

TERRAWOODS

RESORTS - COTTAGES - MOTEL



WWW.TERRAWOODS.CA

Elevate Hospitality, Empower Franchises,
and Enrich the communities we serve



Live



Work



Play

Our Vision

At Terrawoods, our vision is to redefine modern hospitality by blending comfort, nature, and memorable guest experiences—while fostering growth for our franchise partners and enriching local communities.

We aim to develop a robust network of 50+ hospitality locations in the next 5 years, positioning Terrawoods as a trusted name in premium resort, cottage, and motel experiences across Canada. Our mission is to offer a streamlined, nature-inspired hospitality model that is both profitable for franchisees and unforgettable for guests.

We are dedicated to:

- Promoting tourism and economic development through sustainable hospitality ventures in scenic locations
- Empowering hospitality entrepreneurs with a flexible, multi-stream franchise model covering resorts, cottages, and motels
- Prioritizing franchisee and guest satisfaction by offering strong brand support, innovative booking solutions, and elevated service standards

Together, we are building a hospitality brand that delivers value, celebrates nature, and opens doors to long-term success.





WWW.TERRAWOODS.CA

Our Unique Proposition

At Terrawoods, we offer more than just accommodation—we create nature-inspired experiences that reconnect people with comfort, tranquility, and the beauty of Canada’s landscapes. With a diverse portfolio of resorts, cottages, and motels, our franchise model is built for today’s travelers and tomorrow’s entrepreneurs.

What truly sets us apart:

- **We’re not just a hospitality brand**—we’re a destination. Terrawoods locations serve as local getaways and tourist escapes, bringing people closer to nature without compromising on modern comfort.
- **We add lasting value to every region we enter**— by boosting tourism, creating employment opportunities, and supporting local vendors and suppliers.
- **We prioritize trust, quality, and consistency**— delivering memorable guest experiences and dependable support to our franchise partners.
- **We offer a flexible, multi-format franchise model**— allowing partners to choose the format that fits their vision and maximize returns through diversified revenue streams.

At Terrawoods, our mission is clear: to elevate hospitality, empower franchisees, and enrich the communities we serve—one stay at a time.

Terrawoods Concept Overview

Terrawoods is a resort, motel, and cottage franchise brand that offers a unique blend of natural beauty, comfort, and hospitality. Our concept is centered around providing guests with a relaxing and rejuvenating experience, whether they're looking for a romantic getaway, a family vacation, or a solo retreat.

Key Features

- Resorts, motels, and cottages with varying levels of luxury and amenities
- Emphasis on natural surroundings, such as woodland settings, lakes, or mountains
- Focus on providing exceptional customer service and creating memorable experiences
- Standardized branding and operational guidelines to ensure consistency across all locations
- Opportunities for franchisees to customize their properties to suit local tastes and preferences

Franchise Model

- Terrawoods will offer franchise opportunities to qualified individuals or companies who share our vision and values

- Franchisees will be required to adhere to our brand standards, operational guidelines, and business model
- We will provide comprehensive training and ongoing support to ensure the success of our franchisees
- We can franchise with lease only structure whereby the franchisee does not own the land, or the building and operates the brand for lease term OR we can franchise with land, whereby the franchisee owns the land,

Target Market

- Individuals and families seeking relaxing getaways or vacations
- Couples looking for romantic escapes
- Business travelers and groups in need of convenient and comfortable accommodations

Growth Strategy

- Expand our franchise network across various regions and countries
- Develop strategic partnerships with local businesses and organizations to enhance our offerings
- Continuously monitor and improve our brand standards, operational efficiency, and customer satisfaction

When You Join Terrawoods

You're not just opening a resort, cottage, or motel — you're becoming part of a proudly Canadian hospitality brand that stands for quality, community, and long-term growth

We equip you with everything you need to thrive:

- Comprehensive training programs to ensure you and your staff deliver exceptional guest experiences
- Access to market insights and travel trends to help you stay ahead in a dynamic tourism industry
- Dedicated support teams guiding you through operations, marketing, guest services, and more
- A proven, flexible business model that minimizes risk and simplifies your path to success
- Assistance with financing solutions to help bring your hospitality vision to life
- Opportunities for multi-property ownership and regional development, for those ready to expand
- Support for local tourism partnerships and promotional campaigns to enhance visibility and drive bookings
- A partnership built on trust and shared success — we grow together, creating experiences that last a lifetime

At Terrawoods, your success is our purpose. We're with you at every step — building not just a business, but a legacy in Canadian hospitality.

