

Choice Hotels Canada Celebrates Top Performers

Properties awarded for guest satisfaction, sales and leadership excellence

TORONTO (October 15, 2018) - Choice Hotels Canada has announced the national winners of its prestigious APEX Awards (Awards for Property Excellence) at the 2018 Choice Hotels Canada Fall Conference in Niagara Falls, Ontario.

Twelve top performing properties across the country were awarded national APEX Awards, which recognize stellar performance, ongoing commitment to guest service and community leadership. Sixteen additional regional awards were also given out, recognizing customer satisfaction and loyalty, as well as revenue growth.

“Since we started handing out APEX Awards in 2010, our hotels have continually raised the bar and this year is no exception,” says Brian Leon, president, Choice Hotels Canada. “We are so impressed by the incredible work our franchisees achieve at the hotel level and how their efforts consistently translate into hospitality excellence.”

The 2018 national APEX winners include:

- **Highest Guest Satisfaction (Top LTR):** Comfort Inn, Sturgeon Falls, ON

This award recognizes the property that achieved the highest Likelihood to Recommend (LTR) score in Choice Hotels' guest survey results over the last year.

- **Greatest RevPAR Growth:** Comfort Inn & Suites, Collingwood, ON

This award recognizes the property that achieved the highest percentage of Revenue per available room (RevPAR) growth from last year to this year.

- **Highest Choice Privileges Elite Recognition:** Comfort Inn & Suites, Salmon Arm, BC

This award recognizes the property that has achieved the highest Elite Recognition score within Choice Hotel's guest survey over the last year.

- **Highest Choice Privileges Enroller Rate:** Comfort Inn Downtown, Vancouver, BC

This award recognizes the property that has achieved the highest Choice Privileges conversion rate. The Choice Privileges conversion rate is calculated based on the total possible enrollments per available room in the last year.

- **Sales Excellence Award:** Quality Inn & Conference Centre, Red Deer, AB

This award recognizes the property that displayed outstanding national sales efforts over the last year.

- **Renovation of the Year Award:** Comfort Inn Toronto North, ON

This award recognizes achievements in outstanding on-brand renovations that drove guest satisfaction increases.

- **Leader of the Year Award:** Alexandre Audet, General Manager, Quality Inn & Suites, Val-d'Or, QC

This peer-based award recognizes a hotel selected by the Choice Canada Franchise Advisory Board (CCFAB) whose achievements include outstanding operational practices, team building or profit growth.

- **Outstanding Corporate Citizen Award: Geneviève Milot, Owner,** Quality Suites Drummondville, QC

This award recognizes a property that exhibited genuine and ongoing philanthropic concern for a community or social service group(s), local or aboard.

- **Best New Entry – New Build Mid-Market Brands:** Comfort Inn & Suites, North Battleford, SK
- **Best New Entry – Conversion Mid-Market Brands:** Quality Inn & Suites, Bathurst, NB
- **Best New Entry – Economy Brands:** Econo Lodge, Regina, SK
- **Best New Entry – Ascend Hotel Collection:** The Champlain Waterfront Hotel, an Ascend Hotel Collection member, Orillia, ON

For more additional information or to make your reservation at any of these award-winning hotels, visit www.ChoiceHotels.ca.

About Choice Hotels Canada

Choice Hotels Canada[®] is the nation's largest hotel franchisor with 340 properties currently open or under development. We are affiliated with Choice Hotels International, Inc., which franchises more than 6,800 hotels in 40 countries and territories worldwide. Our company's Ascend Hotel Collection[®], Cambria[®] hotels & suites, Comfort[™], Comfort Suites[®], Sleep Inn[®], Quality[®], Clarion[®], MainStay Suites[®], Suburban Extended Stay Hotel[®], Econo Lodge[®] and Rodeway Inn[®] brands provide a spectrum of lodging choices to meet guests' needs. With more than 37 million members and counting, check out our Choice Privileges[®] rewards program to see how you can reap the benefits of being a member of the Choice Hotels[®] family. All hotels are independently owned and operated. Visit us at www.choicehotels.ca for more information.

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