



TOP 55 CHAINS 2011 REPORT

CANADIAN LODGING NEWS' ANNUAL REPORT ON LEADING HOTEL COMPANIES

Research: Peter Elliott
Design: Colleen Isherwood and Leslie Wu

For the third year in a row, 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 20 Canadian Development/Management firms by Units

Rank 2011	Rank 2010	Name	No. Units	No. Rooms	Sales \$Millions	Expansion Notes
1	1	Westmont Hospitality Group	165	25,995	\$1,239.70	Westmont has an ownership interest in and operates over 500 hotels across three continents. Westmont has formed strategic alliances with brands including Fairmont, InterContinental Hotels Group, Hilton, Accor, Starwood, Wyndham, Choice Hotels, Renaissance, Radisson and Best Western. The company is one of the largest franchisees and co-owners of IHG hotels and Hilton hotels worldwide. Westmont has a very diversified portfolio ranging from budget and apartment hotels to mid-market business and large conference hotels to boutique hotels and luxury resorts.
2	2	InnVest REIT	144	18,886	\$609.57	The InnVest REIT portfolio includes hotels from many respected brand names in the hospitality industry such as: Best Western; Comfort; Delta; Fairmont; Hilton; Hilton Garden Inn; Holiday Inn; Holiday Inn Express; Homewood by Hilton; Les Suites; Quality; Radisson; Sheraton; Staybridge Suites and Travelodge. InnVest REIT works in partnership with Westmont Hospitality Group, one of the largest hotel operators/managers in Canada.
3	3	Superior Lodging Corp.	127	8,005	na	Currently there are 127 Canadian Super 8s from coast to coast. An additional 297 rooms opened in BC and Alberta in 2010 with a further 410 rooms in conversion or new construction stages. An additional 1000+ rooms are currently under negotiation.
4	4	Pacrim Hospitality Services Inc.	53	5,230	na	The Holiday Inn Conference Centre, Suffern, New York and The Battery Hotel & Conference Centre in St. John's, NL are managed by Pacrim as of October, 2010.
5	5	Atlific Hotels	44	6,652	\$269.21	Atlific Hotels is an integrated hotel management company with over 40 properties including 2 Best Westerns, 1 Comfort Inn & Suites, 2 Courtyards by Marriott, 1 Econo Lodge, 1 Quality Inn, 7 Holiday Inns, 2 Marriotts, 4 Residence Inns by Marriott, 2 Starwoods, plus other non-chain properties. Atlific has added at least three properties to its portfolio recently ... Holiday Inn Express Richmond, Best Western Lloydminster and Fairfield Inn Winnipeg.
6	na	Canalta Hotels	33	2,324	na	Canalta maintains exclusive development rights for Super 8 and Ramada brands in Western Canada. Canalta is opening a new hotel in Melfort, SK in the fall of 2011.
7	7	Royal Host	27	3,382	na	Royal Host Inc. owns 27 properties, comprising 3,382 guest rooms, primarily in the mid-market hospitality segment operating under such brands as Best Western, Country Inns & Suites, Hilton, Holiday Inn, Ramada, Super 8, Thriftlodge and Travelodge, as well as unbranded properties, such as the Chimo Hotel in Ottawa and the Yellowknife Inn. Royal Host owns the master franchise rights for Travelodge and Thriftlodge in Canada.