Franchise Partner Requirements

At Terrawoods, we're looking for passionate entrepreneurs who are ready to bring our premium hospitality vision to life. While prior experience helps, we provide the tools and training to set you up for success



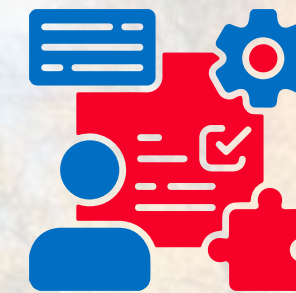
Financial Requirements

- Minimum Net Worth: **\$500,000**
- Minimum Liquid Capital: **\$250,000**
- **6%** royalty **3%** marketing



Experience & Skills

- Previous business or hospitality experience is an asset (training provided)
- Commitment to delivering outstanding guest experiences
- Strong leadership skills to build, train, and manage a team



Other Requirements

- Good credit history and a clear background check
- Hands-on involvement in daily operations
- Positive, approachable, and service-oriented attitude

We're building a brand with heart—and we're looking for franchise partners who share our passion for excellence, community, and guest satisfaction.

Terrawoods Franchise Fee & Investment Breakdown

Becoming a Terrawoods franchise partner means entering a well-structured and premium investment program tailored for long-term success in hospitality. Costs may vary depending on property type (resort, cottage, motel), size, and location.

Estimated Investment Overview

Franchise Fees	\$50,000 – \$150,000	One-time fee based on property type
Leasehold Improvements	\$250,000 – \$5,000,000	Depends on property condition, size, and customization
Fixtures & Equipment	\$50,000 – \$150,000	Includes furnishings, décor, hospitality setup
Initial Inventory	\$25,000 – \$75,000	Linens, guest amenities, toiletries, consumables
Grand Opening Package	\$10,000 – \$15,000	Includes launch marketing, signage, and branding support
Training Fees	\$5,000	Comprehensive training for franchisee and team
Royalties	6% of Gross Sales	Ongoing royalty fee
Marketing Contribution	3% of Gross Sales	National & regional marketing fund
Maintenance Fee	\$34,500 – \$160,000+	Includes property upkeep (see below)
Technology Setup	Variable	POS, security systems (costs vary)

Maintenance Fee Breakdown

The following recurring costs are franchisee responsibilities:



Snow Removal &
Grass Cutting
\$5,000 – \$15,000



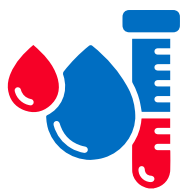
Pest Control:
\$2,500 – \$10,000



Propane
\$5,000 – \$10,000



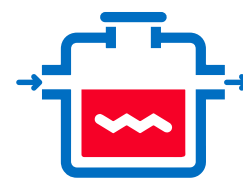
Internet
\$3,000 – \$10,000



Water Testing
\$2,000 – \$5,000



Essential Oils /
Diffusers
\$2,000 – \$5,000



Septic Tank
Maintenance
\$10,000 – \$15,000



Utilities (Hydro, etc.)
\$15,000 – \$100,000

Note: Any required maintenance-Above and below ground is the responsibility of the franchisee



Additional Property Information (Trailer Option)

For Seasonal Mobile Units or Trailer-based Operations:

- **Size:**
Up to 40 ft,
Less than 10 years old
- **Term:**
May to October (Seasonal)
- **Possession:**
Immediate
- **Rent:**
\$6,000 + Tax
(Hydro Separate Meter)
- **Facilities:**
 - Hookups (Water, Electricity, Sewage)
 - Firepits, Picnic Tables, BBQ Areas
 - On-site Parking
 - Washrooms, Showers, Laundry
 - Playground / Common Area
 - Nearby Activities: Beaches, Boating, Fishing, Biking, Hiking, Restaurants



Important Notes

- All investment figures are estimates and subject to change based on location, site condition, and amenities.
- Applicable taxes are additional.
- Multi-unit operations or premium amenities (e.g., spas, pools) may require higher capital and net worth.

