HOTEL MANAGEMENT SURVEY

2012 FRANCHISE FEES GUIDE

Franchise brand name Parent company	Segment	Contact Contact email	Guest	Properties*	Construction costs per room **	Initial fee ***	Royalty	Marketing fee	Reservations fee
			Guestrooms *	ties*					
Aloft Hotels Starwood Hotels & Resorts Worldwide	Upscale	Jennifer Bergamo jennifer.bergamo@stanwoodhotels.com	5,965	41	NA	\$60,000 minimum	5.5% of GRS	4% of GRS	NA
Americas Best Value Inn Vantage Hospitality Group	Economy	Roger Bloss rbloss@vantagehospitality.com	63,736	1,028	\$40,000-\$50,000	\$11,500 (up to 60 rooms), \$150/room (61+ rooms)	\$17.50/room/ month (first 50 rooms) (6)	\$11/room/month	7% CRS fee of completed booking at brand website
AmericInn Northcott Hospitality	Midscale	Ron Burgett franchise@americinn.com	12,519	217	\$65,000-\$75,000	\$35,000	5%	2%	1,25%
Ascend Collection Choice Hotels International	Upscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	4,671	53	\$15,921-\$133,086	\$375/room, \$30,000 minimum	4%	2.5% (includes reservations fee)	NA
Autograph Collection Marriott International	Upper-upscale	Rory Tetreault rory.tetreault@marriott.com	5,815	20	NA	\$60,000 or \$200/room (greater)	5% of GRR	1.5% of GRR	NA
Baymont Inn & Suites Wyndham Hotel Group	Midscale	Franchise Representative hotelfranchise@wyn.com	21,366	254	Conversion: \$1,794- \$17,114; New: \$17,459-\$78,212 (12)	Conversion: \$26,000 New: \$27,000	5% of GRR	2% of GRR	1.5% of GRR
Best Western Best Western International	Upper-midscale	Mark Williams mark.williams@bestwestern.com	161,211	1,978	\$85,000 average	\$55,000 for 100 rooms	\$48,271/yr based on room count	\$13,464/year (based on room count)	\$5,110
Budget Host Inn Budget Host International	Economy	Lisa Sawyer sawyerl@budgethost.com	5,230	149	NA	\$5,000	\$480/year	NA	5% commission charged by reservations provider
Cambria Suites Choice Hotels International	Upscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	2,215	19	\$90,588-\$120,963	\$500/room, \$60,000 minimum	5%	4% (includes reservations fee)	NA
Candlewood Suites InterContinental Hotels Group	Extended stay	Joel Eisemann development@ihg.com	27,235	283	\$59,027-\$79,168	\$500/room (not less than \$50,000)	5% of gross suites rev.	2.5% of gross suites revenue	NA
Centerstone Inns, Hotels & Plaza Hotels Vimana Franchise Systems, LLC	Economy - luxury	Steven Belmonte steve@vimanafs.com	1,320	11	\$35,000-\$40,000	\$14,000	1.50%	1.50%	\$5.50/web reservation, 8% + \$0.50/phone reservation
Clarion Choice Hotels International	Upper-midscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	27,550	188	\$84,124-\$116,574	\$300/room, \$40,000 minimum	4.25%	3.25% (includes reservations fee)	NA
Comfort Inn Choice Hotels International	Upper-midscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	108,777	1,392	\$66,426-\$85,412	\$500/room, \$50,000 minimum	5.65%	3.85% (includes reservations fee)	NA
Comfort Suites Choice Hotels International	Upper-midscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	47,506	613	\$66,426-\$85,412	\$500/room, \$50,000 minimum	5.65%	3.85% (includes reservations fee)	NA
Conrad Hotels & Resorts Hilton Worldwide	Luxury	Craig Mance craig.mance@hilton.com	1,323	4	\$117,915,000- \$435,381,500	\$75,000	5% of GRR and 3% of GFBR	4% of GRR	NA