8	9	SilverBirch Hotels & Resorts	21	4,665	na	SilverBirch is affiliated with Best Western, Crowne Plaza, Hilton, Quality, Ramada and Radisson hotels. Radisson Hotel Saskatoon, a SilverBirch property, launched a fully renovated banquet and meeting space, an updated lobby and new water park this year.
9	10	Holloway Lodging Real Estate Investment Trust	21	2,272	\$69.91	Holloway Lodging REIT is an open-ended real estate investment trust focused on select and limited service hotels in tertiary and suburban markets.
10	6	Lakeview Management Inc.	19	1,515	\$32.02	Lakeview or its principals currently own nine hotels including the Lakeview Resort & Conference Centres in Gimli, Manitoba, and Summerside, PEI, six Lakeview Inn & Suites properties and the Four Points By Sheraton Winnipeg Airport. Lakeview also manages hotels for third parties, mainly for the Royal Host REIT.
11	12	Silver Hotel Group	18	2,539	na	Silver Hotel Group (SHG) is one of Canada's leading privately owned hotel investment, development and management companies working in Canada and the U.S. Brands, include Starwood, Hilton, InterContinental, Carlson and Choice Hotels. The company's portfolio also includes a number of independent boutique hotels.
12	18	Crescent Hotels & Resorts	14	2,163	na	Aggressively expanding in Canada.
13	16	Easton's Group of Hotels	13	2,144	na	The Easton Group opened a TownePlace Suites by Marriott in Sudbury, ON in December, 2010, the first in Canada. Homewood Suites by Hilton in Vaughan, ON opened April, 2011. They purchased Holiday Inn Pointe Claire in Feb. 2011
14	13	Northampton Group Inc. *	12	1,841	\$29.90	
15	14	Beistar Hotels & Resorts	11	920	\$10.00	Beistar Hotels & Resorts added Kicking Horse Mountain Resort near Golden, BC, and two more resorts in Canmore, AB. They opened The Three Peaks Conference Centre & Aurora Theatre at Solara Resort & Spa in Canmore in August 2011. Spirit Ridge Residence Club in Osoyoos, BC will be completed in 2012.
16	15	Concord Hospitality Enterprises Co. *	10	1,518	na	Continues to seek development opportunities in both the U.S. and Canada.
17	17	Tidan Hospitality & Real Estate Group	9	1,355	na	Nine properties in Canada and one in Florida.
18	na	d3h	9	759	na	Acquired land to build a HomeSuites hotel next door to the new Days Inn—Regina Airport West Days Inn—Medicine Hat will see a 24-room expansion and renovations of two floors in 2011. d3h has also signed franchise agreements to construct two new Home Inn & Suites in Yorkton and Swift Current.
19	19	Larco Investments Ltd.	6	2,424	na	Larco Hospitality is the largest full-service Franchise Hotel Management Company in Canada for Marriott International.
20	20	New Castle Hotels & Resorts	6	926		Has interests in 6 properties in Canada. Latest property is Residence Inn St. John's, NL (currently under development, opening 2012).

