

2019 ALL SUITES & FOCUSED SERVICE ANNUAL COMPETITOR SUMMARY

Year End Results, Brand Overviews, and News Highlights

3/9/2020

Hilton

W
WALDORF ASTORIA

LXR

CONRAD

canopy

Signia
Hilton

Hilton

CURIO
COLLECTION

DOUBLETREE

TAPESTRY
COLLECTION

EMBASSY
SUITES

TEMPO

MOTTO

Hilton
Garden Inn

Hampton

tru

HOMEWOOD
SUITES

HOME
SUITES

Hilton
Grand Vacations

Hilton
HONORS

All Suites
Comp Set

Hilton

Hilton

Embassy



**EMBASSY
SUITES**
by HILTON™

Hilton



YE 2019 DISTRIBUTION

257 (8) Open Hotels*
41 (9) Pipeline Hotels*

576 (236) Open Hotels*
162 Pipeline Hotels

449 (260) Open Hotels*
81 Pipeline Hotels

175 (89) Open Hotels*
31 Pipeline Hotels

YE 2019 YTD KPIs

ADR: \$163.57 (+0.6% YoY)
Occupancy: 78.3% (+0.4% YoY)
RevPAR: \$128.13 (+1.2% YoY)

ADR: \$181.92 (+1.7% YoY)
Occupancy: 73.1% (+0.5% YoY)
RevPAR: \$133.08 (+2.4% YoY)

ADR: \$157.76 (-0.1% YoY)
Occupancy: 72.3% (0.0% YoY)
RevPAR: \$114.11 (-0.2% YoY)

ADR: \$164.08**
Occupancy: 73.2%**
RevPAR: \$120.08**

2019 FDD FEES

Application Fees & Royalties

Application: \$75,000

Application: \$100,000

Application: \$100,000

Application: \$100,000

Royalty Fee: 3.5% of GRR (Year 1)
4.5% of GRR (Year 2)
5.5% of GRR (Year 3)

Franchise Fee: 6% of gross room sales, plus 3% of gross food and beverage sales

Franchise Fee: 6% of GRR + 2% of F&B

Franchise Fee: 5% of GRR + 3% of CSR

Monthly Program Fee: 4% of Gross Rooms Revenue

Program Services Contribution Fee: 1.62% of gross room sales + \$50k/yr + \$510/guestroom/year

Program Services Contribution Fee: 2.42% of gross room sales + \$50k/yr + \$510/guestroom/yr

Program Services Contribution Fee: 2.12% of GSS + \$50k/yr + \$510/guestroom/yr

Cost to Build

174 Keys: \$103,000 - \$491,000 avg

300 Keys: \$237,000 - \$373,000 avg

250 Keys: \$228,000 - \$353,000 avg

300 Keys: \$236,000 - \$365,000 avg

NET UNIT GROWTH YTD

+4 (+854) / -1 (-197)***

+9 (+1,901)

+8 (+946)

+0 (-138)

BRAND POSITIONING STATEMENTS

Make a Difference

Travel Brilliantly.

This is Where You Belong

Check In, Venture Out

GUEST AMENITIES

Complimentary Breakfast
24/7 Fitness Center
Business Center
Pool
Market
Free Drinks
On-site Laundry
Outdoor Seating Area/Grill

M Club VIP Lounge
24/7 Fitness Center
Business Center
Pool
Market
On-site Laundry

Paired dining experience
24/7 Fitness Center
Spacious rooms
On-site Laundry
Sheraton Club
24/7 Business Center
Pool

Full Breakfast
24/7 Fitness Center*
Full Kitchens (In Suite)
On-site Laundry
Shoe Shining
Famous Meeting Space
Limo Service

*(#) = Global (Int'l Only) / ** FY '18 Actuals (Source: FDD)



Brand Background

BUILD THE FUTURE WITH US

The Marriott Hotels® brand vision is ambitious and clear: be the leading global premium hotel brand among NextGen travelers. To achieve this, the brand is building upon the foundation that has made it a preferred choice for generations of travelers worldwide. Marriott Hotels is making bold, innovative moves in key touch points of the guest experience, including the guest room, Greatroom public space, M Club, Mobile Guest Services, and marketing activities. All are designed to win the hearts, minds and devotion of a new generation of travelers by helping them Travel Brilliantly.

FRANCHISE HOTEL PERFORMANCE:

As of Dec. 31, 2018, including Marriott and JW Marriott Hotels

Occupancy:

70.6%

Average Daily Rate:

\$161.30

RevPAR:

\$113.91

RevPAR Index:

107.6

NEARLY 60 YEARS OF ICONIC GLOBAL GROWTH

Marriott Hotels has enjoyed steady global growth since its inception in 1957, with 572 hotels currently open. For owners, franchisees and developers, the strong growth and continuing success of the brand presents an opportunity to capitalize on customer recognition and loyalty worldwide.



DISTRIBUTION (Q3 2019)

	Units	Rooms
North America Open:	338	133,763
North America Pipeline:	22	8,477
Worldwide Open:	572	202,674
Worldwide Pipeline:	163	48,180



MARRIOTT

2019 Brand Highlights

Hilton

- [Marriott Hotels Continues to Elevate Guest Experience with Introduction of Premium “This Works” Amenity](#) – 05/28/19 – Marriott Hotels announced today This Works as its new personal care amenity provider starting this month. This collaboration is the latest installment in Marriott Hotels’ journey to inspire guests as they travel. Renowned for its natural and clean formulations This Works products are intelligently crafted to work in harmony with the body’s circadian rhythms to optimize skin performance 24 hours a day.

Source: Marriott News Center



Brand Background

Where The World Comes Together

Sheraton is a global icon with deep roots in communities around the world. As the first hotel to land in many cities around the world, Sheraton has long been the fabric of communities across the globe.

80 years on, our deep roots in communities and iconic heritage garners worldwide acceptance and trust. Our unmatched global scale and distribution, paired with our strong network of properties and people, continue to serve as a symbol of excellence, trust and invitation for our guests - both traveler and local.

No matter where you are in the world, Sheraton offers guests the time-honored assurance of a familiar, welcoming community.

Sheraton Club

Gather with co-workers or relax with friends and family. Sheraton Club offers a higher level of comfort while allowing guests to stay connected.

Key Features Include:

Complimentary Wifi
All Day Snacks and Beverages
VIP Club Manager

Distribution (Q3 2019)

	UNITS	ROOMS
Worldwide Open	445	156,295
Worldwide Pipeline	81	21,346
North America Open	190	72,444
North America Pipeline	5	1,111

Public Spaces

Redesigned and programmed to create a gathering point for our guests and locals alike. An open, fluid, community place purpose-built for our guests to meet, work and relax.

Key Features Include:

Coffee Bar
Community Table
Sheraton Studios
The Booths
Community Manager

Target Competitors

HILTON

HYATT

marriottdevelopment.com

World Renowned, Locally Embraced

Marriott's most global brand with presence in 70+ countries & territories.

Sheraton ranks either 1st or 2nd in brand awareness worldwide¹.

1. Ranked among Marriott International's Full Service Brands and research conducted in 10 key markets - USA, Canada, Mexico, China, UK, France, Germany, Italy, UAE, South Africa.

Rooms

Increased efficiencies, flexible packages, and updated design. A room where guests are welcomed into a bright, comfortable home away from home.

Key Features Include:

Warm & Residential
Powered Height-Adjustable Table
Artistic Acoustic Treatment Detail
Backlit Vanity Mirror with Integrated Nightlight
Porcelain Flooring at Entry and Bathroom
Dimmable Lighting Fixtures



SHERATON

2019 Brand Highlights



- [Sheraton Unveils New Logo Marking Transformation Milestone](#) – 03/11/19 – *Sheraton Hotels & Resorts, Marriott International's most global brand continues its transformation journey with a nod to its timeless pioneering legacy, as it unveils a new logo that pays homage to its past and depicts its vision for the future. The new design reflects the brand's holistic vision for the future, making Sheraton the central gathering place of communities around the world, welcoming guests and locals into a public space that embodies the modern town square vibe.*
- [Wave of Change as Sheraton's New Logo Appears on Hotels Worldwide](#) – 07/15/19 – *Marriott International, Inc. [NASDAQ: MAR] today announced its continued brand transformation efforts of its most global brand, Sheraton Hotels, as it reveals Portland Sheraton at Sable Oaks as the first property in the world to display the new Sheraton logo for the first time in more than 40 years. The legacy South Portland, Maine property, formerly the Portland Marriott at Sable Oaks, will now become a part of the Sheraton brand portfolio as the newly rebranded Portland Sheraton at Sable Oaks.*

Source: Marriott News Center



Brand Background

DISCOVER DEVELOPMENT OPPORTUNITIES WITH RENAISSANCE®

Step into a local state of mind. Renaissance guests live to seek out new experiences and new stories to share when traveling for business or pleasure. Renaissance Hotels are eclectic, yet tied together by brand design strategy, guest experience and signature services as well as central marketing strategies, including an emphasis on guest entertainment and food and beverage experience.

For those guests who relish unscripted moments, Renaissance offers an open invitation to experience the unexpected, inspiring stories worth retelling.