Country Inns & Suites By Carlson Carlson Rezidor Hotel Group	Upper-midscale	Nancy Johnson njohnson@carlsonrezidor.com	36,035	452	\$4,600,420-\$7,114,620 total investment (12)	\$45,000 or \$450/room (greater)	4.5% of GRR	2.5% of GRR	1.25% of GRR
Courtyard by Marriott Marriott International	Upper-midscale	Christie McEneaney christie.mceneaney@marriott.com	113,692	807	NA	\$75,000 or \$500/room	5.5% of GRR	2% of GRR	NA
Crowne Plaza Hotels & Resorts InterContinental Hotels Group	Upscale	Joel Eisemann development@ihg.com	41,871	149 ues	\$89,277-\$165,317	\$500/room (not less than \$75,000)	5% of GRR	3% of GRR	NA
Days Inn Wyndham Hotel Group	Economy	Franchise Representative hotelfranchise@wyn.com	125,797	1,626	Conversion: \$1,874- \$16,913; New: \$50,358- \$78,572 (12)	Conversion: \$1,000 + greater of \$35,000 or \$350/room (13)	5.5% of GRR	3.8% of GRR (includes reservations fee)	NA
Doubletree by Hilton Hilton Worldwide	Upscale	Craig Mance craig.mance@hilton.com	61,392	240	\$35,478,000-\$62,364,375	\$75,000/first 250 rooms, \$300/additional room	5% of GRR (2)	4% of GRR	\$4.72/stay charged by reservations provider
Downtowner Inns Hospitality International	Economy	Jim Bloodworth sales@hifranchise.com	106	3	NA	\$6,000	3% of GRR	2.5% of GRR (includes reservations fee)	NA
Dream Wyndham Hotel Group	Upscale	Franchise Representative hotelfranchise@wyn.com	644	3	Conversion: \$158,162- \$381,927; New: \$248,881- \$471,679 (12)	\$5,000 + greater of \$50,000 or \$500/room	5% of GRR + 2% of F&B	3% of GRR	\$3.50/website booking
Econo Lodge Choice Hotels International	Economy	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	49,254	797	\$36,777-\$61,102	\$250/room, \$25,000 minimum	4.50%	3.5% (includes reservations fee)	NA
Element Hotels Starwood Hotels & Resorts Worldwide	Upscale	Jennifer Bergamo jennifer.bergamo@starwoodhotels.com	1,518	9	NA	\$60,000 minimum	5.5% of GRS	4% of GRS	NA
Embassy Suites Hotels Hilton Worldwide	Upscale	Craig Mance craig.mance@hilton.com	48,958	204	\$26,038,600-\$39,013,975	\$75,000/first 250 suites, \$300/additional suite	3.5% of GRR for first year of operation (3)	4% of GRR (7)	\$4.72/stay charged by reservations provider
Fairfield Inn & Suites by Marriott Marriott International	Midscale	Christie McEneaney christie.mceneaney@marriott.com	60,680	670	NA	\$50,000 or \$400/room	4.5% of GRR	2/5 % of GRR	NA
Four Points by Sheraton Starwood Hotels & Resorts Worldwide	Upscale	Jennifer Bergamo jennifer.bergamo@starwoodhotels.com	12,975	81	NA	\$60,000 minimum	5,5% of GRS	1% of GRS (capped at \$450,000)	0.8% GRS + \$8.65/ available room/month
Hampton Hotels Hilton Worldwide	Midscale	Craig Mance craig.mance@hilton.com	174,318	1,792	\$3,695,500-\$13,524,000	\$65,000/first 100 rooms, \$450/additional room	6% of GRR	4% of GRR (7)	\$4.72/stay charged by reservations provider

Franchise brand name Parent company	Segment	Contact Contact email	Guestrooms *	Properties*	Construction costs per room **	Initial fee ***	Royalty	Marketing fee	Reservations fee