* Indicates information is from last year's report.



TOP 55 CHAINS REPORT 2011

CANADIAN LODGING NEWS' ANNUAL REPORT ON LEADING HOTEL COMPANIES

Top 35 Canadian Hotel Brands by Units

Rank 2011	Rank 2010	Name	Units 2011	Units 2010	Rooms 2011	Rooms 2010	Sales 2011 \$MII	Sales 2010 \$MII	Expansion Notes
1	1	Best Western International	169	185	17,495	16,844	na	na	Gained four properties over the past year including Hudson Hope and Kamloops, BC, Bridgewater, NS and Yorkton, SK.
2	2	Comfort	149	145	12,612	12,269	na	na	Seven properties under development across Canada.
3	3	Super 8	127	125	8,302	8,000	na	na	Gained two properties since CLN's last report.
4	5	Days Inns - Canada	89	87	8,036	8,143	\$150.70	na	Two properties since CLN's last report. In 1992, Realstar acquired Canadian master franchise rights to Days Inn from Hospitality Franchise Systems (now Wyndham Worldwide). Under their stewardship, this mid-market economy brand has grown from 18 hotels to almost 90 properties across Canada.
5	4	Travelodge Canada Corp.	84	89	7,860	8,113	na	na	Opened first 4 units in Atlantic Canada in 2011. Travelodge also opened in Kamloops City Centre, BC and North Battleford, SK.
6	8	Holiday Inn Express (InterContinental Hotels Group)	78	74	8,018	7,448	na	na	Has 20 hotels (2,001 rooms) in the developmental pipeline.
7	7	Quality	78	72	7,889	7,229	na	na	Five properties under development across Canada.
8	8	Ramada Worldwide	87	68	6,991	6,500	na	na	Dropped one hotel since CLN's last report.
9	10	Howard Johnson Canada Franchise Systems Limited	66	61	4,847	4,443	na	na	The Howard Johnson brand has expanded significantly over the past two years and will continue with aggressive expansion strategy across Canada.
10	9	Holiday Inn Hotel & Resorts	60	64	10,962	11,240	na	na	Has 7 hotels (1,195 rooms) in the developmental pipeline.
11	11	Econo Lodge	53	47	2,659	2,311	na	na	Six properties under development across Canada.
12	12	Delta Hotels & Resorts	43	45	13,297	12,120	na	na	Delta has recently taken over the Crowne Plaza Ottawa.
13	13	Sandman Hotel Group	42	35	8,247	5,022	\$150.00	na	Sandman Hotel in Squamish, BC opened in early 2011. Work progressing on hotels in Langley, BC and Newcastle, UK.
14	15	Hampton Inn/Hampton Inn & Suites	34	30	3,689	3,317	na	na	Four more than last year including Edmonton South, Red Deer and Fort Saskatchewan, AB.
15	14	Coast Hotels & Resorts	32	30	4,060	3,942	\$151.94	\$140.68	New properties include the Coast Surrey Guildford Hotel in Surrey, BC.
16	17	Four Points by Sheraton	23	22	3,378	3,259	na	na	Four Points' 23rd Canadian hotel, Edmonton West, will open in December, 2011.
17	18	Fairmont Hotels & Resorts	21	21	10,176	10,178	na	na	Renovations at several Fairmont properties including Fairmont Waterfront Vancouver and Fairmont Chateau Laurier.
18	16	Radisson	21	22	3,911	4,023	na	na	Radisson Hotel Saskatoon, a SilverBirch property, launched a fully renovated banquet and meeting space, an updated lobby and new water park this year.
19	19	Hilton Garden Inn	19	19	2,961	2,659	na	na	Hilton Garden Inn's seven-storey, full-service, 132-room property in Brampton, at Hwy 407 and Airport Road, set to open late Sept. 2011
20	24	Motel 6	19	18	1,773	1,539	na	na	Three properties added since last year.
21	20	Knights Inn Canada Franchise Systems Limited **	19	18	710	727	na	na	The Knights Inn brand has plans to expand their portfolio by 3 properties per year over the next 5 years. Knights Inn Bracebridge was recently added.
22	28	Canada's Best Value Inn (Vantage Hospitality Group)	18	15	829	740	na	na	Expecting to add 25 new units in the next 24 months.
23	27	Sheraton Hotels and Resorts	17	15	7,777	7,290	na	na	Marriott in Dorval, QC recently became the Sheraton Airport Hotel. Starwood unveiled new room design for Sheraton in late 2010.
24	25	Courtyard by Marriott	17	18	2,914	2,785	na	na	One property added this year. Courtyard Edmonton West opened in January, 2011. Another Courtyard by Marriott is under construction as part of Edmonton's airport expansion.
25	22	Residence Inn by Marriott	17	17	2,450	2,448	na	na	
26	na	Nova Hotels	18	na	1,250	na	na	na	Adding Hotels in Alberta, Saskatchewan
27	26	Westin Hotels & Resorts	15	15	5,671	5,629	na	na	Starwood unveiled new room design for Westin in late 2010.
28	29	Hilton	15	15	5,306	5,760	na	na	Hilton Toronto Airport completed at \$15 million renovation in August 2010.
29	31	Marriott Hotels & Resorts	14	13	5,171	4,403	na	na	Added one hotel this year.
30	30	Country Inns & Suites By Carlson	14	14	1,135	1,135	na	na	Announced enhanced breakfast menu in October, 2010.
31	na	Executive Hotels & Resorts *	12	na	1,914	na	na	na	
32	na	Thriflodges Canada (Part of Travelodge Canada)	11	na	693	na	na	na	Thriflodges Moose Jaw (formerly the Knowles Motel) opened recently.
33	33	Rodd Hotels & Resorts *	10	10	1,065	1,065	na	na	Shut down the Rodd Colony Harbour Inn in Yarmouth, NS in early 2011.
34	na	Homewood Suites by Hilton	10	na	1,058	na	na	na	Four Homewood in the pipeline including Calgary Airport, Dartmouth, NS and Ajax and Barrie, Ontario.
35	na	Prestige Hotels	10	na	914	na	na	na	The Prestige Oceanfront Resort & Convention Centre Sooke, BC opened April, 2011.

* Indicates information is from last year's report.



