

THE MAGAZINE WITH INSIGHT

BUSINESSFOCUS

MONTE CARLO INNS CANADIAN COMFORT, EUROPEAN CHARM



Monte Carlo Inns

Your home away from home™

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AN UNPARALLELED GUEST EXPERIENCE AWAITS AT MONTE CARLO INNS, A CANADIAN HOTEL CHAIN WITH AN INSPIRATIONAL BACKSTORY AND REPUTATION FOR AFFORDABLE LUXURY.

Canadian Comfort, *European Charm*

PROJECT MANAGED BY: JACK BIBBY

From the moment Monte Carlo Inns opened its first hotel in 1985, Founder & CEO Domenic Meffe set out to create a 'Home Away From Home' for his guests. Having emigrated to Canada from Italy as a 14-year-old boy, it is a concept that has always been close to Domenic's heart.

“I arrived in Canada in 1965 and quickly grasped English so I could start a new life,” the CEO recalls. “At 19 I was married, at 21 I bought my first restaurant, and at 22 I bought my second.”

“My wife and I worked really hard, seven days a week. From 9am until three in the morning I laboured because I didn't want to let my parents and my family down; I wanted to achieve something. Growing up in Italy gave me my roots, but Canada gave me wings to fly.”

These formative years in the restaurant industry not only helped Domenic raise funds but also taught him the value

of good customer service. Both factors were instrumental in encouraging a shift into the hotel sector.

“After about 12 years running the restaurants, we saved enough money to buy a small piece of land just outside Etobicoke, west of Toronto,” Domenic says. “Here, I built my first hotel.”

“At that time, I wasn't thinking about expansion. In fact, I told my wife that if the hotel was a success, I would buy a Ferrari. Two years later, when the hotel had made some money, a Ferrari didn't cross my mind – I bought a second piece of land for a hotel instead.” >>





Domenic Meffe,
Founder & CEO,
Monte Carlo Inns.

WARM, WELCOMING HOSPITALITY

Monte Carlo Inns has grown significantly over the last four decades, and the company enters 2026 with eight hotels in the province of Ontario. Each of these locations is alive with Domenic's spirit. From free breakfast to exceptional customer service, the independent hotel chain continues to set the bar for warm, welcoming hospitality.



“IT ALL COMES BACK TO MAKING PEOPLE FEEL LIKE THIS IS THEIR HOME AWAY FROM HOME.”

“It all comes back to making people feel like this is their home away from home,” Domenic states. “Sometimes it’s as simple as helping a guest with their bags, but when these little things add up, you get a hotel where people can truly relax.”

Positioned towards the middle of the market, Monte Carlo Inns hotels offer a combination of ‘Quality, Comfort, and Value’. This ethos has helped the chain accumulate a largely corporate customer base, complemented – especially in the summer months – by leisure visitors.

CONSCIOUS DESIGN

Despite a reputation for affordability, Monte Carlo Inns hotels boast a level of style and sophistication associated with their Mediterranean namesake. While providing all the comfortable luxury of Simmons Beautyrest mattresses and 50” LCD TVs with SmartCast technology, the exterior of each property exhibits detailed design with nods to European architecture.

“I really enjoy design and construction,” Domenic reveals. “Over the years, we have built over a million square feet of hotels, offices, and homes, and I like to work closely with the architect on each project.”

As well as the European flavour of their architecture, Monte Carlo Inns hotels are designed to house larger rooms at their corners, offering guests more room to work or unwind. Each hotel has a selection of high-end suites featuring perks such as in-room Jacuzzis, safes, and electric fireplaces with many taking their names from cultural icons like Napoleon, Cleopatra, and Romeo & Juliet. >>



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Conscious design at Monte Carlo Inns even extends to the orientation of its hotel rooms – Sunrise and Sunset suites, for example, give guests beautiful views at dawn and dusk. The company's hotels are not just about aesthetics though. Across the chain, Monte Carlo hotels feature restaurants, meeting and conference rooms, and easy access to transportation hubs and corporate centers. The strategic location of each hotel also means guests enjoy proximity to some of Ontario's most popular amenities and attractions.

"Southern Ontario and the Greater Toronto Area is a major hub for both business and leisure," Domenic affirms. "Toronto is one of the largest cities in North America, with a great deal of sports and entertainment options, as well as a major international airport. Our hotels are ideally located for travel to Toronto and tourist attractions like Niagara Falls, while many guests stay with us during business or leisure trips up to cities like Ottawa and Montreal."



40 YEARS IN BUSINESS

With 2025 the year of Monte Carlo Inns' 40th anniversary, Domenic and his team had a chance to look back on the company's journey and all they have achieved. Through hard work and dedication, the organisation has overcome recessions and political uncertainty to build a legacy that honours both Domenic's Italian roots and Canada's reputation for world-class hospitality.

"40 years in business feels like a real milestone," he proclaims. "I'm a go-getter – I can't sit in my chair for too long or else I go crazy – and I've always had this urge inside me to build a chain of hotels across Canada. Sometimes it has felt like climbing a mountain, but day by day, we have been building something in the hope that one day, we can put a flagpole down and say, 'we did it'."

At 74 years old, Domenic continues to arrive at work every morning with a will to achieve. However, though there would be no Monte Carlo Inns without its CEO's irresistible passion and vision, Domenic declares the organisation's success a team effort.

"We have over 300 employees, many of whom have been with us for over 20 years. Every one of them – from housekeeping to office staff – has contributed to our success as part of the Monte Carlo Inns family. >>

"WE HAVE OVER 300 EMPLOYEES, MANY OF WHOM HAVE BEEN WITH US FOR OVER 20 YEARS."





"From a management perspective, we are proud to have incentive programmes that provide bonuses for strong performance. It has boosted retention and customer satisfaction, so it's a win-win situation."

Monte Carlo Inns' family-oriented environment has reached new heights as members of the family take on key roles. The Founder's son, Justin, is Vice President of Operations; son-in-law Danny is Vice President of Franchise Development; and Domenic's two daughters Laura and Sabrina are involved in quality control, HR, and digital marketing.

True to his nature, Domenic shows no signs of slowing down just yet, as family ties in the organisation provide great optimism for the future of Monte Carlo Inns. It is a future in which the Founder would like to see the company grow further, while remaining true to its long-held values.



"Construction in North America has become very expensive over the past five years," Domenic points out. "Instead, we are exploring the possibility of taking on and renovating a number of existing hotels, bringing them up to the Monte Carlo standard and adding them to our portfolio."

"As we grow, we will continue to be a business that believes in fairness and doing the right thing. I never want a contract to be 100% in my favour because that is not a fair contract. Whether you are working with external parties or internal members of staff, good business is about deals that end with everyone shaking hands and going home happy – that is the way we have always operated and always will operate." ☺



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