

Journey's End

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panded venture.

At the corporate headquarters in Belleville there are approximately 100 employees, while another 100 are employed at the reservations system facility in Mississauga. There are more than 3,000 employees at motels and hotels around the country.

Under the agreement Canadians are now seeing signs on the highways and byways of this country that state Quality Hotel by Journey's End or Comfort Inn by Journey's End.

Rollins says the company hasn't put the brakes on, either.

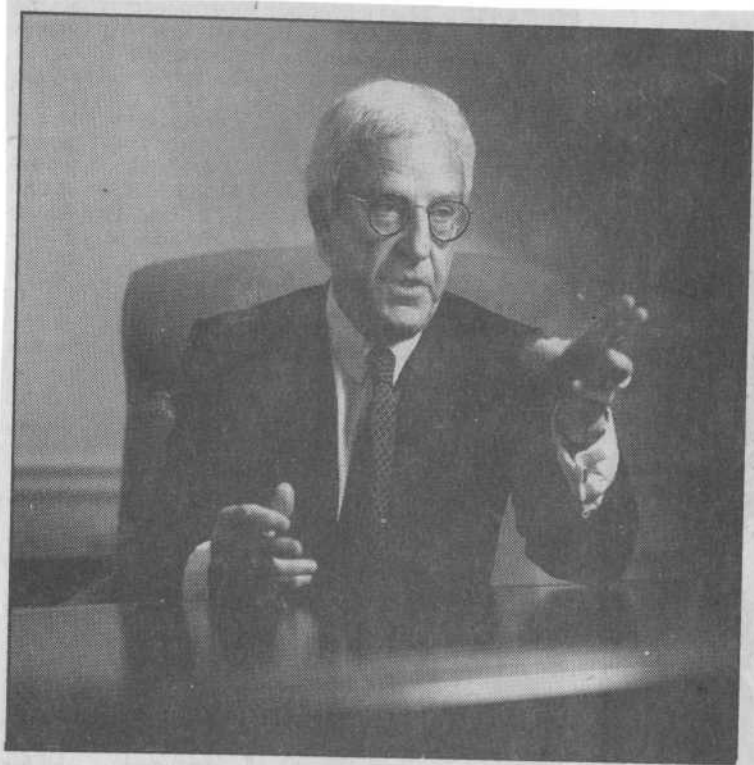
Recently it took over a 150-room four-star facility in Victoria, B.C. that will become a Clarion operation, while an adjoining 80-room motel will be flagged Quality.

Also, in Montreal a new 200-room facility will open in April.

"Lately we've been restructuring the company to face the 1990s. We've noticed occupancy is going up and there has been a slight recovery. We believe that will continue," says Rollins.

He's lived in Belleville since 1928 and worked for McFarland Construction in the 1950s before beginning his own business that included everything from construction to lumber. The success of Journey's End remains his crowning achievement.

"We're a household name in Canada. There's something to be said for that," says Rollins.



Maurice Rollins