FRANCHISE HOTEL PERFORMANCE As of December 31, 2018

Occupancy:	73.2%
Average Daily Room Rate:	\$164.08
RevPAR	\$120.08
RevPAR Index	111.3

DISTRIBUTION (Q3 2019)

North America Open:	87	28,872
North America Pipeline:	9	1,985
Worldwide Open:	174	54,772
Worldwide Pipeline:	33	8,705



Renaissance Beijing Wangfujing Hotel



Renaissance Allentown Hotel

TARGET COMPETITORS

Independent/Boutiques

Kimpton

Intercontinental

RENAISSANCE

2019 Brand Highlights



- [Renaissance Hotels Debuts in Mexico](#) – 02/15/19 – Renaissance Cancún Resort & Marina Opens its Doors in Downtown Cancun with Theatrical Design that Playfully Pays Homage to its Mayan History
- [Renaissance Hotels Invites Travelers to Discover This Way with New Campaign Debuting on 8th Annual Global Day of Discovery](#)– 04/13/19 – From the Sidewalk Stoops of Harlem to the Cliff-Fringed Coastlines of Bali, Renaissance Hotels Will Lead Guests to Unexpected Discoveries

Source: Marriott News Center

Homewood



					
YE 2019 DISTRIBUTION					
	505 Open Hotels 111 Pipeline Hotels	850 Open Hotels 270 Pipeline Hotels	300 Open Hotels 182 Pipeline Hotels	100 Open Hotels 63 Pipeline Hotels	51 Open Hotels 116 Pipeline Hotels
YE 2019 YTD KPIs					
	ADR: \$140.29 (+0.0% YoY) Occupancy: 80.5% (+0.4% YoY) RevPAR: \$112.87 (+0.5% YoY)	ADR: \$149.45 (+0.5% YoY) Occupancy: 78.6% (-0.5% YoY) RevPAR: \$117.47 (-0.2% YoY)	ADR: \$119.50 (-0.1% YoY) Occupancy: 76.5% (+0.1% YoY) RevPAR: \$91.47 (+0.1% YoY)	ADR: \$157.27 (-0.1% YoY) Occupancy: 78.6% (+1.1% YoY) RevPAR: \$123.55 (+1.3% YoY)	ADR: \$158.09 * Occupancy: 78.4% * RevPAR: \$123.92*
2019 FDD FEES					
Application Fees & Royalties					
	Application: \$75,000	Application: \$90,000	Application: \$50,000	Application: \$75,000	Application: \$75,000
	Royalty Fee: 3.5% of GRR (Year 1) 4.5% of GRR (Year 2) 5.5% of GRR (Year 3)	Franchise Fee: 6% of GRS Program Services Contribution Fee: 2.56% of GRS + \$6k/yr + \$65/room/yr	Royalty Fee: 5% of GSR Services Contribution Fee: 2.5% of GSR	Royalty Fee: 5% of GRR Fund Contribution Fee: 3.5% of GRR	Franchise Fee: 5.5% of GRS Program Services Contribution Fee: 3.15% of GRS + \$10k/yr + \$220/room/yr
Monthly Program Fee: 3.5% of GRR					
Cost to Build					
	121 Keys: \$101,000 – \$215,000 avg	80 – 100 Keys: \$138,000 – \$218,000 avg 120 – 150 Keys: \$130,000 – \$203,000 avg	100 Keys: \$113,000 – \$155,000 avg	128 Keys: \$118,000 – \$234,000 avg	80 – 110 Keys: \$137,000 – \$222,000 avg 120 – 150 Keys: \$130,000 – \$203,000 avg
NET UNIT GROWTH YTD					
	+23 (+2,709)	+47 (+5,984)	+24 (+2,416)	+7 (+979)	+12 (+1,565)
BRAND POSITIONING STATEMENTS					
	<i>You're always welcome home, whether you stay a week, a month, or more...</i>	<i>It's Not a Room. It's a Residence.</i>	<i>Feel at ease when you stay with us</i>	<i>Welcome to your house away from home.</i>	<i>Stay in your element</i>
GUEST AMENITITES					
	Spacious Suites Full Kitchens Free Hot Breakfast Complimentary Evening Social Free Grocery Shopping Services On-site Laundry Facilities 24-hour Suite Shop Free Wi-Fi 24 Hour Fitness Center Pool (indoor or outdoor) Outdoor Spaces	Spacious Suites Full Kitchens Free Hot Breakfast Free Grocery Delivery On-site Laundry Convenient 24-hour Market Free Wi-Fi Fitness Center Pool Outdoor spaces	Spacious Suites Full Kitchens Free Hot Breakfast Free Social Happy Hour Free On-site Laundry Convenient 24-hour Market Free Wi-Fi Fitness Room Storage Lockers	Spacious Suites Full Kitchens Free Hot Breakfast H Bar On-site Laundry Convenient 24-hour Market Free Wi-Fi Fitness Room Pool Outdoor Spaces	Spacious Suites Full Kitchens Rise Breakfast Relax Evening Reception On-site Laundry Restore Pantry Free Wi-Fi Fitness Center Pool Outdoor Spaces
*FY '18 Actuals (Source: FDD)					

Residence INN[®] BY MARRIOTT Brand Background

TRAVEL LIKE YOU LIVE

Residence Inn by Marriott invented and continues to define the Extended Stay lodging category in North America. With over 830 locations worldwide and twice the footprint of its next largest competitor, Residence Inn's high awareness brings huge occupancy premiums and legendary RevPAR Index compared to the category.

Approximately one third of all business travel room nights are part of an 'extended stay'. With its unique culture and service model that recognizes the different needs of long- stay guests, Residence Inn[®] is optimally positioned to serve this large market segment. The latest prototype evolves the guest suite by expanding the bathroom and re-orienting the living, working, cooking and dining spaces. A fresh décor package provides contemporary appeal, while the bar creates additional revenue opportunities.

Building on its solid performance record and powered by Marriott's peerless sales, marketing and operations engine, Residence Inn is primed to extend its leadership throughout Central America, Europe and the Middle East.

Distribution (Q3 2019)

With over 830 hotels worldwide and a pipeline of over 250 properties, the brand's growth continues in the U.S. and internationally throughout Central America, Europe, Africa and the Middle East.

U.S. & CANADA	Units	Rooms	GLOBAL	Units	Rooms
Open	817	101,059	Open	831	102,805
Pipeline	203	25,359	Pipeline	256	31,609

Key Competitors

Homewood Suites
Hyatt House

Recent Openings

Residence Inn Providence Downtown, RI
Residence Inn Scottsdale Salt River, AZ

Optimized Cost Plan (for select costs)**

80 – 110 Keys
ESTIMATED COST PER KEY
\$126,000 – \$203,000

120 – 150 Keys
ESTIMATED COST PER KEY
\$120,000 – \$190,000

Guest Suite

- Spacious suites offer zones for working, relaxing, eating and sleeping.
- Every suite features a fully equipped kitchen with full-sized refrigerator, stove, microwave, dishwasher and coffeemaker for preparing meals.
- A signature desk, located by the window offers natural light and room to spread out.
- A separate dressing area offers an innovative luggage landing zone.
- A large, one-compartment bathroom with a six-foot walk-in shower creates a spacious upscale feel.
- Neuhaus, the décor package, features 4 different options of furnish and finish combinations.

Franchise Hotel Performance*

AVERAGE OCCUPANCY RATE 79.4%	AVERAGE DAILY ROOM RATE \$145.36
AVERAGE REVPAR \$84.32	AVERAGE REVPAR INDEX 119.1
AVERAGE EXTENDED STAY OCCUPANCY 40.1%	AVERAGE EXTENDED STAY REVPAR 119.1
LOYAL CUSTOMER BASE Average Percentage of Loyalty Program Contribution to Occupancy at Residence Inn is 59.2%	
LOWER COST BOOKINGS Marriott's channels generate 70.9% of Residence Inn's reservations	

Competitive Fee Structure*

APPLICATION FEE \$90,000 plus \$500 per suite in excess of 150 suites
ROYALTY FEE 6% of Gross Room Sales
PROGRAM SERVICES CONTRIBUTION 2.56% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus \$6,000 per year; plus \$65 per suite per year.

Public Areas

- Flexible seating options offer the choice to connect or just hang out.
- Complimentary hot breakfast with healthy and indulgent options.
- The outdoor living spaces with a fire pit and high-end grill offer shared social spaces.
- The bar offers guests a place to unwind in the evenings. Programming is available to help maximize profitability.
- The 24/7 Market offers "grab and go" items and creates additional revenue opportunities for the property.

Other Amenities

- The Residence Inn Mix™ evening events offer guests an engaging environment to relax with a complimentary offering of premium beer and wine while connecting with others over small bites and local area flavors.
- Scalable meeting space options to meet the demands of your market.
- A fitness center and a pool allow guests to keep fit while away from home. Residence Inn Runs, a partnership with Under Armour's Map My Fitness app, maps local routes to allow guests to run like a local during their stay.
- On-site laundry offers an added convenience to extended stay guests.



Residence Inn Denver Airport/Convention Center, CO



Residence Inn Fort Lauderdale Pompano Beach/Oceanfront, FL

RESIDENCE INN

2019 Brand Highlights



- [The World's Largest Residence Inn By Marriott Opens In Calgary Downtown/Beltline District](#)– 03/25/19 – Brand Pays Homage to Calgary's Western History with New Calgary Downtown/Beltline District Property That Provides Travelers the Opportunity to Maintain their Life on the Road
- [Marriott International Expects to Add 40 New Properties Across Africa by 2023](#) – 09/23/19 – Marriott plans to introduce its extended-stay brand, Residence Inn by Marriott, in Nigeria with the signing of Residence Inn Lagos Victoria Island. Owned by ENI Hotels Limited, the property will be situated in Lagos Lagoon on Victoria Island – the financial and commercial centre of Lagos. Residence Inn by Marriott Victoria Island will be designed for those taking longer stays with 130 spacious one- and two-bedroom suites featuring separate living, working and sleeping areas and fully-functional kitchens. The property will also offer a 24/7 Grab'n Go market and Fitness Centre. Residence Inn by Marriott Lagos Victoria Island is anticipated to open in 2023.

Source: Marriott News Center



Brand Background

WHAT WE STAND FOR

As an extended stay brand, at Staybridge Suites® we make sure every space has a sense of community, comfort, and convenience. We offer guests a home away from home while on the road.

WHERE WE PLAY

Upscale Extended Stay

TARGET GUEST

Our guests are experienced travelers. They are young and confident, seeking an elevated, residential-style hotel that supports their need for variety while away from home for extended periods of time.

WHY THE BRAND

- 1 Refreshed brand design | efficient prototype designed with flexibility in mind.
- 2 Strong growth | more than 290 hotels spread across four continents and over 180 hotels in the global pipeline.
- 3 Extended Stay proposition | longer stays mean lower room turnaround and reduced costs.
- 4 Light operating models | require fewer staff, saving on payroll.
- 5 Spacious suites | designed with full kitchens and distinct zones for working, relaxing, and sleeping.

FRANCHISE HOTEL PERFORMANCE*

Average Daily Room Rate: \$122.23
Average Occupancy: 78.0%
Average Revpar: \$95.36

IHG® Rewards Club generated a median of 56.4% of bookings at Staybridge Suites® hotels in 2018.

IHG's booking channels represent an average of 61.7% of Staybridge Suites reservations.