Steps to Become a Terrawoods Franchise Partner



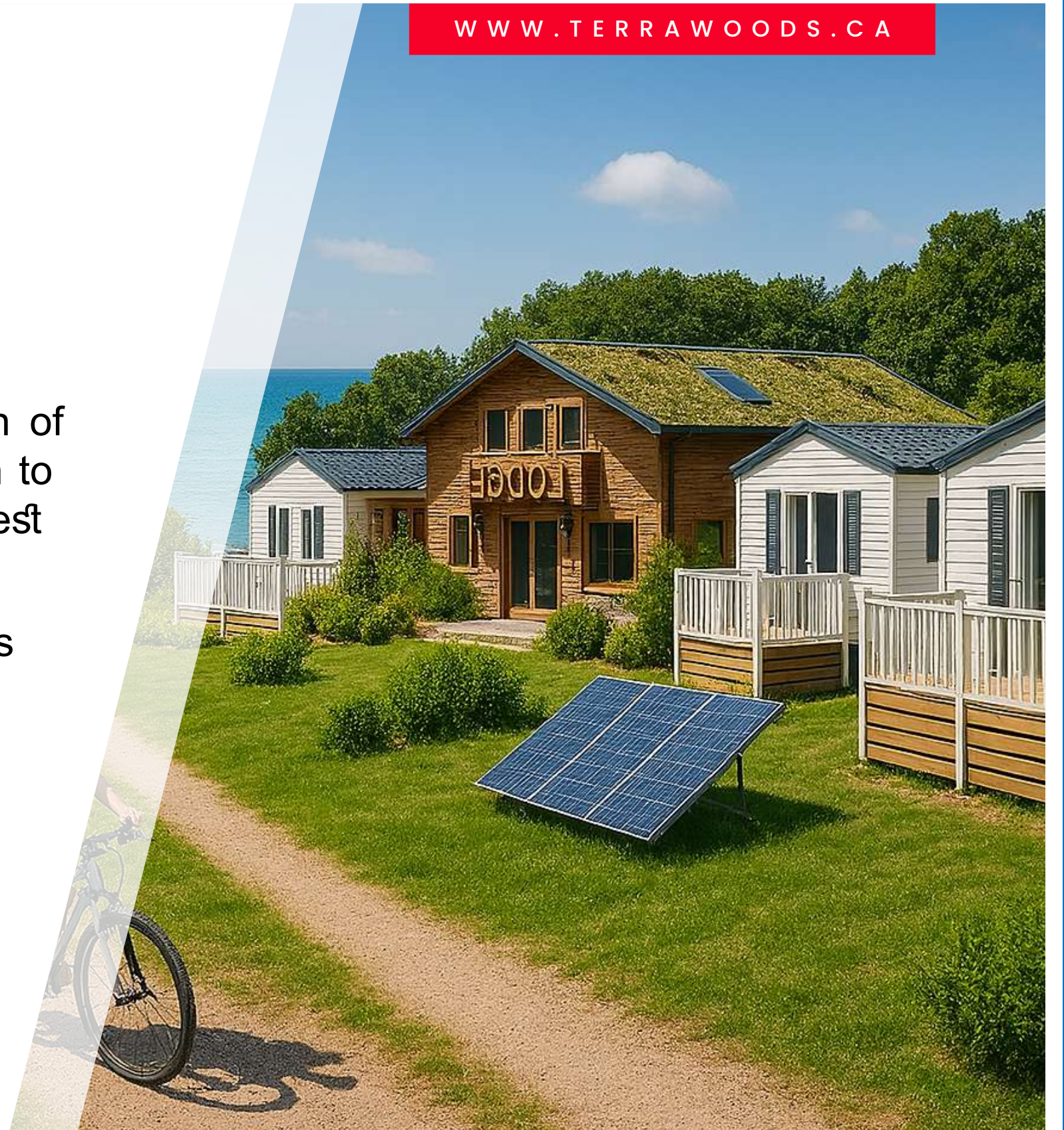
Finding the Right Fit: Our Approach to Site Selection

At **Terrawoods**, selecting the right location is the foundation of long-term success. We take a strategic, data-driven approach to ensure each franchise property is positioned for profitability, guest appeal, and sustainable growth.