Hard Rock Hotels Hard Rock International	Upper-upscale	Nelson Parker nelson_parker@hardrock.com	4,026	7	Varies	\$400/room app fee; \$750-\$1,000/room initial fee; \$1,500/room tech services fee	6% of total revenue	1.5% of total revenue	4% of achieved room revenue for ADS- and CRO-generated bookings (plus expenses); 4% of achieved room revenue for internet-generated bookings; and 4% of gross revenue for group bookings
Hawthorn Suites by Wyndham Wyndham Hotel Group	Midscale	Franchise Representative hotelfranchise@wyn.com	7,292	77	Conversion: \$1,911- \$26,934; New: \$93,291- \$146,138 (12)	\$1,000 + greater of \$40,000 or \$400/suite	5% of GRR	2.5% of GRR (incl. res fee)	NA
Hilton Garden Inn Hilton Worldwide	Midscale	Craig Mance craig.mance@hilton.com	66,780	493	\$11,391,500-\$21,030,000	\$75,000/first 150 rooms, \$450/additional room	5.5% of GRR	4.3% of GRR (8)	\$4.72/stay charged by reservations provider
Hilton Hotels & Resorts Hilton Worldwide	Upper-upscale	Craig Mance craig.mance@hilton.com	100,386	250	\$55,997,500-\$97,115,875	\$85,000/first 275 rooms, \$300/additional room	5% of GRR and 3% of GFBR (14)	4% of GRR	EDGE Program (9)
Holiday Inn InterContinental Hotels Group	Midscale	Joel Eisemann development@ihg.com	118,513	668	\$70,363-\$104,539	\$500/room (not less than \$50,000)	5% of GRR	3% of GRR	NA
Holiday Inn Express InterContinental Hotels Group	Midscale	Joel Eisemann development@ihg.com	149,097	1,755	\$64,295-\$91,788	\$500/room (not less than \$50,000)	6% of GRR	3% of GRR	NA
Home2 Suites by Hilton Hilton Worldwide	Midscale	Craig Mance craig.mance@hilton.com	854	8	\$7,407,500-\$13,097,000	\$50,000	5% of GRR (4)	3% of GRR	\$4.72/stay charged by reservations provider
Homewood Suites by Hilton Hilton Worldwide	Upper-midscale	Craig Mance craig.mance@hilton.com	33,353	303	\$9,793,500-\$19,534,000	\$60,000/first 150 rooms, \$450/additional room	3.5% of GRR for first year of operation (5)	4% of GRR	\$4.72/stay charged by reservations provider
Hotel Indigo InterContinental Hotels Group	Upscale	Joel Eisemann development@ihg.com	3,778	32	\$107,450-\$242,501	\$500/room (not less than \$60,000)	5% of GRR	3.5% of GRR	NA
Howard Johnson Wyndham Hotel Group	Midscale For CI	Franchise Representative hotelfranchise@wyn.com	25,272	294× M	Conversion: \$1,874- \$17,763; New: \$44,362- \$78,197 (12)	\$1,000 + greater of \$35,000 or \$350/room	4% of GRR	2% of GRR	2.5% of GRR
Hyatt Hyatt Hotels Corp.	Upper-upscale	Tracey Fetzer tracey.fetzer@hyatt.com	5,859	24 (1)	NA	\$100,000 or \$300/room (greater)	6% of GRR and 3% of GFBR		
Hyatt House Hyatt Hotels Corp.	Upscale	Tracey Fetzer tracey.fetzer@hyatt.com	7,455	53	NA	\$60,000 plus additional \$400/room over 130 rooms	5% of GRR	3.5% of GRR (incl. res fees)	NA
Hyatt Place Hyatt Hotels Corp.	Upscale	Tracey Fetzer tracey.fetzer@hyatt.com	21,109 Review On	165 ly, All Rig	NA ts Reserved. Queste	\$60,000 plus additional \$400/room over 150 rooms	5% of GRR	3.5% of GRR (incl. res fees)	
Hyatt Regency Hyatt Hotels Corp.	Upper-upscale	Tracey Fetzer tracey.fetzer@hyatt.com	49,900	90 (1)	NA	\$100,000 or \$300/room (greater)	6% of GRR and 3% of GFBR	NA	NA
InnSuites Boutique Hotel Collection InnSuites Hospitality Trust	Midscale	Pamela Barnhill pbarnhill@innsuites.com	6,221	61	NA	Waived in 2012	None	None	15% of reservations booked through IBC
