Regional breakdowns are tabulated as well.

Top 35 Canadian Hotel Brands by Units

More Top Chains Information can be found on page 29-31

Rank 2008	Rank 2007	Name	No. Units	No. Rooms	Sales (\$mil.) (Can)	Expansion Notes/Comments
1	1	Best Western International	179	15,871	n/a	
2	2	Comfort (Choice Hotels Canada Inc.)	141	11,900	n/a	Six properties under development across Canada.
3	4	Super 8 Motels	114	6,807	n/a	
4	5	Travelodge Canada	93	8,552	n/a	
5	6	Days Inns - Canada	84	7,302	142.90	In 1992, Realstar acquired Canadian master franchise rights to Days Inn from Hospitality Franchise Systems (now Wyndham Worldwide).
6	3	Holiday Inn Hotel & Resorts (Intercontinental Hotels Group)	65	11,728	n/a	
7	8	Quality (Choice Hotels Canada Inc.)	65	6,822	n/a	Seven properties under development across Canada.
8	7	Ramada Worldwide	61	6,175	n/a	Plans for development of 17 units in Atlantic Canada over the next 10 years.
9	9	Hilton Hotels Corporation - Canada	56	11,590	338.54	
10	12	Holiday Inn Express (InterContinental Hotels Group)	54	5,432	n/a	
11	10	Econo Lodge (Choice Hotels Canada Inc.)	45	2,267	n/a	Three properties under development across Canada. Introduced new, dynamic logo and brand re-imaging initiative. All Canadian properties expected to unveil new look by end of 2008.
12	11	Howard Johnson Canada Franchise Systems Limited	42	6,900	54.00	Development target of 54 properties by 2008. Additional locations are planned for Atlantic Canada, Northern Ontario, Manitoba, Saskatchewan and British Columbia.
13	13	Delta Hotels	41	12,120	n/a	
14	14	Sandman Hotel Group	35	5,022	150.00	New Signature Brand launched in 2007. 2 locations in Canada.
15	15	Coast Hotels & Resorts	27	3,523	139.00	
16	16	Fairmont Hotels & Resorts	21	10,099	n/a	
17	18	Radisson Hotels & Resorts	21	3,606	n/a	
18	22	Lakeview Inns & Suites	21	2,523	n/a	
19	19	Four Points by Sheraton	19	2,896	n/a	
20	17	Hampton Inn/Hampton Inn & Suites	19	2,141	n/a	
21	20	Residence Inn by Marriott	18	3,323	n/a	
22	21	Courtyard by Marriott	16	2,842	n/a	
23	23	Executive Inn Group Corp.	15	2,332	n/a	
24	24	Sheraton Hotels and Resorts	14	6,732	n/a	
25	26	Country Inns & Suites by Carlson	14	1,136	n/a	
26	32	Knights Inn Canada (Full House Franchise Systems)	14	585	n/a	Plans for 18 properties by the end of 2008, plus 2 to 3 properties per year over the next 5 years.
27	28	Westin Hotels & Resorts	13	4,957	n/a	New hotel opening in Montreal in 2008.
28	27	Hilton Garden Inn	13	1,869	n/a	
29	29	Marriott Hotels & Resorts	12	4,562	n/a	
30	n/a	Clarion (Choice Hotels Canada Inc.)	11	1,309	n/a	Steady expansion planned in major urban markets across Canada.
31	33	Rodd Hotels & Resorts	10	1,065	n/a	
32	30	Thriftlodge (Travelodge)	10	540	n/a	
33	35	Canad Inns	9	800	15.00	New hotel to be constructed on site at Winnipeg's Health Sciences Centre, in ground construction to start in 2009.
34	n/a	Canada's Best Value Inns (Vantage Hospitality)	9	454	8.10	Expecting to add 24 new units within the next 12 months.
35	n/a	Novotel Canada	7	1596	n/a	