COST TO BUILD

Target cost per key for 123-suite prototype: \$130,000 - \$140,000
(Excludes land, contingency, utility tap, and permit fees)

COMPETITIVE FEE STRUCTURE*

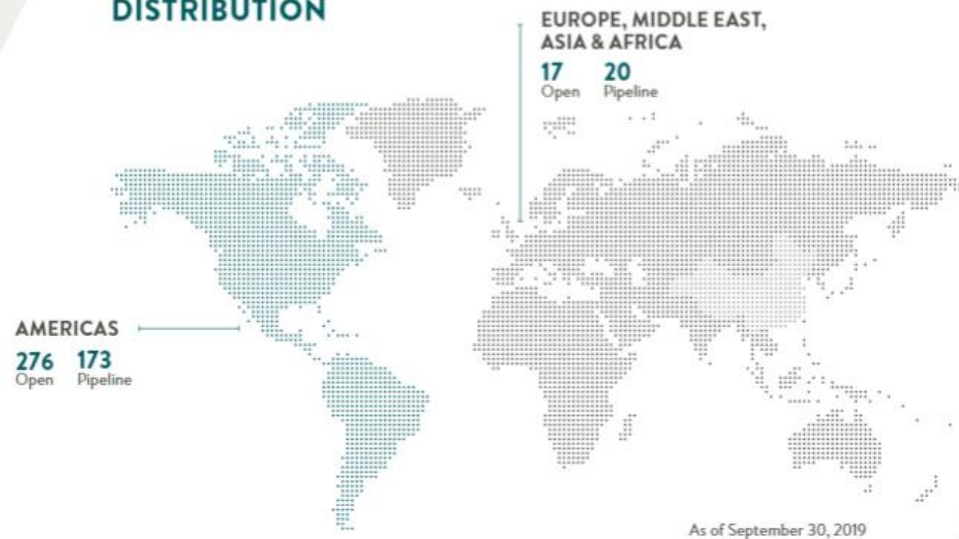
Application Fee:
The greater of \$50,000 or \$500 per guest room

Royalty Fee:
5.0% of Gross Rooms Revenue

Services Contribution:
2.5% of Gross Rooms Revenue



DISTRIBUTION



Building Summary

PROTOTYPE SITE PLAN DETAILS

Acreage	2.53 acres
Gross Building Area	86,046 sq ft
Number of Floors	4
Total Suite Count	123 Suites
Gross Building Area per Key	699 sq ft
Parking Spaces	128

GUEST SUITES

King Studio Suite (100)	401 sq ft	23'-1" x 17'-0"
King One Bedroom Suite (16)	558 sq ft	26'-7" x 22'-23"
Fully equipped kitchens and functional storage throughout		
King beds, 54" work space and integrated power		

BACK OF HOUSE

5,093 sq ft

PUBLIC SPACE

3,891 sq ft
Pantry Adjacent to Check-in – 116 sq ft
Enclosed Breakfast Buffet – 297 sq ft
Fitness Center – 811 sq ft
Guest Laundry Required – 208 sq ft



King Studio Suite

Visit design.staybridgesuites.com for more details.

STAYBRIDGE SUITES

2019 Brand Highlights



- [Staybridge Suites® Opens At Heathrow Airport](#) – 01/16/19 – IHG®, one of the world's leading hotel companies, is proud to announce the opening of Staybridge Suites® London- Heathrow Bath Road, just minutes away from the international airport.
- [Staybridge Suites® opens the first of its kind in Scotland](#) – 02/20/19 – IHG® (InterContinental Hotels Group®), one of the world's leading hotel companies, has opened its first Staybridge Suites® in Scotland, Staybridge Suites Dundee.
- [Staybridge Suites® expands further in Mexico with Saltillo and Villahermosa openings](#) – 03/04/19 – IHG® (InterContinental Hotels Group), one of the leading hotel companies worldwide, further strengthens its presence in Mexico with the most recent Staybridge Suites® hotel openings in Villahermosa, Tabasco and Saltillo, Coahuila.
- [IHG® continues to innovate its mainstream portfolio with the unveiling of new brand prototypes](#) – 05/15/19 – IHG® (InterContinental Hotels Group), one of the world's leading global hotel companies, unveiled its latest brand updates and innovations to its mainstream hotel owners this week. During its 2019 Americas Investors and Leadership Conference in Las Vegas, IHG shared the next phase of design prototypes for Holiday Inn®, Staybridge Suites® and Candlewood Suites®.

Source: IHG News Center



Brand Background

Capitalize on strong brand growth in key markets

Strategic, differentiated growth in key markets has helped Hyatt House hotels command a premium price among predominantly high-income travelers. Our excellent ROI is fueled by an improved prototype for a more efficient, modern and cost-effective hotel, while our innovative, customer-focused services help us deliver leading RevPAR among our competitors. In the United States, we continue to penetrate key urban markets to reach more of our target guests.

104
open hotels

94
cities

Competitors: Homewood Suites, Residence Inn, Element by Westin

Business Travel News' 2018
No. 1 in Hotel Brand Survey for
Upscale Extended Stay Segment

Grow with us

As of September 30, 2019, Hyatt's pipeline consists of 460 hotels (or approximately 92,000 rooms).

Visit hyattdevelopment.com
for the most updated pipeline.

Own loyalty as *the trusted home* away from home

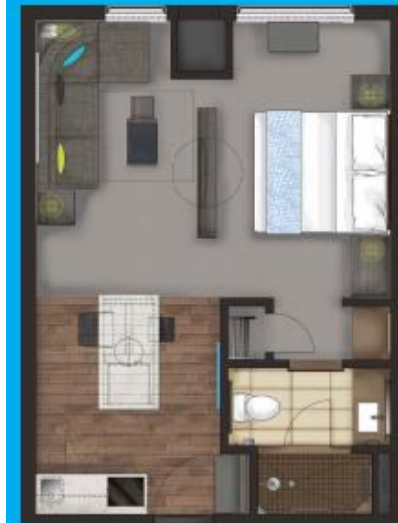
Built on guest insights, Hyatt House hotels drive satisfaction and loyalty by supporting familiar routines, with spacious studio and one-bedroom suites featuring full kitchens, comfortable living rooms, large bedrooms and stylish bathrooms. The experience is enriched with inviting public spaces like H Bar, H Market and Outdoor Commons, as well as conveniences like workout rooms, on-site laundry facilities, complimentary breakfasts and Wi-Fi that's really free for guests.

World of Hyatt room night penetration has increased 18% YOY across Hyatt hotels for the last two years

To find the development contact in your region,
visit hyattdevelopment.com

A strategically growing portfolio of
98 hotels
ranging from
100 – 300 rooms
in urban, suburban and college locations,
with a focus on the United States,
Puerto Rico, China and India
(as of September 30, 2019)

Example floor plan:



Capitalize on strong brand growth in key markets

Strategic, differentiated growth in key markets has helped Hyatt House hotels command a premium price among predominantly high-income travelers. Our excellent ROI is fueled by an improved prototype for a more efficient, modern and cost-effective hotel, while our innovative, customer-focused services help us deliver leading RevPAR among our competitors. In the United States, we continue to penetrate key urban markets to reach more of our target guests.

HYATT HOUSE

2019 Brand Highlights

Hilton

- [Hyatt House Brand Debuts in the Kingdom of Saudi Arabia with the Opening of Hyatt House Jeddah Street](#) – 01/21/19 – Hyatt Hotels Corporation (NYSE: H) announced today the entry of the Hyatt House brand into the Middle Eastern market with the opening of Hyatt House Jeddah Sari Street in the Kingdom of Saudi Arabia. The opening of the Hyatt House hotel is a significant step towards increasing Hyatt's brand footprint in the extended stay segment and growing Hyatt's brand presence in the Middle East with innovative hospitality offerings in key locations and gateway cities.

Source: Hyatt News Center



Brand Background

element™

BY WESTIN

Stay In Your Element

With a rapidly expanding portfolio, Element Hotels is transforming the longer stay segment. Bright modern design, eco-conscious amenities and an innovative guest experience that resonates with today's traveler is driving soaring satisfaction scores and increasing developer demand. With updated room types, flowing multipurpose areas and a reduced cost to build, the time to build is now.

Unprecedented Growth Momentum

Since its launch, Element Hotels has created a buzz in the development community, resulting in a strong pipeline that continues to grow in key markets globally. With growing guest demand, Element is slated to nearly quadruple its footprint by 2019.

Flexible Building Options

Element has pioneered sustainable design while enhancing the guest experience. Its flexible design approach allows for customization of each product based on market and building type—including prototypical and non-prototypical new builds, conversions and adaptive reuse projects.

Distribution (Q3 2019)

U.S. & CANADA	Units	Rooms	GLOBAL	Units	Rooms
Open	41	5,665	Open	50	7,379
Pipeline	86	11,298	Pipeline	104	15,209

Key Competitors

Homewood Suites, Hyatt House

Recent Openings

Element Austin Round Rock, TX
Element Nashville Airport, TN

Guestroom/Studio Commons

The guestrooms are an open, energizing environment with extra space, clean designs and an abundance of natural light. To continue to innovate in the extended stay space, Element's new "Studio Commons" communal room concept consists of four guest rooms centered around a common living space that allows guests in the surrounding rooms to congregate, interact, work or dine – even more space to live their lives.



Driving Innovation

Spacious guestrooms with fully equipped kitchens, spa-inspired bathrooms, the signature Heavenly Bed, and innovative programming, Element is geared at today's longerstay travelers. Element continues to evolve, offering additional room types and innovative activation of the public space to accommodate those that want to fuel a life in balance on the road.

Rise Breakfast

Wake up to our signature breakfast featuring a fresh made-to-order item that rotates daily. Chobani yogurt station offering wholesome granola, fresh cut and whole fruit, plus gourmet coffee and more help guests start their day healthy and energized.

Relax

Rediscover the Relax evening reception. Guests can settle in and mingle over complimentary sustainable wine and local beer options from a fully recyclable keg or enjoy light bites focusing on fresh ingredients. With options for a custom bar cart and full service bars, there is a way for guests at every hotel to unwind four nights a week.

Restore

Restore pantry has been reimaged so that guests can stock up on healthy snacks, local specialties and more at check-in. Savory, fresh ready-to-cook meals plus wine and beer on tap allow guests access to everything they need anytime.

