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Franchise

# Choice Hotels EMEA Highlights the Importance of Franchise Industry as it Records Significant Increase in Interest for Franchising



Choice

4 min read · 18 March 2022



Clarion Congress Hotel Bratislava — Source: [Choice](#)

– Choice Hotels EMEA CEO Jonathan Mills highlights a significant increase of interest in

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business through franchising.

Commenting on the importance of the franchise industry, especially post-pandemic, and the changing face of the hospitality industry Jonathan Mills, CEO Choice Hotels EMEA said: *“Undoubtedly the pandemic has affected hospitality and whilst challenging and difficult, it has also afforded opportunity for the industry to review operations and change industry practices across many organisations.”*

*“Whilst the industry looks vastly different compared to 2019, and recovery trajectory predictions are at best hazy, we should continue to embrace the changing face of our industry.”*

*“The industry continues to evolve at pace, and one of the most significant things we’ve seen in recent months is increased interest in franchising as we witness a new generation of energised entrepreneurs looking to more deeply engage and ‘upgrade’ their passion for hospitality and manage their own business.”*

*“Whilst franchising has been a successful business model for years, in recent months we have seen an increased interest in franchising as a business format as many people look to franchising for the first time. We believe this is, in part, driven by a desire in people to seize new opportunities and take more control and shape their own futures. Franchising clearly is now seen as an exciting and diverse industry, especially for the entrepreneurial opportunities it provides.”*

*“Here at Choice Hotels EMEA we are the only international hotel group that chooses to focus exclusively on franchisees and their success and we have no managed or owned properties to support in EMEA. We empower our owners to be in business for themselves—but not by themselves.”*

*“We have recently taken a very purposeful deep dive and review to consider how our operating model should be “future fit” for our franchisees, and guests, across EMEA.”*

*“We know franchisees have their own vision for how they want to deliver a great hotel experience, whilst also driving investment performance. Our goal is for franchising of the future to be far more*

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*operating models will continue to adapt and hoteliers of the future will operate in a rapidly changing and evolving environment.”*

View our full perspective on this here; <http://media.choicehotels.com/international-press-releases?item=50>.

For further information on Choice Hotels, please visit: <https://www.choicehotels.com/en-uk>.

## About Choice Hotels EMEA

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).

## Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in the Annual Report on Form 10-K and the Quarterly Reports on Form 10-Q of Choice Hotels International, Inc., any of which could cause actual results to be materially different from our expectations.

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