Top 20 Canadian Developer/Owner Companies by Units

Rank 2008	Name	No.		Sales (\$mil.) (Can)	Expansion Notes/Comments
		Units	Rooms		
1	Westmont Hospitality Group	350	40,000	n/a	
2	InnVest REIT	144	15,000	n/a	
3	Realstar Hospitality	98	8,933	151.00	Master franchise rights for the Days Inn, Motel 6, and Studio 6 hotel brands in Canada. Plans are underway to develop or franchise 60 new Accor hotels by 2012.
4	Pacrim Hospitality Services Inc.	57	5,511	n/a	2 new units opening in NS: Holiday Inn Express (Stellarton), and Holiday Inn & Conference Centre (Truro).
5	Royal Host	41	12,115	n/a	
6	Lakeview Management Inc.	33	2,523	32.01	
7	Silverbirch Hotels & Resorts	32	8,377	n/a	Formerly CHIP Hospitality.
8	Holloway Lodging Real Estate Investment Trust	21	2,310	69.80	
9	Fortis Properties Corporation	19	3,562	n/a	Recently acquired the Delta Regina, marking the 8th province in which Fortis owns/manages hotel properties.
10	Silver Hotel Group	16	2,845	n/a	
11	Northampton Group Inc.	16	1,835	n/a	2 more aloft brand hotels planned for opening in 2008 in Vaughan Mills, ON and Laval, QC
12	Bellstar Hotels & Resorts	13	560	10.00	Many new builds and renovations planned (see pg. 31).
13	Larco Investments Ltd.	7	2,191	n/a	
14	Easton's Group of Hotels	7	1,207	n/a	Hilton Garden Inn Downtown Toronto opening September 2008.
15	Ocean Properties	5	6,522	n/a	
16	New Castle Hotels & Resorts	4	742	n/a	
17	Felcor Lodging Trust Inc.	2	816	n/a	
18	Allied Hotel Properties Inc.	2	660	n/a	
19	O'Neill Hotels & Resorts	3	938	n/a	
20	Allied Hotel Properties Inc.	2	660	n/a	

Top 10 Ont. Developer/Owners by Units

Rank	Name	No. Units		No. Rooms	
		Ont.	Can.	Ont.	Can.
1	InnVest REIT	74	144	n/a	15,000
2	Realstar Hospitality	36	98	n/a	8,933
3	Royal Host	20	41	n/a	12,115
4	Westmont Hospitality Group	15	150	n/a	40,000
5	Northampton Group Inc.	13	16	n/a	1,835
6	Atlic Hotels	10	35	1,854	5,446
7	Silverbirch Hotels & Resorts	5	32	1,482	8,377
8	Silver Hotel Group	7	16	1,239	2,845
9	Easton's Group of Hotels	7	7	1,207	1,207
10	Pacrim Hospitality Services Inc.	5	57	610	5,511

Top 10 West. Developer/Owners by Units

Rank	Name	No. Units		No. Rooms	
		West	Can.	West	Can.
1	Holloway Lodging Real Estate Investment Trust	23	21	1,840	2,310
2	Pacrim Hospitality Services Inc.	21	57	2,468	5,511
3	Silverbirch Hotels & Resorts	16	32	4,345	8,377
4	Atlic Hotels	16	35	2,612	5,446
5	Fortis Properties Corporation	16	19	1,375	3,562
6	Bellstar Hotels & Resorts	13	13	560	560
7	Silver Hotel Group	8	16	987	2,845
8	O'Neill Hotels & Resorts	6	3	938	938
9	Larco Investments Ltd.	3	7	856	2,191
10	Allied Hotel Properties Inc.	1	2	307	660

Top 5 Quebec Developer/Owners by Units

Rank	Name	No. Units		No. Rooms	
		Que.	Can.	Que.	Can.
1	Pacrim Hospitality Services Inc.	9	57	905	5,511
2	Silverbirch Hotels & Resorts	6	32	1,968	8,377
3	Atlic Hotels	3	35	933	5,446
4	Northampton Group Inc.	3	16	n/a	1,835
5	Silver Hotel Group	2	16	554	2,845