Franchise Hotel Performance*

Average Occupancy Rate	Average Daily Room Rate
78.4%	\$158.09
Average RevPAR	Average RevPAR Index
\$123.92	109.0

Loyal Customer Base

Average Percentage of Loyalty Program Contribution to Occupancy at Element is 44.5%

Lower Cost Bookings

Marriott's channels generate 67.4% of Element reservations

Competitive Fee Structure*

Application Fee

\$75,000 plus \$500 per guestroom in excess of 150 guestrooms

Royalty Fee

5.5% of Gross Room Sales

Program Services Contribution

3.15% of gross room sales (which includes a contribution to the Marketing Fund of 1% of gross room sales); plus \$10,000 per year; plus \$220 per guestroom per year.

Optimized Cost Plan

(for select costs)**

80 – 110 KEYS

Estimated Cost Per Key
\$124,000–\$204,000

120 – 150 KEYS

Estimated Cost Per Key
\$119,000–\$188,000

- [Element by Westin® debuts in Australia with opening of Element Melbourne Richmond](#) – 06/24/19 – Last week, Element by Westin, part of Marriott International, announced the opening of Element Melbourne Richmond. Owned and developed by TRC (Aust), the hotel marks the debut of the Element brand in Australia and with it, the longer-stay brand's signature eco-conscious ethos and commitment to helping healthy, active guests maintain a balanced lifestyle while traveling.
- [Element Hotels Debuts Innovative Communal Living Room Concept To Foster Opportunities For Meaningful "IRL" Connections Among Travelers](#) – 10/21/19 – Element's New Studio Commons Concept is the First in the Industry to Blend a Hotel Room with the Flexibility of a Home, Providing an Innovative Design for Groups Looking to Spend Time Together in a More Private Setting, While Still Enjoying the Convenience of a Hotel Room

Source: Marriott News Center

Home2



Hilton



YE 2019 DISTRIBUTION

384 Open Hotels
435 Pipeline Hotels

418 Open Hotels
236 Pipeline Hotels

410 Open Hotels
91 Pipeline Hotels

270 Open Hotels
90 Pipeline Hotels

YE 2019 YTD KPIs

ADR: \$117.08 (0.4% YoY)
Occupancy: 78.6% (+2.7% YoY)
RevPAR: \$92.03 (+3.9% YoY)

ADR: \$111.84**
Occupancy: 74.9%**
RevPAR: \$83.74**

ADR: \$86.04 (-0.4% YoY)
Occupancy: 73.5% (-0.5% YoY)
RevPAR: \$63.22 (-1.1% YoY)

ADR: \$47.10 (+2.6% YoY)
Occupancy: 79% (-1.1% YoY)
RevPAR: \$37.19 (+1.1% YoY)

2019 FDD FEES

Application Fees & Royalties

Application: \$75,000

Application: \$75,000

Application: \$50,000

Application: \$50,000

Royalty: 5% of GRR

Franchise: 5.5% of GRS

Royalty: 5% of GSR

Royalty: 6% of GRR

Monthly Program Fee: 3.5% of GRR

Monthly Program Fee: 3.35% GRS +
\$7k/yr + \$135/room/yr

Services Contribution Fee: 2.5% of
GSR

System Fee: 2.5% of GRR

Cost to Build

107 Keys: \$85,000 - \$163,000

80 - 110 Keys - \$108,000 - \$170,000
avg.

113 Keys: \$80,000 - \$110,000

123 keys: \$55 - \$70k
122 Keys: \$56,000 - \$72,000

120 - 150 Keys - \$103,000 -
\$160,000 avg

NET UNIT GROWTH YTD

+94 (+10,248)

+30 (+3,147)

+14 (+1,112)

+21 (+2,568)

BRAND POSITIONING

Free to be You

*Sit back, relax and
stay a while.*

Your home base

It's Simple. Done Better.

GUEST AMENITIES

Complimentary Breakfast
24/7 Fitness Center
Business Center
Pool
Market
Full Kitchens (In Suite)
On-site Laundry
Outdoor Seating Area/Grill

Complimentary Breakfast
24/7 Fitness Center
Business Center
Pool
In a Pinch Market
Full Kitchens (In Suite)
On-site Laundry
Outdoor Seating Area/Grill

No Breakfast
24/7 Fitness Center
Candlewood Cupboard
Full Kitchens (In Suite)
On-site Laundry
Outdoor Seating Area/Grill
Weekly Housekeeping Service

Vending Machines
24/7 Fitness Center*
Full Kitchens (In Suite)
On-site Laundry

*Q3 2019 **FY '18 Actuals (Source: FDD)

TOWNEPLACE

SUITES®

MARRIOTT

Brand Background

Add Life To Longer Stays®

TownePlace Suites by Marriott is designed to appeal to longer stay travelers who want to feel at home and stay productive. Featuring compelling economics and strong performance in Average Daily Rate (ADR), Occupancy, and Extended Stay Occupancy, the brand also appeals to owners, franchisees and investors looking for an excellent growth opportunity. Backed by Marriott's robust demand generation engines and featuring the best Extended Stay sales tools in the industry, TownePlace Suites® is primed to perform.

The current prototype design offers guests extraordinary value and features modern spacious suites with full kitchens, larger public spaces and a complimentary hot breakfast. The décor, Real Living, expresses today's design trends with an emphasis on comfort and creating a sense of well-being. TownePlace Suites also features innovative partnerships with powerful brands like Elfa® closets from The Container Store® and Weber® grills, creating unique opportunities to spark interest and drive demand.

With many superior development opportunities available in the U.S. and Canada, and a flexible prototype that easily adapts to markets ranging from cities to airports to suburbs, TownePlace Suites is ready to grow with you.

FRANCHISE HOTEL PERFORMANCE¹

AVERAGE OCCUPANCY

74.9%

AVERAGE DAILY ROOM RATE

\$111.84

AVERAGE EXTENDED STAY OCCUPANCY

37.6%

AVERAGE REVPAR

\$83.74

AVERAGE EXTENDED STAY REVPAR

\$41.30

AVERAGE REVPAR INDEX

110.7

LOYAL CUSTOMER BASE

Average Percentage of Loyalty Program Contribution to Occupancy at TownePlace Suites is 54.7%

LOWER COST BOOKINGS

Marriott's channels generate 67.1% of TownePlace Suites' reservations

COMPETITIVE FEE STRUCTURE¹

APPLICATION FEE

\$75,000 plus \$400 per suite in excess of 125 suites

ROYALTY FEE

5.5% of Gross Room Sales

PROGRAM SERVICES CONTRIBUTION

3.35% of gross room sales (which includes a contribution to the Marketing Fund of 2% of gross room sales); plus \$7,000 per year; plus \$135 per guestroom per year.

DISTRIBUTION (Q3 2019)

With over 400 properties and a growing pipeline of over 230 projects, TownePlace Suites continues to identify secondary and tertiary markets throughout the U.S. and Canada.

KEY COMPETITORS

Home2 Suites by Hilton, Staybridge Suites, Candlewood Suites

U.S. & CANADA	Units	Rooms
Open	405	41,117
Pipeline	230	23,564

RECENT OPENINGS

TownePlace Suites Twin Falls, ID
TownePlace Suites Atlanta Lawrenceville, GA

OPTIMIZED COST PLAN

(for select costs)**

80 – 110 KEYS

Estimated

Cost Per Key

\$99,000– \$158,000

120 – 150 KEYS

Estimated

Cost Per Key

\$95,000 – \$150,000

TownePlace Suites
Proto Model Attributes

PUBLIC SPACE

- The lobby offers expansive public space with soft seating and areas to collaborate and enjoy meals.
- The lobby décor package, Real Living, provides warm tones and feature accents throughout.
- The front desk offers a quick check-in process and features the TowneMap® which provides a snapshot of the neighborhood and local recommendations.
- In A Pinch®, the 24/7 convenience market provides “grab and go” food offerings.
- On Us, a designated space in the lobby offers complimentary coffee and tea.
- A complimentary, hot breakfast is offered daily.

GUEST SUITE

- Flexible plans are available for studio and one bedroom suites which all have fully equipped kitchens and living areas.
- New suite layout offers the Real Living decor package..
- The HomeOffice features an intuitive workspace with storage options and a pull-out table to work where you choose.
- The Elfa® closet system by The Container Store® offers guests a custom closet loaded with storage options and flexibility.
- A residential glass enclosed walk-in shower is available.

OTHER AMENITIES

- Fitness center and pool allows guests to stay in shape.
- Outdoor patios feature comfortable seating and Weber® grills, tools and spices.
- On site guest laundry offers an added convenience for extended stay guests.
- Scalable meeting space options to meet the demands of your market.

TOWNEPLACE SUITES

2019 Brand Highlights



- [Marriott International Unveils Category Marketing Campaign, “Room For Possibility”](#) – 05/20/19 – *Residence Inn by Marriott, Element by Westin® and TownePlace Suites by Marriott Unite to Celebrate Spaces and Amenities Designed to Empower Guests to Live Life on the Road, Uninterrupted*

Source: Marriott News Center



CANDLEWOOD SUITES

AN IHG® HOTEL

Brand Background

WHAT WE STAND FOR

At Candlewood Suites®, we believe the world is a better place when travelers have personal and physical space to settle in. We know our travelers are at their best when they have a sense of normalcy on an extended stay. Our guests expect and appreciate our reliable service, amenities, and straightforward offerings that support their independent ways.

WHERE WE PLAY

Midscale Extended Stay

TARGET GUEST

Our target guest is the self-sufficient traveler. They are seeking self-service amenities, an easygoing environment, access to items they're used to having at home, and support from a familiar face when they need it.

FRANCHISE HOTEL PERFORMANCE*

Average Daily Room Rate: \$85.09

Average Occupancy: 74.1%

Average Revpar: \$63.09

IHG® Rewards Club generated a median of 53.7% of bookings at Candlewood Suites® hotels in 2018.

IHG's booking channels represent an average of 49.7% of Candlewood Suites reservations.

COMPETITIVE FEE STRUCTURE*

Application Fee:

The greater of \$50,000 or \$500 per guest room

Royalty Fee:

5.0% of Gross Rooms Revenue

Services Contribution:

2.5% of Gross Rooms Revenue

WHY THE BRAND

- 1 Extended-stay operating model** | guests staying 5+ nights, straightforward amenities, and weekly housekeeping means less room turnover and a lower team-member-to-guest ratio. This creates lower operating costs for you.
- 2 Focused guest services and amenities** | free laundry facilities, complimentary gas grills, cozy recliners, and weekly housekeeping.
- 3 Spacious suites** | fully equipped kitchen, large workspace, comfortable bedding, and plenty of in-room storage space.
- 4 Efficient design** | open-concept lobby, straightforward zoning, enhanced organization, and development flexibility.