InterContinental Hotels & Resorts InterContinental Hotels Group	Upscale	Joel Eisemann development@ihg.com	8,794	21	\$212,120 - \$312,850	\$500/room (not less than (\$75,000)	5% of GRR	3% of GRR	NA
Key West Inns, Hotels & Resorts Vimana Franchise Systems, LLC	Economy - luxury	Steven Belmonte steve@vimanafs.com	1,495 hts Reserv	26 ad. Ques	\$35,000-\$40,000 ex Media Group LLC	\$14,000	1.50%	1.50%	5%/web reservation, 8%/phone reservation
Knights Inn Wyndham Hotel Group	Economy	Franchise Representative hotelfranchise@wyn.com	21,022	330	Conversion: \$1,192- \$15,374; New: \$44,765- \$69,484 (12)	\$1,000 + \$6,000	5% of GRR or \$25/room (up to 50 guestrooms)	Included in royalty fee	\$4/room booked through CRS
La Quinta Inns & Suites LQ Management L.L.C.	Midscale	David Wilner david.wilner@laquinta.com	83,308	820	\$58,000-\$70,000	\$50,000	4.50%	2.50%	2%
Le Meridien Starwood Hotels & Resorts Worldwide	Upper-upscale	Jennifer Bergamo jennifer.bergamo@starwoodhotels.com	2,053	7	NA	\$85,000 minimum	5% of GRS	1% of GRS	0.8% GRS + \$8.65/ available room/month
Lexington Hotels Vantage Hospitality Group	Upper-midscale	Bill Hanley bhanley@vantagehospitality.com	1,114	10	\$50,000+	\$30,000 (up to 100 rooms), additional \$200/ room (101+rooms)	\$3,200 (first 80 rooms) (10)	\$19/room/month (\$1,520 min.)	Website fee: \$6.50/ completed reservation
Lexington Inns Vantage Hospitality Group	Midscale	Bill Hanley bhanley@vantagehospitality.com	1,105	13	\$50,000+	\$18,000 (up to 60 rooms), additional \$200/ room (61+ rooms)	\$30/room/month (60 room min.); or 3% GRR (\$1,800 min.)	\$19/room/month (\$1,140 min.)	Website fee: \$6.50/ completed reservation
MainStay Suites Choice Hotels International	Midscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	3,024	39	\$52,236-\$76,143	\$300/suite, \$30,000 minimum	5%	2.5% (incl. res fee)	NA
Marriott Hotels & Resorts Marriott International	Upper-upscale	Rory Tetreault rory.tetreault@marriott.com	142,078	351	NA	\$85,000 plus additional \$300/room over 275 rooms	6% of GRR and 3% of gross food and beverage sales	1% of GRR	NA
Master Hosts Inns Hospitality International	Upper-midscale	Jim Bloodworth sales@hifranchise.com	586	6	NA	\$16,000	4% of GRR	2.5% of GRR (incl. res fee)	NA
Microtel Inn & Suites by Wyndham Wyndham Hotel Group	Economy	Franchise Representative hotelfranchise@wyn.com	20,891	295	\$49,755-\$74,711 (100 rooms)	\$40,000 or \$400/room (greater)	6% of GRR	2% of GRR (includes res fee)	NA
Motel 6 Accor	Economy	Dean Savas dsavas@accor-na.com	35,079	460	\$19,841-\$28,571	\$25,000 (<99 rooms) \$35,000 (>100 rooms)	5%	3.5% (incl. res fee)	NA
Night Wyndham Hotel Group	Midscale	Franchise Representative hotelfranchise@wyn.com	72	1	Conversion: \$18,987- \$78,247; New: \$68,131- \$104,251 (12)	\$5,000 + greater of \$50,000 or \$400/room	5% of GRR + 2% of F&B	3% of GRR	\$3.50/brand website booking

Franchise brand name Parent company	Segment	Contact Contact email	Guestrooms *	Properties*	Construction costs per room **	Initial fee ***	Royalty	Marketing fee	Reservations fee
Park Inn by Radisson Carlson Rezidor Hotel Group	Upper-midscale	Philip Silberstein psilberstein@carlsonrezidor.com	2,215	10	\$1,684,080-\$4,790,680 total investment (12)	\$35,000 or \$350/room (greater)	4.5% of GRR	2% of GRR	1.25% of GRR