We don't just open hospitality spaces — we create destinations with purpose and potential.

Franchise Term:

Initial term of **5 years**, with the option to renew for an **additional 5 years**.



Our Site Selection Process Includes:

- **Demographic Research**

We assess population trends, income levels, traveler demographics, and tourism appeal in the surrounding region.

- **Foot Traffic & Guest Flow Analysis**

We evaluate seasonal trends, customer movement, and peak travel periods to ensure high visibility and occupancy potential.

- **Market & Competition Assessment**

We analyze nearby accommodations, tourism hotspots, and market saturation to identify opportunities and competitive advantages.

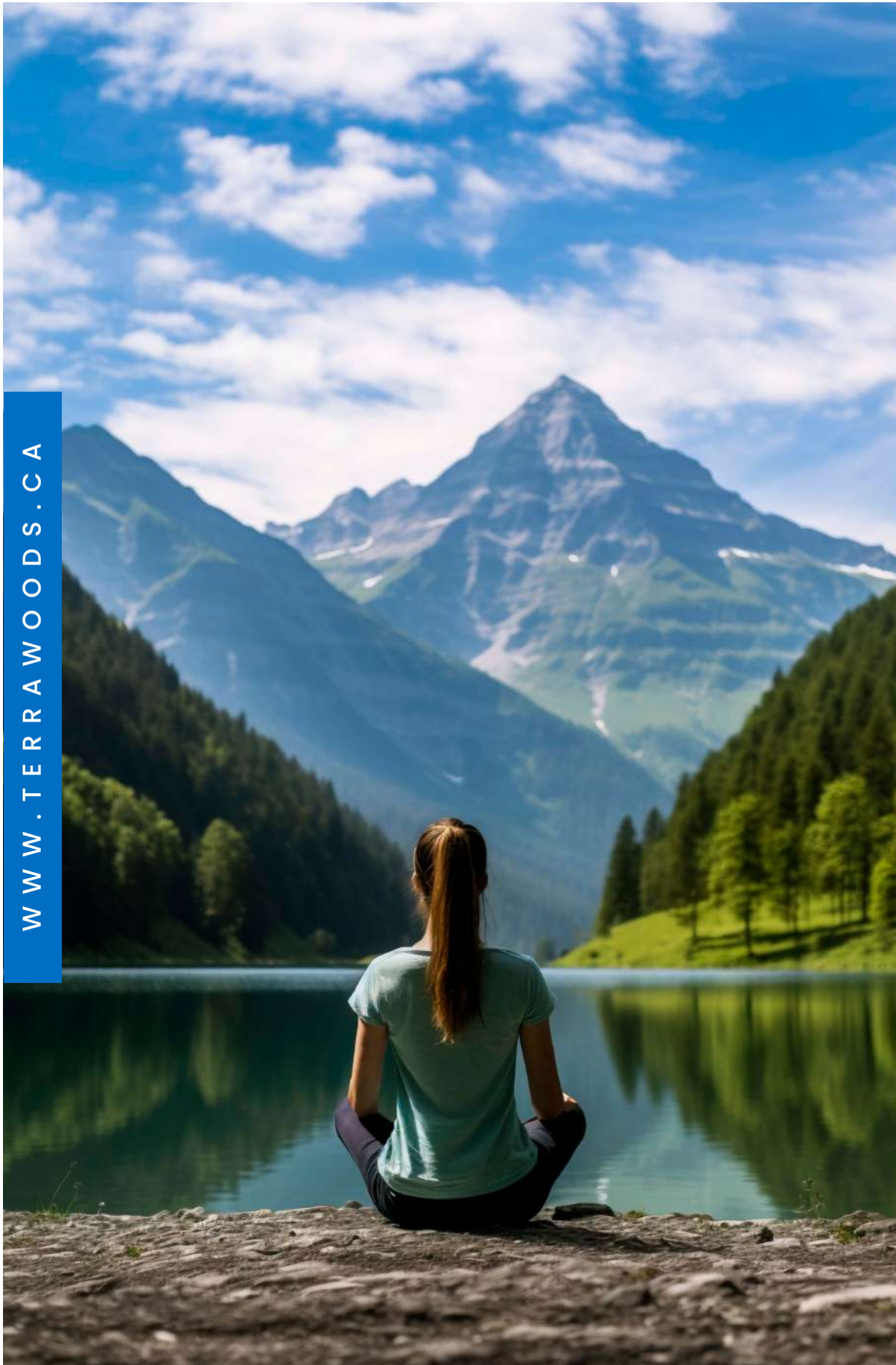
- **Rent & Financial Viability Review**

Ensuring lease terms, property costs, and operational overhead align with strong return on investment and long-term sustainability.

- **Customer Profile Alignment**

Matching each location with the right guest segment—whether it's couples, families, nature-lovers, or weekend travelers.

At **Terrawoods**, we're committed to guiding you toward the right investment in the right place—so your hospitality venture is built to thrive, not just today, but for years to come.



WWW.TERRAWOODS.CA

Market Opportunity & Industry Trends A Booming Hospitality Sector with Expanding Horizons

Global Travel & Hospitality Growth

The global hospitality market is projected to reach \$5.8 trillion by 2027, driven by a rise in experiential travel, eco-conscious tourism, and the increasing demand for personalized stays. Travelers are seeking more than just a place to sleep—they're looking for memorable, nature-inspired experiences. (Source: Statista & Allied Market Research)

Canadian Tourism Rebound

In early 2025, Canada saw a strong resurgence in domestic and international tourism, supported by government initiatives, increased air travel, and a growing appetite for local getaways. This upward trend signals a prime opportunity for hospitality businesses offering resorts, cottages, and unique rural stays. (Source: Destination Canada & Retail Insider)

Why It Matters for Terrawoods

- Nature-inspired travel is among the fastest-growing travel segments
- Guests are prioritizing comfort, authenticity, and wellness in their travel choices
- The shift toward staycations and weekend getaways favors local hospitality options like Terrawoods

With the right model, location, and guest experience, Terrawoods is perfectly positioned to capture this growing demand and lead the future of Canadian leisure hospitality.