BUILDING SUMMARY

PROTOTYPE SITE PLAN DETAILS

Acreage	1.84 acres
Gross Building Area	56,473 sq. ft.
Number of Floors	4
Total Suite Count	108 Suites
Gross Building Area per Key	523 sq. ft.
Parking Spaces	108

GUEST SUITES

King Studio (79)	307 sq. ft.	26'-0"x12'-6"
Queen/Queen Studio (17)	353 sq. ft.	26'-0"x12'-6"
One Bedroom Suite (12)	567 sq. ft.	30'-0"x12'-6"
King Beds, 55" TVs and recliners		
Enhanced storage in kitchen and open closet		

BACK OF HOUSE

2,410 sq. ft.

Visit design.candlewoodsuites.com for more details.

DISTRIBUTION



AMERICAS

407 Open 92 Pipeline

PUBLIC SPACE

Lobby — 1,307 sq. ft.
Fitness Center — 551 sq. ft.
Total Public Space — 2,098 sq. ft.
Open Candlewood Cupboard adjacent to front desk
20+ seats offered in open concept lobby



King Studio Suite

* 2019 Candlewood Suites Franchise Disclosure Document

CANDLEWOOD SUITES

2019 Brand Highlights



- [IHG® continues to innovate its mainstream portfolio with the unveiling of new brand prototypes](#) – 05/15/19 – IHG® (InterContinental Hotels Group), one of the world's leading global hotel companies, unveiled its latest brand updates and innovations to its mainstream hotel owners this week. During its 2019 Americas Investors and Leadership Conference in Las Vegas, IHG shared the next phase of design prototypes for Holiday Inn®, Staybridge Suites® and Candlewood Suites®.

Source: IHG News Center



Brand Background



It's Simple. Done Better.®

WoodSpring® is the fastest growing brand in the economy extended stay segment.

Designed with purpose to offer exactly what the extended stay guest needs, we've stripped away the unnecessary extras and infused form, function and beauty into what's left. The result for owners is a brand that's tightly optimized to help enable profitability.

360+
hotels open or under development worldwide

\$48.35
ADR*

74.45%
Occupancy*

WoodSpring® Highlights

- Cost-effective prototype, designed to be built in less than 12 months
- Proven, lean operating model that enables maximum efficiency for owners
- Proprietary vendor relationships and hands-on support enable expedited openings
- Dedicated, extended stay national sales team
- 54.3% Gross Operating Profit (GOP)

System Size (open or under development)

Open	Under Development	TOTAL
254	113	367

*Source: See the WoodSpring® Franchise Disclosure document, Item 19, dated April 1, 2019. For the 110 hotels that were included in the sample, 39 hotels or 35.5% met or exceeded the ADR presented; 68 hotels or 61.8% met or exceeded the occupancy presented; 49 hotels or 44.5% met or exceeded the GOP% presented. INDIVIDUAL RESULTS MAY VARY.

Simple. Reasonable. Real.

The extended stay concept started in 1975 with one simple idea: Create a place designed for guests who want to stay for more than a night, a long weekend or even a week. A place that felt less like a stopover and more like an invitation to stay a little longer. This notion was the brainchild of Jack DeBoer, a hospitality entrepreneur who spent the next 27 years refining the concept, getting to know the customer, building in must-haves and amenities, and developing a set of standards to help ensure the hotels in our brand are high quality and well-maintained.

His concept was a hit.

In the following 14 years, our brand grew to more than 240 hotels in 33 states. And now as a member of the Choice Hotels® family of brands, we have the backing of a proven hospitality leader with 75+ years of experience in the industry and a commitment to the extended stay segment.

We are WoodSpring Suites®.

SIMPLICITY THROUGH EFFICIENCY

Imagine a hotel destination that's priced right, designed with purpose, and poised for profitability. The WoodSpring Suites brand offers exactly the amenities extended stay guests expect at exactly the value they want, with nothing excessive to get in the way. With the help of exhaustive research, we've stripped

away unnecessary extras and infused form, function, and beauty into what's left. It's an experience that's uncluttered, unencumbered, and unmatched in the industry. It's an entirely new take on simplicity.

THE DIFFERENCE IS IN THE DETAILS

- Wood-like vinyl floors in rooms and lobby areas create an upscale look and feel for guests, while also providing durability and easy maintenance for operators.
- Adjacent washers and dryers in the back of the house facilitate an easier transfer of laundry between machines, increasing productivity.
- Wall-hung furniture makes the rooms faster and easier to clean, one of many features that contribute to a low overall maintenance cost.
- Operational efficiencies enable a much lighter staffing model than in typical hotels, typically between 6 and 8 full time equivalent employees.

WoodSpring Suites Queen Suite



- 1 WOOD-LIKE VINYL FLOORING
- 2 CLOSET AND STORAGE CUBBY
- 3 WALL-MOUNTED DESK AND MOVABLE DINING TABLE
- 4 PAINTED ACCENT WALL
- 5 WALL-MOUNTED DRESSER WITH OTTOMAN BELOW
- 6 LOUNGE CHAIR
- 7 NIGHTSTAND WITH TABLE LAMP

WoodSpring Suites Double Queen Suite



- 1 WOOD-LIKE VINYL FLOORING
- 2 CLOSET AND STORAGE CUBBY
- 3 DESK/DINING TABLE
- 4 PAINTED ACCENT WALL
- 5 WALL-MOUNTED DRESSER
- 6 NIGHTSTAND WITH TABLE LAMP

WOODSPRING SUITES

2019 Brand Highlights



- [Choice Hotels Marks One-Year Anniversary of WoodSpring Suites Acquisition with Opening of Brand's 250th Hotel](#) – 02/12/19 – ROCKVILLE, Md., Feb. 12, 2019 /PRNewswire/ -- The WoodSpring Suites brand recently surpassed another milestone with the opening of its 250th hotel in the greater Portland, Ore., area. This landmark achievement coincides with the one-year anniversary of the Choice Hotels International, Inc. (NYSE: CHH) acquisition of the WoodSpring brand and franchise business.
- [WoodSpring Suites Continues Rapid Nationwide Expansion](#) – 06/03/19 – ROCKVILLE, Md., June 3, 2019 /PRNewswire/ -- Following a record-breaking 2018, WoodSpring Suites has started 2019 with coast-to-coast expansion as one of Choice Hotels International, Inc.'s (NYSE: CHH) fastest-growing brands. WoodSpring has gained especially strong traction in the western U.S., where Choice has ample room to grow in the extended-stay segment.
- [Texas Welcomes Its 50th WoodSpring Suites Hotel](#) – 02/12/19 – ROCKVILLE, Md., Dec. 3, 2019 /PRNewswire/ -- WoodSpring Suites, franchised by Choice Hotels International, Inc. (NYSE: CHH), along with developer Summit 11 Investment Group, announce the opening of the brand's 50th hotel in Texas, underscoring the brand's continued growth across the U.S. The WoodSpring Suites Pecos joins the Lone Star State's recent openings: WoodSpring Suites Dallas Plano Central Legacy Drive and WoodSpring Suites San Antonio Lackland.

Source: Choice News Center

Focused Service Comp Set

Hilton

Hilton

Hilton Garden Inn



Hilton

Q3 2019 DISTRIBUTION					
	862 Open Hotels 312 Pipeline Hotels	1,241 Open Hotels 300 Pipeline Hotels	1,284 Open Hotels 275 Pipeline Hotels	367 Open Hotels 124 Pipeline Hotels	159 Open Hotels 147 Pipeline Hotels
Q3 2019 YTD KPIs					
	ADR: \$131.76 (-0.3% YoY) Occupancy: 75.8% (+0.5% YoY) RevPAR: \$99.89 (+0.4% YoY)	ADR: \$141.20 (+0.6% YoY) Occupancy: 72% (-0.6% YoY) RevPAR: \$101.62 (-0.3% YoY)	ADR: \$114.36 (+0.2% YoY) Occupancy: 66.6% (-0.5% YoY) RevPAR: \$76.17 (-0.6% YoY)	ADR: \$126.93 (-2.6% YoY) Occupancy: 74.3% (-0.1% YoY) RevPAR: \$94.35 (-2.7% YoY)	ADR: \$176.79* Occupancy: 74.8%* RevPAR: \$132.31*
2019 FDD FEES					
Application Fees & Royalties					
	Application: \$75,000	Application: \$90,000	Application: \$50,000	Application: \$75,000	Application: \$90,000
	Royalty: 5.5% of GRR	Franchise Fee: 6% of GRS	Royalty: 5% of GRR	Royalty: 5% of GRR	Franchise Fee: 5.5% of GRS
	Monthly Program Fee: 4% of GRR	Program Services Contribution: 3.35% of GRS + \$10k/yr + \$220/room/yr	Services Contribution: 3% of GRR	Fund Contributions: 3.5% of GRR	Program Series Contributions: 3.85% of GRR + \$10k/yr + \$220/room/yr
Cost to Build					
	132 Keys: \$99,000 - \$205,000 avg	80 - 110 Keys: \$129k - \$197k avg 120 - 150 Keys: \$116k - \$177k avg	143 Keys: \$98,000 - \$135,000	140 Keys: \$108k to \$214k avg	100-150 Keys: \$125,000-\$207,000 151-200 Keys: \$122,000-\$191,000
NET UNIT GROWTH YTD					
	+47 (+7,411)	+42 (+6,191)	+33 (+6,042)	+36 (+5,968)	+14 (+2,684)
BRAND POSITIONING					
	<i>Welcome to the brighter side of life</i>	<i>More Room To Relax</i>	<i>Joy of Travel for All</i>	<i>Welcome to a Different Place</i>	<i>A New Way to Hotel</i>
GUEST AMENITITES					
	Restaurant Dining 24/7 Fitness Center Business Center Pool Market On-site Laundry Outdoor Seating Area/Grill	The Bistro® Dining 24/7 Fitness Center Business Center Pool Market On-site Laundry Outdoor Seating Area	Restaurant Dining Room Service 24/7 Fitness Center Business Center On-site Laundry Outdoor Seating Area	Paid Breakfast 24/7 Fitness Center* Meeting Space Business Center Pool Market H-Bar Restaurant/Bar Pickup On-site Laundry Spacious Suites	Paid Breakfast Professional Meeting Space AC Library AC Bar w/ Tapas plates AC Store/Pantry Spacious Guestroom Open Wardrobe/Luggage Bench Elevated Furniture 24/7 Fitness Center



Brand Background

EVERYTHING YOU NEED TO MOVE FORWARD

Marriott's largest brand by distribution, Courtyard® has a legacy of impressive performance that includes consistent delivery of high returns and solid RevPAR to owners. Courtyard owners also benefit from Marriott's robust demand generation engine that drives top-line revenue while maximizing bottom-line savings.