Passport Inn Hospitality International	Economy	Jim Bloodworth sales@hifranchise.com	455	17	NA	\$6,000	3% of GRR	2.5% of GRR (incl. res fee)	NA
Quality Choice Hotels International	Midscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	91,942	1,054	\$54,980-\$80,017	\$300/room, \$35,000 minimum	4.65%	3.85% (incl. res fee)	NA
Radisson Carlson Rezidor Hotel Group	Upscale	Philip Silberstein psilberstein@carlsonrezidor.com	24,420	102	\$2,953,730-\$7,301,230 total investment (12)	\$75,000 or \$500/room (greater)	5% of GRR or \$150,000/year (greater)	2% of GRR	2% of GRR
Ramada Wyndham Hotel Group	Midscale	Franchise Representative hotelfranchise@wyn.com	58,087	488	Conversion: \$2,134- \$20,567; New: \$53,844- \$73,941 (12)	\$1,000 + greater of \$35,000 or \$350/room	4% of GRR	2.5% of GRR	2% of GRR
Red Carpet Inn Hospitality International	Midscale	Jim Bloodworth sales@hifranchise.com	6,477	122	NA	\$11,000	3.5% of GRR	2.5% of GRR (incl. res fee)	NA
Red Lion Hotels Red Lion Hotels Corp.	Midscale	Mike Castro mike.castro@redlion.com	9,010	48	NA	\$40,000 or \$300/room (greater)	4% of GRR	3.5% of GRR	NA
Red Roof Inn Red Roof Inn	Economy	Jerrit Francis jfrancis@redroof.com	35,988	345	NA	\$30,000	4.50%	4% (incl. res. fee)	NA
Renaissance Hotels Marriott International	Upper-upscale	Rory Tetreault rory.tetreault@marriott.com	29,229	80	NA	\$75,000 plus additional \$300/room over 250 rooms	5% of GRR	1.5% of GRR	NA
Residence Inn by Marriott Marriott International	Extended stay	Christie McEneaney christie.mceneaney@marriott.com	72,078	597	NA	\$75,000 or \$500/room	5.5% of GRR	2.5% of GRR	NA
Rodeway Inn Choice Hotels International	Economy	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	22,183	396	\$31,755-\$54,554	\$125/room, \$10,000 minimum	\$31/room/month	\$15/room/month (incl. res fee) (12)	NA
Scottish Inns Hospitality International	Midscale For CI	Jim Bloodworth sales@hifranchise.com	4,478	116 M	on NA Group LLC	\$7,500	3% of GRR	2.5% of GRR (incl. res fee)	NA
Sheraton Starwood Hotels & Resorts Worldwide	Upper-upscale	Jennifer Bergamo jennifer.bergamo@starwoodhotels.com	42,186	144	NA	\$85,000 minimum	6% of GRS	1% of GRS (capped at \$450,000)	0.8% GRS + \$8.65/ available room/month
Sleep Inn Choice Hotels International	Midscale	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	28,564	394	\$300/room, \$40,000 minimum	\$55,863-\$79,176	4.65%	3.85% (incl. res fee)	NA
SpringHill Suites by Marriott Marriott International	Upper-midscale	Christie McEneaney christie.mceneaney@marriott.com	33,821	299	NA	\$50,000 or \$400/suite	5% of GRR	2.5% of GRR	NA
Staybridge Suites InterContinental Hotels Group	Extended stay	Joel Eisemann development@ihg.com	17,892	166	\$88,854-\$118,218	\$500/room (not less than \$50,000)	5% of gross suites rev.	2.5% of gross suites revenue	NA
Studio 6 Accor	Extended stay	Dean Savas dsavas@accor-na.com	2,496	29	\$30,910-\$36,163	\$25,000	5%	2% (incl. res fee)	NA
Suburban Extended Stay Hotel Choice Hotels International	Extended stay	Choice Hotels Franchise Sales franchise_sales@choicehotels.com	7,191	61	\$42,116-\$63,765	\$225/room, \$30,000 minimum	5%	2.5% (incl. res fee)	NA