TOP 55 CHAINS REPORT 2011

CANADIAN LODGING NEWS' ANNUAL REPORT ON LEADING HOTEL COMPANIES

Top 20 Ontario Brands by Units

Rank 2011	Rank 2010	Name	Units (ON)	Units (CAN)	Rooms (ON)	Rooms (CAN)	Sales (ON)	Sales (CAN)
1	1	Comfort	69	149	6,128	12,612	na	na
2	2	Best Western International	58	189	5,476	17,495	na	na
3	4	Days Inns - Canada	37	89	3,760	8,036	na	\$150.70
4	3	Travelodge Canada Corp.	34	84	3,388	7,860	na	na
5	6	Howard Johnson Canada Franchise Systems Limited	31	66	2,322	4,847	na	na
6	9	Holiday Inn Express (InterContinental Hotels Group)	29	78	2,919	8,018	na	na
7	7	Super 8	29	127	1,919	8,302	na	na
8	8	Quality	28	78	3,163	7,889	na	na
9	5	Holiday Inn Hotel & Resorts	27	60	5,490	10,962	na	na
10	10	Hampton Inn/Hampton Inn & Suites	17	34	1,833	3,689	na	na
11	11	Delta Hotels & Resorts	14	43	4,612	13,297	na	na
12	12	Econo Lodge	14	53	661	2,659	na	na
13	14	Hilton Garden Inn	13	19	1,961	2,961	na	na
14	13	Knights Inn Canada Franchise Systems Limited	13	19	493	710	na	na
15	15	Radisson	12	21	2,057	3,911	na	na
16	17	Courtyard by Marriott	11	17	2,130	2,914	na	na
17	16	Residence Inn by Marriott	11	17	1,520	2,450	na	na
18	na	Ramada Worldwide	10	67	1,210	6,991	na	na
19	18	Four Points by Sheraton	9	23	1,571	3,378	na	na
20	19	Motel 6	9	19	967	1,773	na	na

Top 20 Western Brands by Units

Rank 2011	Rank 2010	Name	Units (West)	Units (CAN)	Rooms (West)	Rooms (CAN)	Sales (West)	Sales (CAN)
1	1	Best Western International	104	189	9,359	17,495	na	na
2	2	Super 8	83	127	5,276	8,302	na	na
3	3	Ramada Worldwide	53	67	5,119	6,991	na	na
4	4	Travelodge Canada	45	84	3,909	7,860	na	na
5	5	Days Inns - Canada	41	89	3,288	8,036	na	\$150.70
6	7	Sandman Hotel Group	40	42	5,777	6,247	na	\$150.00
7	6	Holiday Inn Express (IHG)	37	78	3,687	8,018	na	na
8	8	Coast Hotels & Resorts	32	32	4,060	4,060	\$151.94	\$151.94
9	9	Comfort	31	149	2,609	12,612	na	na
10	12	Howard Johnson Canada	25	66	1,804	4,847	na	na
11	10	Quality	24	78	2,131	7,889	na	na
12	11	Holiday Inn Hotel & Resorts	22	60	3,084	10,962	na	na
13	16	Econo Lodge	21	53	1,144	2,659	na	na
14	13	Delta Hotels & Resorts	20	43	4,758	13,297	na	na
15	17	Nova Hotels	16	16	1,250	1,250	na	na
16	18	Fairmont Hotels & Resorts	12	21	5,550	10,176	na	na
17	14	Executive Hotels & Resorts *	12	12	1,914	1,914	na	na
18	na	Hampton Inn/ Hampton Inn & Suites	12	34	1,246	3,689	na	na
19	na	Four Points by Sheraton	10	23	1,177	3,378	na	na
20	na	Prestige Hotels	10	10	914	914	na	na