Courtyard has long led the industry when it comes to meeting the needs of the modern business traveler. Since breaking into the market more than 35 years ago as a brand built for business, Courtyard has continuously evolved, pushing the boundaries of design, style and service in the upscale category.

Courtyard has introduced elevated amenities like the Bistro Bar (a fast casual restaurant) and collaborative lobby spaces. With a new, more flexible prototype that fits a wide range of site needs, the Inspired Classic decor package and the largest global rooms pipeline in the Marriott portfolio, Courtyard is poised to deliver owners even greater success in the future.



COURTYARD SPACES

A sophisticated yet comfortable environment with an enduring, classic sensibility. From day to night, our spaces are adaptable and welcoming, allowing for conversation and interaction.

EXTERIOR

- Arrival experience includes an optional porte-cochere and enhanced lighting.
- Modern exterior offers color and material options adaptable to your location.

GUEST ROOMS

- The smartly designed room features a wide, comfortable sleeper sofa and framed headboard, a luggage drop, hospitality cabinet, and outlets where most needed.
- The spacious, upgraded bathroom features an integrated walk-in shower.
- Other guest room amenities include a 55" inch flat-panel television, in-room refrigerator and an optional microwave.
- The Inspired Classic decor package, available in two color options, features classic clean lines, solid colors and modern furniture.

LOBBY

- The newly designed lobby lounge focuses on an elevated evening experience with special seating options to work or relax.
- An extension of the lobby, the Bistro Terrace, features a community fire pit and upgraded outdoor seating area.
- CRATE, Courtyard's new signature market, offers curated retail items, premium food and beverage options, fresh Starbucks coffee, and freshly prepared grab-and-go items to meet guests' needs and drive additional revenue.
- The Bistro provides guests with day and night dining options through fresh, seasonal menu items for breakfast and dinner, Starbucks coffee, and premium wine, beer and cocktails.
- The Inspired Classic decor package continues the classic style and elevated spaces found in the guest room.

OTHER AMENITIES

- Expansive, redesigned fitness experience: 1,000 square feet of appropriate space for cardio, stretching and strength activities.
- Optional indoor or outdoor pool.
- Scalable meeting space options to meet the demands of your market.

FRANCHISE HOTEL PERFORMANCE*

Average Occupancy Rate	Average Daily Room Rate
73.1%	\$139.27

Average RevPAR	Average RevPAR Index
\$101.82	108.9

Loyal Customer Base

Average Percentage of Loyalty Program Contribution to Occupancy at Courtyard is 55.2%

Lower Cost Bookings

Marriott's channels generate 71.0% of Courtyard's reservations

COMPETITIVE FEE STRUCTURE*

Application Fee

The greater of \$90,000 plus \$500 per guestroom in excess of 150 guestrooms

Royalty Fee

6.0% of Gross Room Sales

Program Services Contribution

3.35% of gross room sales (which includes a contribution to the Marketing Fund of 2% of gross room sales); plus \$10,000 per year; plus \$220 per guestroom per year

OPTIMIZED COST PLAN

(for select costs)**

80 – 110 KEYS

Estimated Cost Per Key
\$118,000–\$183,000

120 – 150 KEYS

Estimated Cost Per Key
\$106,000–\$164,000

COURTYARD

2019 Brand Highlights



- [Courtyard Docks in Hamburg City](#) – 12/2/19 – Marriott International today announced the opening of Courtyard by Marriott Hamburg City, the second Courtyard by Marriott hotel in the leading business city. The 277-guestroom hotel is set in an unparalleled city centre location with Hamburg's gastronomic, shopping and cultural highlights on its doorstep, as well as the city's business district close by.
- [Marriott International Signs Landmark, Three-Hotel Agreement With Asset World Corporation Fueling Growth In Thailand](#) – 12/2/19 – Marriott International, Inc. (NASDAQ: MAR) today announced it has signed agreements with Asset World Corporation (AWC), Thailand's leading integrated lifestyle real-estate group, to introduce three of its global hospitality brands to Thailand. The agreement would fuel the company's expansion in Thailand with the addition of three hotels comprised of nearly 1,550 rooms expected to open between late 2020 and 2024. Under the agreements, AWC is expected to open a 248-room Courtyard by Marriott in late 2020 in Phuket, as well as a 900-room Marriott Marquis hotel and a 398-room JW Marriott hotel both in Pattaya.
- [Courtyard by Marriott Calls Passionate Fans to Join in Celebrating the NFL's 100th Season](#) – 09/4/19 – The Official Hotel of the NFL Launches Contest in Search of a "Game-Changing Friendship," while Marriott Bonvoy Offers Members Special Access Including a Masterclass Moment Featuring Emmitt Smith.

Source: Marriott News Center



Brand Background

Holiday Inn® The Brand

The Holiday Inn® brand maintains a distinctive position in the mid-scale, full-service segment by inviting all guests to experience the Joy of Travel on their terms. The brand recognizes that every trip is one full of possibility and is dedicated to helping guests create memorable moments that matter, whether they stay for business or leisure, for a night or a week. The Holiday Inn brand delivers this through services and amenities that keep guests connected, along with thoughtful, little touches that bring smiles to their faces.

The Guest

These are the top 5 characteristics that define our Contemporary Traveler:

- Relationships are central to their way of life, so they need to feel connected.
- They seek opportunities to be their true, authentic selves. Feeling welcome is key.
- Memories and moments are their currency. Experiences need to be worth remembering and sharing.
- Value is created when they feel cared for and supported, so they need engaging service and an experience that can fit to their needs.
- They crave enjoyable moments in both leisure and business and need reliable solutions to enhance their travel purpose.

Powering the Brand

Brand Recognition

Holiday Inn continues to invest in national, multi-media marketing campaigns to drive consumer demand.

IHG® Alliance

Backing of a global leading hotel company with 70 years of experience.

IHG® Reservations

In 2018, IHG grew digital (web and mobile) rooms revenue, by 13% to \$5.3 billion, affirming our long-standing investment in advanced technology.

IHG® Rewards Club

One of the industry's largest loyalty program. With more than 100 million enrolled members, members are 7x more likely to book direct and provide 21% more revenue per stay than non-members.

The Holiday Inn® brand is positioned for growth and optimized for performance.

1,179 hotels

214,624 rooms

269 pipeline

*Data as of December 31, 2018.

Arrival

Creating great first impressions

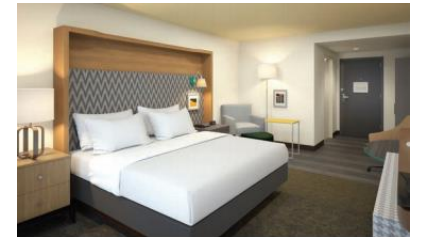
Accentuated by dramatic lighting, attractive garden planters and comfortable outdoor seating, the exterior of Holiday Inn hotels delivers a visual and sensory experience that enhances guests' arrival. Complemented by an inviting reception area and welcoming team members, Holiday Inn creates a great first impression for guests. During their stay, guests can count on dependable service culture that actively anticipates their needs to make them feel comfortable. This service commitment sets the brand apart.



Guestrooms

Comfortable, functional and personal

Designed as a flexible solution that adapts to each guests' individual needs as they change throughout their stay, allowing them to work or relax wherever and however they want and truly make the space their own. A moveable desk and more than five points of power keep guests connected and productive, a welcome nook provides easy-access storage and soft bedding, choice of pillows and blackout roller shades ensure comfortable, restful sleep.



Guest Stay

Gather and connect

An open, yet cohesive space, the Holiday Inn lobby allows guests to eat comfortably, drink, work, relax or socialize while traveling alone or with colleagues. Our signature eBar workspace, strong Wi-Fi, well positioned power outlets, and wireless printers ensure guests can stay connected and be productive. Our open lobby with nearby food and beverage, welcomes guests and locals for casual gatherings.

Formal meetings receive personalized attention and information from our team members to ensure our facilities and services comfortably accommodate guests' needs.



Dining is simple, convenient, relaxing and enjoyable. The brand offers a collection of dining concepts providing flexibility in food and beverage offerings, while standardized menus allow for consistent preparation and dependable, friendly service. The Holiday Inn brand's 24-hour fitness rooms and indoor or outdoor pools allow guests to maintain their active lifestyle or simply relax while away from home.

HOLIDAY INN

2019 Brand Highlights



- [The First Holiday Inn Hotel in Vietnam Opens in Ho Chi Minh City](#) – 09/9/19 – IHG® (InterContinental Hotels Group), one of the world's leading hotel companies, today announced the Grand Opening of the 350-room Holiday Inn & Suites Saigon Airport, the first Holiday Inn hotel in Vietnam.
- [First IHG® hotel to open in North Poland: Holiday Inn® Gdansk – City Centre](#) – 06/27/19 – IHG® (InterContinental Hotels Group), one of the world's leading hotel companies, will open its first hotel in the Northern part of Poland at the beginning of July: the Holiday Inn® Gdansk – City Centre. The hotel will be opened in cooperation with IHG's long-standing development partner UBM Development AG and underscores IHG's rapid growth in the market. It marks the fifth hotel opening within the last 3 years.
- [IHG® Hotels & Resorts debuts We're there, a global marketing campaign uniting Holiday Inn® and Holiday Inn Express®](#) – 06/10/19 – IHG® Hotels & Resorts (IHG®) announces the launch of a global marketing campaign for the company's two largest brands, Holiday Inn® and Holiday Inn Express®. We're there, a new, unified communications strategy, celebrates authentic moments of human connection and the role these two industry icons have played in connecting people all over the world for nearly seven decades.
- [Iconic Holiday Inn® Commemorates Decades of Bringing Joyful Travel and Delivering Modern Excellence for Global Travelers](#) – 04/11/19 – IHG Hotels & Resorts®, one of the world's leading hotel companies, honors the heritage of the Holiday Inn® brand as its longstanding hotel, Holiday Inn Nashville-Vanderbilt, rings in its 50th anniversary with celebrations that pay homage to its legacy in Nashville and the Holiday Inn estate.
- [IHG® continues to innovate its mainstream portfolio with the unveiling of new brand prototypes](#) – 05/15/19 – IHG® (InterContinental Hotels Group), one of the world's leading global hotel companies, unveiled its latest brand updates and innovations to its mainstream hotel owners this week. During its 2019 Americas Investors and Leadership Conference in Las Vegas, IHG shared the next phase of design prototypes for Holiday Inn®, Staybridge Suites® and Candlewood Suites®.

