

2005 HVS International Hotel Franchise Fees Analysis Guide (Ten Year Cost)

Based on Mid-Rate Chain 200 room hotel	Total Initial Cost	Total Royalty Cost	Total Reservation Cost	Total Marketing Cost	Total Frequent Traveler Cost	Total Misc. Cost	Total Ten- Year Cost	Percent of Total Rooms Revenue
Best Western	\$61,000	\$545,680	\$292,000	-	-	\$489,653	\$1,388,333	2.8%
Comfort Inn	\$100,000	\$2,574,339	\$858,113	\$1,029,736	\$196,140	\$493,985	\$5,252,313	10.7%
Hampton Inn	\$95,000	\$2,451,752	-	\$1,961,401	\$196,140	\$509,192	\$5,213,485	10.6%
Holiday Inn	\$100,000	\$2,451,752	-	\$1,225,876	\$118,458	\$902,787	\$4,798,872	9.8%
Ramada	\$71,000	\$1,961,401	\$1,103,288	\$1,103,288	\$196,140	\$251,209	\$4,686,327	9.6%