



How relevant is franchising today?

As the hospitality industry navigates its way out of the pandemic, and headlines share stories of the “great resignation” a new generation of energised entrepreneurs are looking to “upgrade” their passion for hospitality and manage their own business.



Unleashing Potential

Recent months have seen an increased interest in franchising as a business proposition, driven by a growing entrepreneurial spirit fuelled by a desire to grab opportunities and take control of the future. In fact, franchise businesses are seen as a lower risk, higher reward start-up alternative. When compared to going into business alone, franchising has a significantly lower failure rate with, on average, over 40% of standalone businesses failing, compared to less than 5% of franchise businesses.[1]

[1] <https://www.thebfa.org/what-is-franchising/>

Starting your own Business

As employees look for something that is not a “9 to 5” model, franchising provides a self-employment opportunity and is a realistic option for many people who want to start their own business. From hotels to restaurants, pet care to education, the franchise industry provides self-employment opportunities that can enable industrious would-be CEOs to chart a fruitful and rewarding career path.

The franchise business model also encourages greater diversity of business ownership, with women making up 30% of all franchisees in the UK, according to the BFA NatWest Franchise Survey 2018.

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Franchising

Franchising as a business model has been a significant economic contributor over time. Today thousands of people are employed by franchising brands, many of which are household names such as McDonalds, Starbucks, and Subway. Choice Hotels was the first hotel franchisor (1939) and this year celebrates 50 years of introducing hotel brand franchising to Europe.

For those hotel owners and operators who have spent two years navigating the pandemic impact, there is the need to reevaluate their businesses both from a revenue generation and an operating costs perspective. From independent family run hotels to branded multi-hotel portfolios, and regardless of being owner-operated, leased, managed, or franchised, they have all been compelled to rethink.

The power of relevant brands and personalisation

The future of hospitality franchising remains all about enabling performance gain, providing recognition through strong and relevant brands whilst allowing for local customisation^[1]. Customers appreciate the consistency that comes not only through specific brand standards, but also the genuine win-win collaborations between the franchise brand and the franchise business owner.

The growing demand for franchising leaves room for personalisation and provides opportunities for a knowledge exchange between the franchise brand and the franchise owner. Choice Hotels believe a great franchise should provide the substantial reassurance of a brand whilst maintaining the freedom to own and build the business within an agreed framework.



¹/*www.global-franchise.com/insight/franchising-in-europe-in-2020-what-you-need-to-know

How are Choice Hotels EMEA transforming hospitality franchising?

Going forward, franchising with Choice Hotels EMEA is designed to be more than compliance with a lengthy list of brand standards. Choice Hotels EMEA seeks to be a valued and trusted collaborator with its franchisees, enabling easy access to knowledge exchange for the small and not so small business entrepreneur. Choice Hotels empower franchise owners to be in business for themselves -- but not by themselves.

The benefits of franchising with Choice Hotels in the EMEA region include:



Relevant Brands

Relevant brands that resonate with guests whilst adding value for franchisees through local customisation and revenue enhancing hallmarks.



Performance Enhancing

Close collaboration with a "360" focus on hotel performance, supporting revenue delivery and operational excellence. Providing the commercial and operational support, systems, tools, and technical expertise to balance revenue-driving focus with delivering long term performance gains.



Customised Solutions

A more customised approach, delivering solutions relevant and valuable to franchisees' varying business needs, ranging from insight-led branded guest experiences and products to efficient connectivity and revenue mix.

Technical expertise, support, and structure with the autonomy for franchisees to own and build their business in the local market.

For more details on
franchising
opportunities please
contact us.

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Choice Hotels EMEA™ is represented under the Ascend Hotel Collection™, Clarion™, Quality™ and Comfort™ brands, in France, Germany, Italy, the Czech Republic, and Turkey. Choice Hotels International, Inc., the parent company of Choice Hotels EMEA, with more than 7,100 hotels representing over 600,000 rooms, in nearly 40 countries and territories is one of the largest hotel groups in the world (as of September 30, 2021).



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