Source: IHG News Center



HYATT
PLACE™

Brand Background

From the lobby to the guest rooms to the dining experience, every touchpoint is designed with the guest in mind, which in turn drives strong loyalty for the brand and strong returns for owners.

Business Travel News'
2017 and 2018

**#1 IN HOTEL
BRAND SURVEY
FOR UPSCALE**

AN EXTENSIVE COLLECTION

360 HOTELS WITH AN AVERAGE
OF 140 ROOMS IN URBAN, SUBURBAN,
AIRPORT AND COLLEGE CAMPUS LOCATIONS

Positioned at the very top of its class, the Hyatt Place service model and operational efficiencies are designed to drive strong performance for owners while giving guests a personalized experience free of any unnecessary formalities. It is this model that allows us to continue to break boundaries in our category and create success for our partners.

GLOBAL DISTRIBUTION AND STRATEGIC GROWTH

- Hyatt Place hotels account for more of Hyatt's hotel footprint than any other brand

GROW WITH US

- As of September 30, 2019, Hyatt's pipeline consists of 460 hotels (or approximately 92,000 rooms)
- Visit hyattdevelopment.com for the most updated list

TARGET MARKETS

- High RevPar markets
- Urban downtown cores
- University and hospital towns

104.2
Occupancy Index

105.0
RevPAR index

STR Hyatt System-wide Results, Trailing 12 Months,
October 2018 - September 2019



Example Room Layout

HYATT PLACE

2019 Brand Highlights



- [Hyatt Announces Plans for New Hyatt Place and Hyatt House Hotels in Ho Chi Minh City](#) – 11/21/19 – Hyatt Hotels Corporation (NYSE: H) announced today that a Hyatt affiliate has entered into a management agreement with Xuan Mai Sai Gon Construction Investment Joint Stock Company (“Xuan Mai”) to develop a 300-key Hyatt Place Saigon, District 7 and 250-key Hyatt House Saigon, District 7 in one of Ho Chi Minh City’s largest districts. Planned for completion in 2023, the new hotels will be Hyatt’s first dual-branded Hyatt Place and Hyatt House hotel project in Southeast Asia and will also mark the entry of the Hyatt House brand in Vietnam.
- [Hyatt Place Tokyo Bay Marks The First Hyatt Place Hotel To Open In Japan](#) – 07/1/19 – Hyatt Hotels Corporation (NYSE: H) announced today the opening of Hyatt Place Tokyo Bay, marking the debut of the Hyatt Place brand in Japan. Hyatt Place Tokyo Bay features the Hyatt Place brand’s intuitive design, cozy atmosphere and practical amenities such as free Wi-Fi and 24-hour food offerings.
- [Hyatt Place Dubai / Wasl District Now Open](#) – 04/22/19 – Hyatt Hotels Corporation (NYSE: H) announced today the official opening of Hyatt Place Dubai/Wasl District, marking the third property under Hyatt’s select service brand portfolio in the United Arab Emirates. The hotel joins Hyatt Place Dubai/Al Rigga and Hyatt Place Dubai/Baniyas Square in increasing the number of contemporary yet affordable hospitality offerings in the city. The opening of the property brings Hyatt hotels in the UAE to 10 properties.

Source: Hyatt News Center



Brand Background

THE PERFECTLY PRECISE HOTEL™

AC Hotels by Marriott celebrates the importance of purposeful design with its unwavering attention to the small but impactful details of a guest's stay. Founded in 1999 in Madrid, Spain by renowned hotelier Antonio Catalan, the brand has both Spanish roots and a European soul. In 2011, AC Hotels and Marriott International formed a joint venture with AC Hotels by Marriott, leveraging the unique style and design of these upscale urban-inspired hotels with the portfolio and distribution power of Marriott International.

With nearly 160 hotels globally, AC Hotels is designed for a frictionless hotel experience that anticipates and supports a guests true needs, and enables them live life on the road by design, not by default. With flexible open spaces, purposeful design, signature moments and no unwanted extras, guests maximize their stay with style and intention.

The brand offers turn-key customization of the guest room and concept-driven public space design. A kit-of-parts approach ensures the delivery of AC's differentiated experience that keeps guest coming back for more, while also making it easy for owners and franchisees to flexibly address the needs of their specific market, financial model and site plan. The special tools and support the owners and franchisees receive around talent recruiting and training, service standards, and local marketing and PR positions them to take advantage of this brand's unique chemistry and seamlessly grow their hotel business around the world.

DISTRIBUTION (Q3 2019)

With nearly 160 open hotels (59 in the U.S.) and a strong pipeline of over 125 approved and under construction properties (96 in the U.S. and Canada), the brand continues to grow into major travel markets.

U.S. & CANADA	Units	Rooms	GLOBAL	Units	Rooms
Open	59	10,012	Open	158	23,008
Pipeline	96	15,290	Pipeline	126	22,090

KEY COMPETITORS

Hotel Indigo, Canopy by Hilton, Kimpton, Public, Joie de Vivre, independent boutique hotels

RECENT OPENINGS

AC Hotel By Marriott Pleasanton, CA
AC Hotel Washington DC Downtown, DC

FRANCHISE HOTEL PERFORMANCE*

Average Occupancy Rate 74.8%	Average Daily Room Rate \$176.79
Average RevPAR \$132.31	Average RevPAR Index 104.8

Loyal Customer Base

Average Percentage of Loyalty Program Contribution to Occupancy at AC Hotels is 56.2%

Lower Cost Bookings

Marriott's channels generate 79.9% of AC Hotel reservations

COMPETITIVE FEE STRUCTURE*

Application Fee

\$90,000 plus \$500 per guestroom in excess of 150 guestrooms

Royalty Fee

5.5% of Gross Room Sales

Program Services Contribution

3.85% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus \$10,000 per year; plus \$220 per guestroom per year.

OPTIMIZED COST PLAN (for select costs)**

100 – 150 keys

Estimated Cost Per Key
\$114,000 – \$192,000

151 – 200 keys

Estimated Cost Per Key
\$113,000 – \$177,000



AC HOTEL PORTLAND DOWNTOWN, OR



AC HOTEL PHOENIX TEMPE/DOWNTOWN, AZ

AC HOTELS DESIGN ATTRIBUTES

PUBLIC SPACE

- The public spaces are never prototypical; each space is considered and designed holistically. A cohesive design language is created with a combination of modern, premium materials and textures with the use of wood, metal, ceramic, fabric, steel and glass.
- The AC Lounge®, an area for guests to relax in a comfortable yet modern space while enjoying elegant design, offers signature cocktails, premium wines and beers, and a thoughtfully curated menu of small bites and shareable plates.
- The AC Kitchen, a multi-functional space with the look of a high-end residential kitchen, offers a European-Style breakfast with signature croissant, artisan cured meat from our Berkel® slicer and fresh coffee. The space is designed to facilitate the breakfast service and transform to a multi-functional table to accommodate coffee service, wine & cheese tastings and other special culinary events.
- The AC Library is incorporated within the public space, and provides a location for guests to work and collaborate. A integrated computer station and printer provides guests with standard business center amenities that have a more upscale feel.
- The AC Media Salon features Haworth Workware digital collaboration technology, combined with modern furniture and ample amounts of workspace that can be acquired in short-order by the guest for impromptu meetings.
- The AC Meeting Room offers modern materials and customizable lighting giving the feel of a corporate boardroom.
- The AC Fitness room combines rich materials, unique artwork and purposeful lighting to give the feel of a high-end health club.
- The AC Store offers an upscale product assortment with retail-inspired shelving and features unique local products.

GUEST ROOM AND BATHROOM

- The guest room layout is purposefully designed; materials and color schemes are carefully chosen to create a harmonious space.
- The guest room concepts range from a more traditional layout to a more intriguing open bathroom layout.
- Elevated furniture and hard-surface flooring provide a clean and expansive feel throughout the guest room.
- A functional open wardrobe and luggage bench offer ease for guests to unpack and access clothing.
- The bathroom feature a glass-enclosed walk-in shower and signature bath amenities.

AC HOTELS

2019 Brand Highlights



- [RIMAP Hospitality Signs Deal With Marriott International To Bring Design-Driven AC Hotels By Marriott Brand To Ottawa](#) – 11/07/19 – Rimap Hospitality headquartered in Montreal, today announced it has signed a contract with Marriott International to debut the company's design-driven AC Hotels by Marriott brand in Ottawa with a 208-room hotel. The hotel will sit ideally between Byward Market and the Rideau Centre, close to Parliament hill and the University of Ottawa, an area that is home to a growing number of offices, residences, theaters and restaurants. Expected to open in the summer of 2022, the AC Hotel Ottawa will offer business and leisure travelers alike a thoughtful approach to design as well as intuitive, frictionless guest service.
- [AC Hotels By Marriott® Brings Signature Thought Leadership Series To Africa For The First Time, Inviting Hotel Guests To Unpack Fresh Perspectives While On The Road](#) – 09/3/19 – AC Hotels, the carefully curated lifestyle brand from Marriott International marked the African debut of the global thought leadership series, AC Unpacked at AC Hotel Cape Town Waterfront on 26 September with a lively panelist discussion between local experts shaping the world of Art and Design in The Mother City.
- [AC Hotels by Marriott® Announces the Opening of its First Hotel in Jamaica](#) – 06/24/19 – AC Hotels by Marriott has announced the opening of AC Hotel Kingston, Jamaica, bringing the brand's forward-thinking design approach to the island. Born from the signature vision of renowned hotelier Antonio Catalan, the brand was founded in 1998 in Spain, and brought into the Marriott International portfolio in 2011, launching AC Hotels by Marriott globally in locations including France, Denmark, the United States, Latin America, Puerto Rico and now Jamaica.
- [AC Hotels by Marriott Announces the Opening of its First Hotel in Peru](#) – 05/03/19 – AC Hotels by Marriott, AC Hotels by Marriott, a design-led European lifestyle hotel brand from Marriott International, recently announced the opening of the AC Hotel Lima Miraflores, located in the Miraflores district with a breathtaking view of the Pacific Ocean.
- [AC Hotels Takes Signature Thought Leadership Series Global for the First Time, Inviting Hotel Guests to Unpack Fresh Perspectives While on the Road](#) – 05/14/19 – AC Hotels, the carefully-curated lifestyle brand from Marriott International, marked the European debut of the global thought leadership series, AC Unpacked: A Conversation at AC Hotel Manchester City Centre. The program, which launched in New York City last year, brings together a creative class from around the world to unpack their global perspective on ideas relating to Travel, Experience, Vision and Design—founding principles of the AC Hotels brand.