Key Industry Trends Shaping the Future of Hospitality

- **Wellness-Driven Travel**

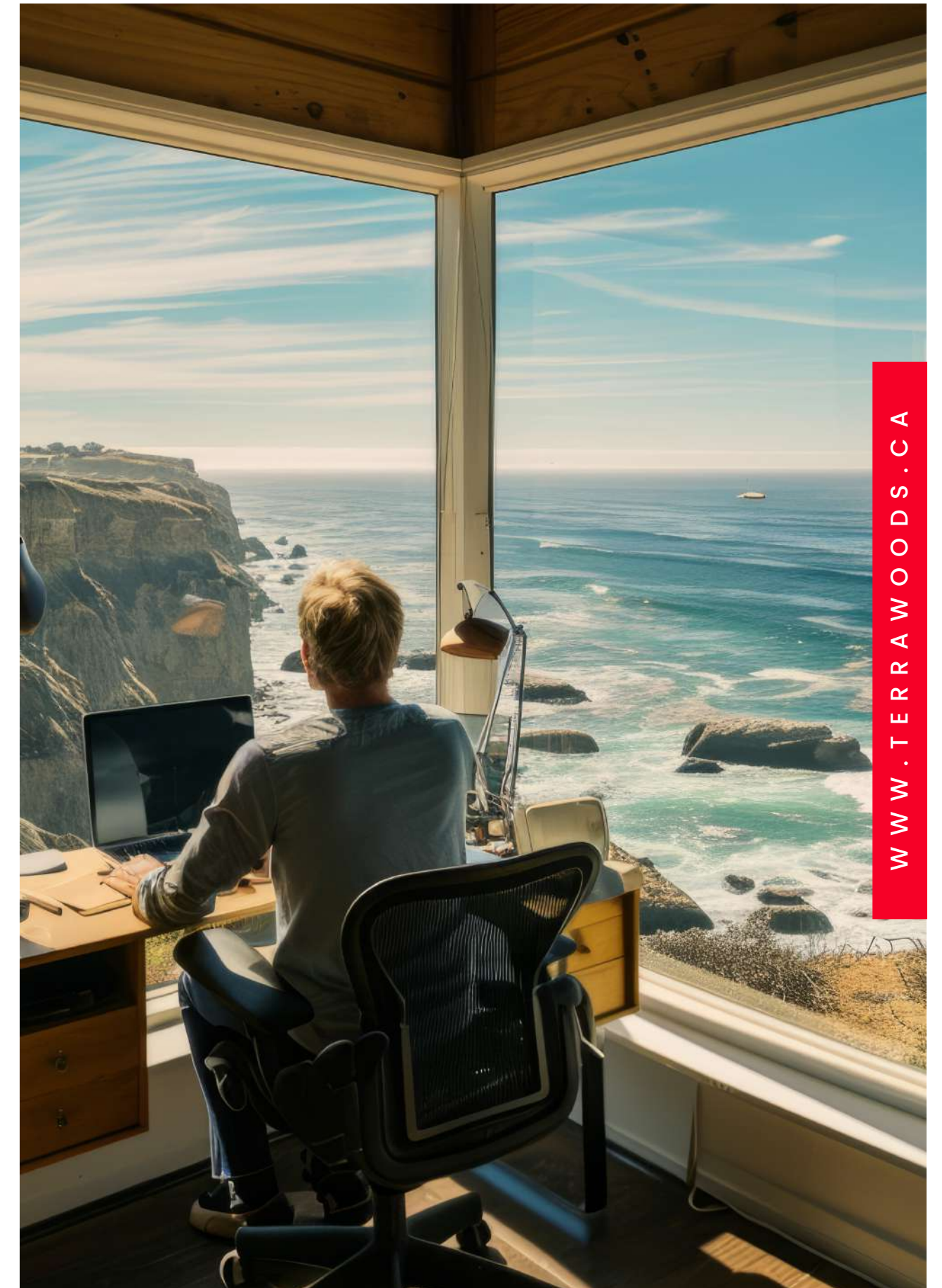
Modern travelers are placing a greater emphasis on mental well-being, relaxation, and stress-free experiences. This trend is driving demand for accommodations that offer serene environments, wellness-focused amenities, and opportunities for rest and rejuvenation.

- **Sustainability & Eco-Conscious Tourism**

Environmental responsibility is no longer optional. Travelers now expect businesses to adopt sustainable practices, including eco-friendly infrastructure, responsible resource use, and initiatives that reduce environmental impact.

- **Local & Authentic Experiences**

Guests are increasingly drawn to destinations that offer cultural authenticity. Supporting local businesses, showcasing regional traditions, and creating immersive guest experiences are becoming essential to meeting evolving expectations.





Terrawoods' Strategic Positioning

Terrawoods is built to lead the future of Canadian hospitality by embracing these evolving guest preferences. Our nature-inspired resorts, cottages, and motels are thoughtfully designed to deliver wellness-focused escapes, technology-enabled comfort, and authentic, locally rooted experiences.

We're not just offering a place to stay—we're offering a better way to travel: one that's personal, sustainable, and connected to the community. This forward-thinking approach positions Terrawoods as a modern hospitality brand ready to meet the demands of today's travelers and tomorrow's trends.



Contact Us

Let's Build Your Future in Hospitality — Together

Ready to bring the Terrawoods experience to your community?
Whether you're exploring franchise opportunities or have
questions about available locations, our team is here to guide
you every step of the way.

Franchising Inquiries

- ☎ +1 (289) 981-7288
- ✉ franchising@terrawoods.ca
- 🌐 www.terrawoods.ca
- 📍 26 Alexander St, Toronto,
Ontario M4Y 1B4

Real Estate Opportunities

- ✉ realestate@terrawoods.ca

Follow Us

- 📱 [@terrawoods.ca](https://www.instagram.com/terrawoods.ca)

*Let's create unforgettable guest experiences and build
thriving communities—one stay at a time*