Super 8 Wyndham Hotel Group	Economy	Franchise Representative hotelfranchise@wyn.com	108,828	1,805	Conversion: \$2,731- \$23,730; New: \$46,186- \$63,020 (12)	Conversion: \$25,000 + \$100/room; New: \$26,500 + \$100/ room (12)	5.5% of GRR	3% of GRR (incl. res fee)	NA
The Luxury Collection Starwood Hotels & Resorts Worldwide	Luxury	Jennifer Bergamo jennifer.bergamo@stanwoodhotels.com	1,621	8. Ques	eNAMedia Group LLC	\$85,000 minimum	5% of GRS	1% of GRS (capped at \$450,000)	0.8% GRS + \$8.65/ available room/month
TownePlace Suites by Marriott Marriott International	Extended stay	Christie McEneaney christie.mceneaney@marriott.com	20,248	202	NA	\$50,000 or \$400/suite	5% of GRR	1.5% of GRR	NA
Travelodge Wyndham Hotel Group	Economy	Franchise Representative hotelfranchise@wyn.com	24,149	341	Conversion: \$1,864- \$18,223; New: \$42,521- \$67,883 (12)	\$1,000 + greater of \$35,000 or \$350/room	4.5% of GRR	2% of GRR plus 5 to 10 cents/room/day	2% of GRR
TRYP by Wyndham Wyndham Hotel Group	Upper-midscale	Franchise Representative hotelfranchise@wyn.com	165	1	Conversion: \$8,326- \$74,269; New: \$82,419- 142,162 ⁽¹²⁾	\$45,000 or \$300/room (greater)	5% of GRR	3% of GRR	\$3.67/brand website booking
Waldorf Astoria Hotels & Resorts Hilton Worldwide	Luxury	Craig Mance craig.mance@hilton.com	7,423	16	\$134,415,200- \$646,381,500	\$75,000	5% of GRR and 3% of GFBR	4% of GRR	NA
Westin Starwood Hotels & Resorts Worldwide	Upper-upscale	Jennifer Bergamo jennifer.bergamo@starwoodhotels.com	16,058	48	NA	\$85,000 minimum	7% of GRS	1.32% of GRS	0.8% GRS + \$8.65/ available room/month
Wingate by Wyndham Wyndham Hotel Group	Midscale	Franchise Representative hotelfranchise@wyn.com	14,287	157	\$60,370-\$80,536 (100 rooms)	\$1,000 + greater of \$35,000 or \$350/room	4.5% of GRR	4% of GRR (incl. res fee)	NA
Wyndham Hotels and Resorts Wyndham Hotel Group	Upscale	Franchise Representative hotelfranchise@wyn.com	17,917	69	Conversion: \$3,355- \$91,106; New: \$124,330- \$201,604(11)(12)	See (15)	5% of GRR	3% of GRR	\$3.50/brand website booking

Footnotes

All means not answered or not applicable, GRR: Gross room revenue, GFBr: Gross food-and-beverage revenue, GRS: Gross room sales

Guestroom and properly numbers reflect those operating in the U.S. as part of the franchise as of March 31, 2012. Numbers reflect all operating franchises regardless of owner or manager. **Land not included, *Including application fee, ****Excluding GDS fees

(1) Number includes hotels in the U.S., Canada, Caribbean and Mexico. (2) 5% of gross spa revenue if spa amendment is in effect. (3) 4.5% of GRR during second year of operation and 5.5% of GRR for the remainder of the term. 5% of gross spa revenue if spa amendment is in effect. (4) For all 2012 applicants, the monthly royalty fee is 5% of GRR during first year of operation, 4% of GRR during second year of operation and 5% of GRR for the remainder of the term. 5% of GRR in the Formal of the term. 5% of GRR during second year of operation and 5% of GRR during second year of operation, 3% of GRR during second year of operation, 4% of GRR during first year of operation, 3% of GRR during first year of operation, 3% of GRR during first year of operation, 4% of GRR during second year of operation, 4% of GRR during second