Top 15 Atlantic Brands by Units

Rank 2011	Rank 2010	Name	Units (ATL)	Units (CAN)	Rooms (ATL)	Rooms (CAN)	Sales (ATL)	Sales (CAN)
1	1	Comfort	20	149	1,542	12,612	na	na
2	2	Best Western International	15	189	1,322	17,495	na	na
3	3	Rodd Hotels & Resorts *	10	10	1,065	1,065	na	na
4	5	Quality	9	78	921	7,889	na	na
5	4	Super 8	9	127	656	8,302	na	na
6	8	Delta Hotels & Resorts	8	43	2,048	13,297	na	na
7	7	Holiday Inn Express (InterContinental Hotels Group)	7	78	817	8,018	na	na
8	11	Howard Johnson Canada Franchise Systems Limited	7	66	540	4,847	na	na
9	8	Econo Lodge	7	53	320	2,659	na	na
10	9	Days Inns - Canada	5	89	536	8,036	na	\$150.70
11	na	Steele Hotels	5	5	438	436	na	na
12	10	Coastal Inns	5	5	279	279	na	na
13	13	Holiday Inn Hotel & Resorts	4	60	809	10,962	na	na
14	14	Country Inns & Suites By Carlson	4	14	275	1,135	na	na
15	na	Maritime Inns & Resorts *	4	4	195	195	na	na

* Indicates information is from last year's report.

Top 15 Quebec Brands by Units

Rank 2011	Rank 2010	Name	Units (QC)	Units (CAN)	Rooms (QC)	Rooms (CAN)	Sales (QC)	Sales (CAN)
1	1	Comfort	29	149	2,333	12,612	na	na
2	2	Quality	17	78	1,674	7,889	na	na
3	4	Best Western International	12	169	1,338	17,495	na	na
4	3	Econo Lodge	11	53	534	2,659	na	na
5	5	Holiday Inn Hotel & Resorts	7	60	1,779	10,962	na	na
6	7	Fairmont Hotels & Resorts	6	21	2,598	10,176	na	na
7	6	Days Inns - Canada	6	89	452	8,036	na	\$150.70
8	8	Super 8	6	127	449	8,302	na	na
9	10	Delta Hotels & Resorts	5	43	1,881	13,297	na	na
10	9	Holiday Inn Express (InterContinental Hotels Group)	5	78	595	8,018	na	na
11	12	Hilton	4	15	1,484	5,306	na	na
12	13	Residence Inn by Marriott	4	17	705	2,450	na	na
13	na	Sheraton Hotels and Resorts	3	17	1,540	7,777	na	na
14	15	Four Points by Sheraton	3	23	453	3,378	na	na
15	11	Howard Johnson Canada Franchise Systems Limited	3	66	181	4,847	na	na

MORE TOP CHAINS INFORMATION CAN BE FOUND ON PAGE 12



TOP 55 CHAINS REPORT 2011

CANADIAN LODGING NEWS' ANNUAL REPORT ON LEADING HOTEL COMPANIES

Top 15 Ont. Developer/Managers by Units

Rank 2011	Rank 2010	Name	Units (ON)	Units (CAN)	Rooms (ON)	Rooms (CAN)	Sales (ON) \$Mil	Sales (CAN) \$Mil
1	1	Westmont Hospitality Group*	92	318	14,462	25,955	\$523.77	\$1,239.70
2	2	InnVest REIT	70	144	8,413	18,888	na	\$609.57
3	3	Superior Lodging Corp.	29	127	1,893	8,005	na	na
4	4	Royal Host	17	33	2,487	3,794	na	na
5	8	Easton's Group of Hotels	13	13	2,144	2,144	na	na
6	5	Northampton Group Inc. **	13	12	1,519	1,841	na	\$29.90
7	11	Crescent Hotels & Resorts	12	14	1,875	2,163	na	na
8	6	Atlicic Hotels	10	44	1,620	6,652	na	\$269.21
9	7	Concord Hospitality Enterprises Co. **	10	10	1,341	1,518	na	na
10	9	Silver Hotel Group	10	18	1,264	2,539	na	na
11	10	Fortis Properties Corporation	5	21	911	4,077	na	na
12	na	Bayview Hospitality Group	5	5	652	652	na	na
13	na	Vintage Hotels	5	5	450	450	na	na
14	13	Larco Investments Ltd.	4	8	1,510	2,424	na	na
15	15	Canadian Niagara Hotels Inc.	4	4	1,237	1,237	na	na