Top 5 Atlantic Developer/Owners by Units

Rank	Name	No. Units		No. Rooms	
		Atl.	Can.	Atl.	Can.
1	Pacrim Hospitality Services Inc.	19	57	1,528	5,511
2	Fortis Properties Corporation	7	19	1,490	3,562
3	Silverbirch Hotels & Resorts	5	32	582	8,377
4	New Castle Hotels	4	4	742	742
5	Silver Hotel Group	1	16	65	2,845





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Top 20 Ontario Brands by Units

Rank	Name	No. Units		No. Rooms		Sales (\$mil.)	
		Ont.	Cda.	Ont.	Cda.	Ont.	Cda.
1	Comfort (Choice Hotels Canada Inc.)	68	141	6,011	11,900	n/a	n/a
2	Best Western International	58	179	5,592	15,871	n/a	n/a
3	Days Inns - Canada	35	84	3,910	7,302	n/a	142.90
4	Holiday Inn Hotel & Resorts (InterContinental Hotels Group)	33	65	6,071	11,728	n/a	n/a
5	Hilton Hotels Corporation - Canada	30	56	n/a	11,590	n/a	338.54
6	Howard Johnson Canada (Full House Franchise Systems Limited)	19	42	1,600	3,400	n/a	54.00
7	Holiday Inn Express (InterContinental Hotels Group)	18	54	1,867	5,432	n/a	n/a
8	Econo Lodge (Choice Hotels Canada Inc.)	14	45	676	2,267	n/a	n/a
9	Radisson Hotels & Resorts	13	24	n/a	3,606	n/a	n/a
10	Delta Hotels	12	41	3,951	12,120	n/a	n/a
11	Knight's Inn Canada (Full House Franchise Systems Ltd.)	11	14	n/a	585	n/a	n/a
12	Courtyard by Marriott	10	16	2,005	2,842	n/a	n/a
13	Hampton Inn/Hampton Inn & Suites	10	19	1,063	2,141	n/a	n/a
14	Residence Inn by Marriott	9	18	1,636	3,323	n/a	n/a
15	Four Points by Sheraton	8	19	1,388	2,896	n/a	n/a
16	Hilton Garden Inn	8	13	1,064	1,869	n/a	n/a
17	Motel 6	8	11	n/a	n/a	n/a	n/a
18	Sheraton Hotels and Resorts	7	14	1,388	2,822	n/a	n/a
19	Fairfield Inn & Suites by Marriott	5	6	537	653	n/a	n/a
20	Clarion (Choice Hotels Canada Inc.)	4	11	423	1,309	n/a	n/a

Top 20 Western Brands by Units

Rank	Name	No. Units		No. Rooms		Sales (\$mil.)	
		West	Cda.	West.	Cda.	West	Cda.
1	Best Western International	100	179	8191	15871	n/a	n/a
2	Super 8 Motels	75	114	n/a	6,807	n/a	n/a
3	Travelodge Canada Corp.	47	93	4,034	8,552	n/a	n/a
4	Ramada Worldwide	39	61	n/a	6,175	n/a	n/a
5	Days Inns - Canada	36	84	2,166	7,302	n/a	142.90
6	Sandman Hotel Group	33	35	n/a	5,022	n/a	150.00
7	Holiday Inn Express (InterContinental Hotels Group)	28	54	2,629	5,432	n/a	n/a
8	Coast Hotels & Resorts	27	27	3,523	3,523	139.00	139.00
9	Comfort (Choice Hotels Canada Inc.)	26	141	2,201	11,900	n/a	n/a
10	Lakeview Inns & Suites	23	33	n/a	2,523	n/a	32.02
11	Quality (Choice Hotels Canada Inc.)	21	65	1,780	6,822	n/a	n/a
12	Holiday Inn Hotel & Resorts (Intercontinental Hotels Group)	19	65	2,780	11,728	n/a	n/a
13	Howard Johnson Canada Franchise Systems Limited	19	42	1,600	6,900	n/a	54.00
14	Delta Hotels	16	41	n/a	12,120	n/a	n/a
15	Executive Hotels & Resorts	15	15	2,332	2,332	n/a	n/a
16	Hilton Hotels Corporation - Canada	14	56	n/a	11,590	n/a	338.54
17	Econo Lodge (Choice Hotels Canada Inc.)	14	45	745	2,267	n/a	n/a
18	Fairmont Hotels & Resorts	11	21	5,178	10,099	n/a	n/a
19	Canad Inns	9	9	800	800	15.00	15.00
20	Prestige Hotels	9	9	n/a	n/a	n/a	n/a

