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NEW BRANDS TO CANADA A-Z

By Colleen Isherwood, Editor

It's hard to keep track of Canada's burgeoning hotel brands. Each month, it seems like *Canadian Lodging News* carries a story about a new brand with potential in our country.

This article attempts to list those brands — if we have missed some, please let us know!

This list shows a few themes, as many of the new brands are in the extended-stay, upscale lifestyle, economy or soft brand sectors.

New extended stay options include two IHG brands, Candlewood Suites in the midscale tier and Staybridge Suites in the upscale segment, plus Hyatt House, which is billed as a select service extended-stay brand with a residential feel. There are no

Hyatt House properties in Canada so far, but plans call for 30 to 50.

Upscale, urban lifestyle brands are also entering Canada. AC Hotels by Marriott is an upscale tier lifestyle brand that has nearly 80 properties in Europe and the U.S. Hyatt's Andaz

is a luxury lifestyle boutique offering, with one property under construction in Ottawa's Byward Market. Hilton's Canopy is at the upper end of the upscale segment, featuring unique, urban properties showcasing all things local.

**AC Hotels (Marriott)**



AC New Orleans. Photo: Robb Aaron Gordon.

**Type/Sector:** Upscale tier/lifestyle brand.

**Description:** With nearly 80 properties in Europe and the U.S., AC Hotels by Marriott provides innovative spaces of freedom and comfort, Spanish style and European soul. For travellers seeking a modern, designed hotel that carefully curates the things that are needed and strips away what is not.

**Size and construction:** 120-250 keys. New build, conversion

**Ideal locations:** Metropolitan - Urban locations.

**Number in Canada:** None open at this time.

**Target for Canada:** A dozen.

**Contact:** Manlio Marescotti, manlio.marescotti@marriott.com

**Andaz (Hyatt)**



Lobby of an Andaz Hotel. One Canadian Andaz is underway.

**Type/Sector:** Luxury lifestyle/boutique

**Description:** Global scale; local perspective. Andaz delivers an innovative hospitality experience and attentive, uncomplicated service geared to guests' personal preferences. Hotels reflect the cultural scenes and spirit of the local neighborhood.

**Size and construction:** By market. New build, adaptive reuse, conversion.

**Ideal locations:** Cultural hubs of global destinations.

**Number in Canada:** One under construction in Ottawa's Byward Market, scheduled to open in 2016.

**Target for Canada:** 5-10 locations.

**Contact:** Scott Richer, scott.richer@hyatt.com, 416-300-8215

**Ascend Collection (CHC)**



St. James Hotel, Toronto is part of the Ascend Collection.

**Type/Sector:** One-of-a-kind hotels. Upscale sector.

**Description:** Network of upscale hotels with established local presence. Member hotels share a passion for delivering attentive service to guests who seek a more experimental, individualized travel experience that gives them a sense of local flavour.

**Size and construction:** Typically 30 - 200 rooms. Conversion.

**Ideal Locations:** Large urban markets including Toronto, Montreal, Edmonton, Calgary and Halifax, as well as top tourist destinations like Niagara Falls, Whistler and Banff.

**Number in Canada:** 9.

**Target for Canada:** 50.

**Contact:** Brian Leon, brian\_leon@choicehotels.ca

**The Autograph Collection-Marriott**



Algonquin Autograph Collection Hotel, St. Andrews, N.B.

**Type/Sector:** Upper upscale tier/lifestyle brand.

**Description:** An evolving ensemble of strikingly independent hotels. Each destination has a bold originality, rich character and uncommon details. Designed for independent minded travellers, this collection includes a 15-room boutique fishing lodge in Colorado and a 3,000-room luxury high rise on the Vegas Strip.

**Size and construction:** 100-300 keys. New build, conversion.

**Ideal locations:** Urban locations, resort destinations.

**Number in Canada:** One open; three under construction.

**Target for Canada:** A dozen.

**Contact:** Manlio Marescotti, manlio.marescotti@marriott.com

**The BW Premier Collection**



Lobby at a BW Premier Collection hotel.