Top 15 West. Developer/Managers by Units

Rank 2011	Rank 2010	Name	Units (West)	Units (CAN)	Rooms (West)	Rooms (CAN)	Sales (West) \$Mil	Sales (CAN) \$Mil
1	1	Superior Lodging Corp.	81	127	5,076	8,005	na	na
2	na	Canalta Hotels	33	33	2,324	2,324	na	na
3	2	Westmont Hospitality Group*	29	318	5,032	25,955	\$367.42	\$1,239.70
4	5	Atlicic Hotels	27	44	3,577	6,652	na	\$269.21
5	3	Pacrim Hospitality Services Inc.	24	53	2,668	5,230	na	na
6	6	InnVest REIT	20	144	3,535	18,888	na	\$60.96
7	7	Holloway Lodging Real Estate Investment Trust	16	21	1,803	2,272	na	\$60.91
8	8	SilverBirch Hotels & Resorts	14	21	3,249	4,665	na	na
9	4	Lakeview Management Inc.	13	19	1,051	1,515	na	\$32.11
10	10	Bellstar Resorts	11	11	1,153	1,153	na	na
11	9	Royal Host	10	31	1,032	3,794	na	na
12	na	d3h	9	9	759	759	na	na
13	11	Fortis Properties Corporation	8	21	1,374	4,077	na	na
14	na	Banff Lodging Company	7	7	801	801	na	na
15	12	Silver Hotel Group	6	18	1,039	2,539	na	na

Top 15 Atl. Developer/Managers by Units

Rank 2011	Rank 2010	Name	Units (ATL)	Units (CAN)	Rooms (ATL)	Rooms (CAN)	Sales (ATL) \$M	Sales (CAN) \$M
1	1	InnVest REIT	22	144	2,696	18,888	na	\$609.57
2	3	Westmont Hospitality Group	22	318	2,699	30,549	\$93.09	\$1,239.70
3	2	Pacrim Hospitality Services Inc.	20	53	1,880	5,230	na	na
4	4	Superior Lodging Corp.	9	127	588	8,005	na	na
5	6	Fortis Properties Corporation	8	21	1,792	4,077	na	na
8	7	New Castle Hotels & Resorts	8	6	926	926	na	na
7	9	DP Murphy Inc. Hotel Group	6	6	538	538	na	na
8	8	Holloway Lodging Real Estate Investment Trust	5	21	469	2,272	na	\$69.91
9	na	Steele Hotels	5	5	436	436	na	na
10	5	Lakeview Management Inc.	5	19	383	1,515	na	\$32.02
11	10	Royal Host	4	31	275	3,794	na	\$92.27
12	na	Maritime Inns & Resorts *	4	4	195	195	na	na
13	12	Hearthstone Hospitality	4	4	188	188	\$3.50	\$3.50
14	na	Centennial Hotels Ltd.	3	4	811	840	na	na
15	11	SilverBirch Hotels & Resorts	3	21	403	4,665	na	na

Top 15 Que. Developer/Managers by Units

Rank 2011	Rank 2010	Name	Units (QC)	Units (CAN)	Rooms (QC)	Corp Rooms (CAN)	Sales (QC) \$M	Sales (CAN) \$M
1	1	Westmont Hospitality Group	36	318	6,331	30,549	\$263.45	\$1,239.65
2	2	InnVest REIT	32	144	4,242	18,888	na	\$609.57
3	3	Tidan Hospitality & Real Estate Group	8	9	1,180	1,355	na	na
4	4	Superior Lodging Corp.	6	127	488	na	na	na
5	7	Atlicic Hotels	4	44	1,408	6,652	na	\$269.20
6	na	RosDev Hotels	4	4	1,219	1,219	na	na
7	5	Group Germain	4	7	445	877	na	na
8	8	SilverBirch Hotels & Resorts	3	21	834	4,665	na	na
9	6	Pacrim Hospitality Services Inc.	3	53	518	5,230	na	na
10	11	Loews Hotels	2	2	542	542	na	na
11	10	Northampton Group Inc. **	2	12	322	1,841	na	\$29.90
12	9	Silver Hotel Group	1	18	138	2,539	na	na
13	13	Trilogy Properties Corporation	1	2	136	232	na	na
14	na	World Hotels	1	3	124	na	na	na
15	12	Sequel Lifestyle Hotels & Resorts	1	5	77	na	\$3.00	\$10.00

* Indicates information is from last year's report.