



Rendering of Fairfield Inn & Suites by Marriott Toronto East

## Hotel Equities Selected to Operate New Fairfield Inn & Suites by Marriott® Toronto East

ATLANTA, GA - (April 2018) – Atlanta-based [Hotel Equities](#) announced its selection as the management firm for a new-build Fairfield Inn & Suites by Marriott-Toronto East located in Ajax, Ontario. Owned by Attica Hotels Ltd. and developed by Suncity Development Ltd. of Toronto, ON. The 120-room property is scheduled to break ground July 2018.

*“We are pleased to expand our management portfolio into the town of Ajax, one of the fastest growing markets in Canada,”* said **Joe Reardon**, Sr. Vice President of Business Development & Marketing for Hotel Equities. The firm has a proven track record of success with our recent growth in Canada. *“We currently operate thirty-four Fairfield Inn & Suites by Marriott hotels throughout North America averaging a 114.2% Rev Par Index, a 7.5% growth over our competitors. Our engagement from inception on the architectural, development and construction side of the project delivers incredible ROI to our owners. We produce a vast amount of value engineering and overall savings with our knowledge and purchasing power. We are excited to deliver that level of high performance results to our owners.”*

Located 40 km east of Toronto at Chambers Drive, the [Fairfield Inn & Suites](#) will feature 1,500 sq. ft. of meeting space, indoor pool, fitness center and spacious guest rooms and suites with separate spaces for work and rest. An adjacent conference center will be designed and developed in conjunction with the hotel in order to accommodate a growing demand for more flexible meeting and event space.

Ajax’s manufacturing sector is a major contributor to the local economy with energy-related, metal and automotive manufacturers like [Volkswagen](#), [Audi](#) and Lear Corporation among the top major employers. Increasingly strong population growth and a highly diverse labor force combined with world-class education and training programs continue to attract tech and health companies to Ajax. Sports and recreational tourist are drawn to the area because Ajax is home to the largest stretch of undeveloped waterfront park boasting picturesque views of Lake Ontario and features multi-use trails and open space for recreational activities.

Founder and Principal of Sun City Developers, **Ramesh Senthilnathan**, has over twenty five years of experience and a proven track record in identifying and conceptualizing high return real estate development projects. *“We are energized about our partnership with Hotel Equities to operate the new property,”* said Ramesh. *“Hotel Equities is well-known for their commitment to providing exemplary guest service, an attribute we are delighted to bring to the Ajax community.”*

The hotel will open in late 2019.

**Hotel Equities (HE)** is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 100 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Founder and Chairman, Brad Rahinsky serves as President and CEO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

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**Photo Caption:** Rendering of the **Fairfield Inn & Suites by Marriott Toronto East**

**Contacts:**

**Sommer Shiver**, Director of Communications, Hotel Equities, 678.578.4444, x 19

**Brad Rahinsky**, President and Chief Executive Officer, Hotel Equities, 678.578.4444, x 22

**Joe Reardon**, SVP, Business Development & Marketing, Hotel Equities, 678.578.4444, x 23

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