

Microtel Inns & Suites Brand Debuts in Canada With Opening of Hotel in Parry Sound, Ontario

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Microtel Inns & Suites has made its debut in Canada with the opening of a Microtel Inn & Suites hotel in Parry Sound, Ontario, in the heart of the 30,000 Islands of Georgian Bay and 140 miles north of Toronto.

The Microtel Inn & Suites, owned by Ontarinn, Inc. of Toronto, is located at 292 Louisa Street off the Trans Canada Highway 400, exit 224 (at Bowes Street).

"We are proud to be part of Microtel's international growth," said Henry Lowry, owner of the new Microtel Inn & Suites. "Parry Sound is a growing tourist destination and there is a great demand for quality accommodations at a competitive price." Lowry added that since the hotel opened last month, demand has been consistently growing with overwhelming response from both local residents and the traveling public.

Commented Mike Leven, president and CEO of US Franchise Systems, Inc. (USFS), parent company of the franchisor of the Microtel hotel brand, "We are excited to bring the Microtel concept to Canada and to work with Henry Lowry and his team. We look forward to providing both Canadians and visiting Americans with quality accommodations without extra charges for unwanted amenities."

There are currently 262 Microtel hotels open worldwide. In addition to the new property in Parry Sound, Microtel hotels are open in international locations including Argentina (Buenos Aires/Costa Salguero, Mendoza and Malargue/Mendoza); Honduras (San Pedro Sula); Mexico (Chihuahua and Culiacan), and the Philippines (Luisita/Tarlac, General Trias/Cavite and Sto. Thomas/Batangas). There are 18 Microtel hotels under construction, including a property in Boracay Island, The Philippines.

The three-story, 64-room Microtel Inn & Suites in Parry Sound features single, double and suite accommodations, plus a business center and meeting room. Amenities include free wireless high speed Internet access in all guestrooms; free local calls and phones with data port and voice mail; cable television with over 30 channels, and complimentary daily continental breakfast. The hotel is located near Charles Stockey Performing Arts Centre, Bobby Orr Hockey Hall of Fame, 30,000 Island Queen Cruise, Georgian Bay, West Parry Sound Health Centre, several golf courses, and snowmobile and hiking trails.

Microtel Inns & Suites prides itself in excellent customer service and was ranked highest in guest satisfaction among economy/budget hotel chains in J.D. Power and Associates' 2005 "North America Hotel Guest Satisfaction Study" for the fourth consecutive year. The brand was also ranked number one in its segment by the "Market Metrix Hospitality Index" for customer satisfaction for the second consecutive quarter. Microtel is the first and only budget/economy hotel chain to provide guests in the U.S. with free local and long distance phone calls within the continental U.S., plus free wireless high speed Internet access in all U.S. guestrooms. The Microtel brand won the 2005 "Extra Mile Award" from Arthur Frommer's Budget Travel Magazine for offering the free telecommunications amenities. Members of the MicroPass(TM) frequent guest program earn a free night's stay after just nine night stays at any location.

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