Top 15 Atlantic Brands by Units

Rank	Name	No. Units		No. Rooms		Sales (\$mil.)	
		Atl.	Cda.	Atl.	Cda.	Atl.	Cda.
1	Best Western International	11	179	1,343	15,871	n/a	n/a
2	Hilton Hotels Corporation - Canada	10	56	n/a	11,590	n/a	338.54
3	Intercontinental Hotels Group (Holiday Inns)	10	118	1,675	18,898	n/a	n/a
4	Rodd Hotels & Resorts	10	10	1,065	1,065	n/a	n/a
5	Days Inns - Canada	9	84	571	7,252	n/a	142.90
6	Fairmont Hotels & Resorts	6	21	2,588	10,099	n/a	n/a
7	Delta Hotels	5	38	1,881	11,170	n/a	n/a
8	Residence Inn by Marriott	4	18	7,04	3,323	n/a	n/a
9	Super 8 Motels	4	114	n/a	6,807	n/a	n/a
10	Travelodge Canada Corp.	3	93	392	8,552	n/a	n/a
11	Courtyard by Marriott	3	16	448	2,842	n/a	n/a
12	Ramada Worldwide	3	61	n/a	6,175	n/a	n/a
13	Sheraton Hotels and Resorts	2	14	1,066	6,732	n/a	n/a
14	Accor Canada Inc.	2	11	485	2,227	n/a	81.729
15	Northampton Group Inc.	2	14	382	1,852	n/a	n/a

Top 15 Quebec Brands by Units

Rank	Name	No. Units		No. Rooms		Sales (\$mil.)	
		Que.	Cda.	Que.	Cda.	Que.	Cda.
1	Comfort (Choice Hotels Canada Inc.)	28	141	2,261	11,900	n/a	n/a
2	Quality (Choice Hotels Canada Inc.)	13	65	1,395	6,822	n/a	n/a
3	Best Western International	11	179	1,326	15,871	n/a	n/a
4	Econo Lodge (Choice Hotels Canada Inc.)	10	45	540	2,267	n/a	n/a
5	Hilton Hotels Corporation - Canada	10	56	n/a	11,590	n/a	338.54
6	Days Inns - Canada	9	84	689	7,302	n/a	142.90
7	Holiday Inn Hotel & Resorts (Intercontinental Hotels Group)	8	65	2,064	11,728	n/a	n/a
8	Fairmont Hotels & Resorts	6	21	2,588	10,099	n/a	n/a
9	Delta Hotels	5	41	n/a	12,120	n/a	n/a
10	Clarion (Choice Hotels Canada Inc.)	4	11	650	1,309	n/a	n/a
11	Residence Inn by Marriott	4	18	n/a	3,323	n/a	n/a
12	Super 8 Motels	4	114	n/a	6,807	n/a	n/a
13	Courtyard by Marriott	3	16	n/a	2,842	n/a	n/a
14	Four Points by Sheraton	3	19	520	2,896	n/a	n/a
15	Ramada Worldwide	3	61	n/a	6,175	n/a	n/a