**Type/Sector:** Upscale independent hotels in primary and destination markets.

**Description:** The BW Premier Collection provides independent hoteliers the opportunity to retain their local identity and individuality while harnessing the power of The World's Largest Hotel Chain. With a pay-for-performance fee structure and a \$4.1 billion global reservation system, the BW Premier Collection is a smart investment for independents looking to reduce their reliance on OTAs.

**Ideal Location:** Primary and destination markets including Montreal, Ontario, Toronto and Vancouver.

**Number in Canada:** None to date.

**Contact:** Mike Muir, Mike.Muir@bestwestern.com

**Budgetel Inns & Suites (Budgetel)**



The Budgetel Inn in Hearne, Texas.

**Type/Sector:** Upper economy for business and leisure travellers.

**Description:** For guests, Budgetel provides comfortable and attractive limited-service accommodations at affordable prices.

For the owners, Budgetel offers fewer mandated amenities and a new option in markets saturated by other brands.

**Size & Construction:** 30 to 150 rooms. Renovation or conversion of either exterior or interior corridor, as well as new build.

**Ideal locations:** Urban, suburban, or rural.

**Number in Canada:** None so far.

**Target for Canada:** 4 to 5 per year

**Contact:** Azim P. Kassam, sjina@aol.com

**Cambria Hotels & Suites (CHI)**



Exterior of a Cambria Hotels & Suites, Washington, DC.

**Type/Sector:** Upscale hotel/suites for business travellers.

**Description:** At the new Cambria Hotels & Suites, guests have options at every interaction point. Hotels have large, open lobbies with soft, rounded front desks. Spacious rooms, with ample technology. Guests will notice larger vanity space in the bathrooms and will relax on updated furniture.

**Size and construction:** N/A.

**Ideal locations:** Primary or secondary markets, airports or downtown.

**Number in Canada:** Three under construction, Two more planned.

**Target for Canada:** N/A.

**Contact:** Guy Gridley, guy\_gridley@choicehotels.com

**Candlewood Suites (IHG)**



Guest suite at a Candlewood Suites hotel.

**Type/Sector:** Midscale extended stay hotel brand.

**Description:** Hotels provide a relaxed, casual, home-like experience for extended stay travellers. Spacious studio and one-bedroom suites each with a fully equipped kitchen, executive desk, DVD player, recliner and/or sofa bed. The Candlewood gym, free guest laundry and Candlewood Cupboard are open 24 hours.

**Size and construction:** 70 rooms.

**Ideal locations:** Moncton, NB, Sherbrooke, QC; Kingston, Sudbury, Kitchener-Waterloo; Kamloops, BC.

**Number in Canada:** 1.

**Target for Canada:** 40, incl. one in Canada's nine urban markets.

**Contact:** Stuart Laurie, stuart.laurie@ihg.com

**Canopy by Hilton (Hilton)**



Lobby of the Canopy by Hilton hotel in Portland, Oregon.

**Type/Sector:** Upper end of upper upscale segment.

**Description:** Each hotel's love of local will be expressed through design, food, drink, art, and local know-how. F&B includes artisanal breakfasts featuring fresh, local ingredients, Canopy Rise & Dine breakfast bag and lobby bar with local craft beers. Rooms feature an open design and wardrobe.

**Size and construction:** Under 200 keys.

**Ideal locations:** Key urban neighborhoods and vibrant secondary markets around the world

**Number in Canada:** None so far.

**Target for Canada:** N/A.

**Contact:** Jeff Cury, Jeff.Cury@hilton.com

**Country Hearth Inn & Suites (Vantage)**



Exterior of a Country Hearth Inn & Suites property.

**Type/Sector:** Bed and breakfast-type feel. Upper economy/lower midscale sectors.

**Description:** Each property will evolve with a sense of Southern hospitality and country décor, and is ideal for the business or leisure traveller. Guests will enjoy free WiFi and hot breakfast, including the brand's signature biscuits and gravy.

**Size and construction:** 50-100 key properties. Reno, new build, conversion.

**Ideal locations:** Suburban, Roadside, Resort

**Number in Canada:** None so far.

**Target for Canada:** Five hotels in 2016.

**Contact:** Bill Hanley, bhanley@vantagehospitality.com