Source: Marriott News Center

Hampton





YE 2019 DISTRIBUTION

2,544 Open Hotels 759 Pipeline Hotels	2,875 Open Hotels 754 Pipeline Hotels	1,057 Open Hotels 454 Pipeline Hotels	456 Open Hotels 200 Pipeline Hotels	1,616 Open Hotels (US Only)* 276 Pipeline Hotels (US Only)*
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YE 2019 YTD KPIs

ADR: \$121.82 (-0.1% YoY) Occupancy: 74% (+0.4% YoY) RevPAR: \$90.21 (+0.4% YoY)	ADR: \$114.01 (-0.2% YoY) Occupancy: 69.3% (+0.2% YoY) RevPAR: \$79 (+0.1 % YoY)	ADR: \$115.59 (+0.2% YoY) Occupancy: 71% (-0.5% YoY) RevPAR: \$82.09 (-0.5% YoY)	ADR: \$121.60** Occupancy: 74.8%** RevPAR: \$90.91**	ADR: \$95.56 (-0.2% YoY)* Occupancy: 66.4% (-0.3%YoY)* RevPAR: \$63.46 (-0.7% YoY)*
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2019 FDD FEES

Application Fees & Royalties

Application: \$75,000	Application: \$50,000	Application: \$75,000	Application: \$75,000	Application: \$50,000
Royalty: 6% of Gross Rooms Revenue.	Royalty: 6% of GRR	Franchise Fee: 5.5% of GRR	Franchise Fee: 5.5% of GRR	Royalty: 6% of GRR
Monthly Program Fee: 4% of Gross Rooms Revenue	Program Services Contribution: 3% of GRR	Program Services Contribution: 3.85% of gross room sales + \$7k/yr + \$135/room/yr	Program Services Contribution: 3.85% of gross room sales + 10k/yr + \$220/room/yr	System Fee: 3.5% of GRR

Cost to Build

101 Keys: \$96,000 - \$185,000 avg (HIS)	93 Keys: \$85,000 - \$119,000 avg	80 – 110 Keys – \$102,000 - \$155,000 avg	80 – 110 Keys – \$113,000 - \$180,000 avg	86 Keys: \$60,000 - \$110,000 avg. (CS)
80 Keys: \$92,000 - \$201,000 avg (Hampton Inn)		120 – 150 Keys – \$94,000 – \$144,000 avg	120 – 150 Keys – \$107,000 – \$166,000 avg	83 Keys: \$57,000-\$101,000 (CI)

NET UNIT GROWTH YTD

+111 (+16,623)	+149 (+19,718)	+78 (+8,861)	+42 (+5,074)	-11 (-282)
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BRAND POSITIONING

<i>Making You Happy Makes Us Happy</i>	<i>Express.</i>	<i>Stay Productive On The Road</i>	<i>A Little Extra, A Lot Less Ordinary</i>	<i>Rested. Set. Go.</i>
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GUEST AMENITITES

Complimentary Breakfast 24/7 Fitness Center Business Center Pool Market On-site Laundry	Complimentary Breakfast 24/7 Fitness Center Business Center Pool In a Pinch Market On-site Laundry Outdoor Seating Area	Complimentary Breakfast 24/7 Fitness Center Market Pool On-site Laundry Outdoor Seating	Breakfast 24/7 Fitness Center* Pool Market Business Center On-site Laundry	Complimentary Breakfast 24/7 Fitness Center Business Center Pool Pantry
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* Includes both Comfort Inn & Comfort Suites **FY '18 Actuals (Source: FDD)



Brand Background

AN IHG® HOTEL

What We Stand For

At Holiday Inn Express®, we believe being there matters. That's why we're the launchpad to your next connection. As IHG's® largest and fastest-growing hotel brand with 2,700+ convenient locations around the world, we're everywhere guests need to be and committed to delivering more where it matters most through our frictionless experience, purposeful design, and brilliant basics.

Where We Play

Upper Midscale, Limited Service

Target Guest

Our guests are self-sufficient, smart travelers. Individuals and families stay with us while traveling globally and locally for business and leisure. They seek high-quality, affordable, and reliable choices, and value real, human connection.

Why The Brand

- 1 **Formula Blue™ design** | value engineered design that gives Holiday Inn Express hotels a fresh, contemporary look with spaces that enable guests to be productive, connect with friends, family, and colleagues, and wake up feeling refreshed.
- 2 **Breakfast included** | our free, hot, and fresh Express Start® breakfast gives excellent guest value.
- 3 **Efficient operating model** | public spaces designed to encourage guest interaction.
- 4 **Revenue delivery** | we welcome 17 million guests every year.

Franchise Hotel Performance*

Average Daily Room Rate: \$116.60
Average Occupancy: 69.6%
Average Revpar: \$81.14

IHG® Rewards Club generated a median of 55.6% of bookings at Holiday Inn Express® hotels in 2018.

IHG's booking channels represent an average of 67.2% of Holiday Inn Express reservations.

Cost to Build*

93-Room Holiday Inn Express Average Cost Per Key: \$84,748 - \$119,157 (excludes land, contingency, utility tap, and permit fees)

Competitive Fee Structure*

Application Fee:
The greater of \$50,000 or \$500 per guest room

Royalty Fee:
6.0% of Gross Rooms Revenue

Services Contribution:
3.0% of Gross Rooms Revenue

Building Summary

PROTOTYPE SITE PLAN DETAILS

Acreage	1.79 acres
Gross Building Area	54,233 sf
Number of Floors	4
Total Room Count	93
Gross Building Area per Key	584 sf
Parking Spaces	108

GUEST ROOM

King	325 sf 26'-0" x 12'-6"
Queen/Queen	325 sf 30'-6" x 12'-6"
King Suite	381 sf 30'-6" x 12'-6"
Queen/Queen Suite	381 sf 26'-0" x 12'-6"
Blackout shades	
Integrated charging in nightstand	
Iron/ironing board	

BACK OF HOUSE

9,239 sf

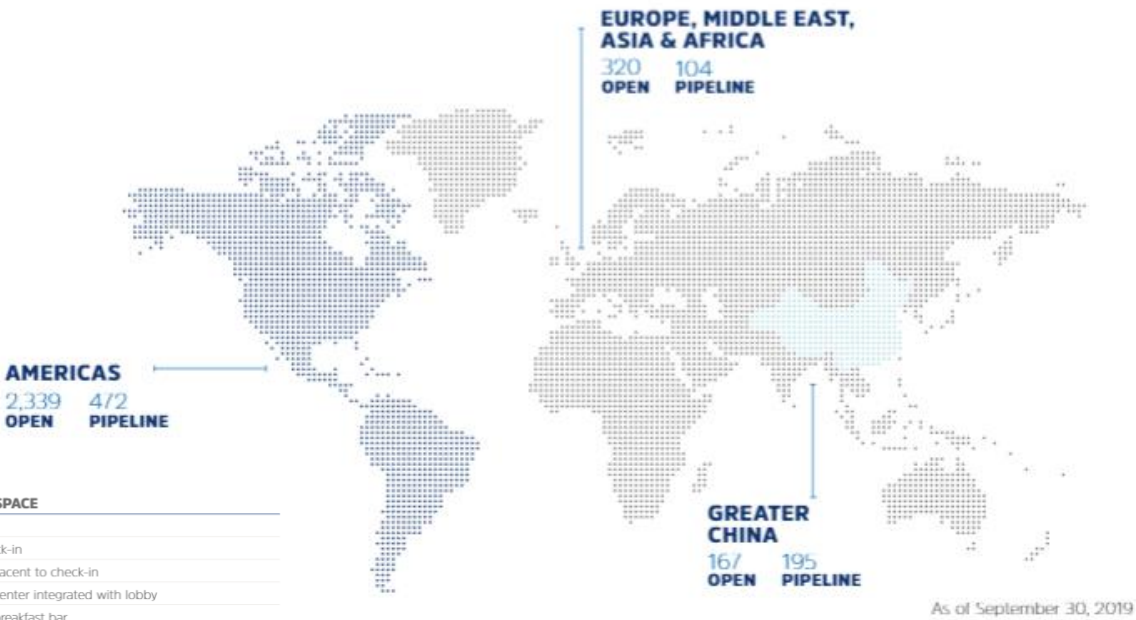
PUBLIC SPACE

6,779 sf
Open check-in
Market adjacent to check-in
Business center integrated with lobby
Enclosed breakfast bar
Fitness center
Flex meeting room
Perching area and great room seating
Indoor or outdoor pool
Outdoor patio

GUEST BATHROOM

Power shower featuring brand hallmark shower head
Shower stalls and tubs
Backlit mirror
Bulk bathroom amenities

Distribution



*2019 Holiday Inn Express Franchise Disclosure Document

HOLIDAY INN EXPRESS

2019 Brand Highlights



- [The first Holiday Inn Express® & Suites opens its doors in Playa del Carmen, México](#) – 03/06/19 – IHG®, (InterContinental Hotels Group), one of world's leading hotel companies, announces the new-build 91-room Holiday Inn Express® & Suites Playa del Carmen hotel, which recently opened its doors to mark the brand's arrival to this important leisure destination.
- [Holiday Inn Express & Suites to open in 2020 as Sunshine Coast's first new internationally-branded hotel in three decades](#) – 07/16/19 – Leading Australian hotel investment and development company, Pro-Invest, will open a Holiday Inn Express & Suites Sunshine Coast in Maroochydore Town Centre in 2020, following the purchase of a prime site in Maroochydore and lodgement of a development application with Economic Development Queensland for a new select-service upper midscale hotel.
- [IHG® Hotels & Resorts amplifies global campaign to celebrate in-person connections, helping travelers #BeThereIRL with Holiday Inn® and Holiday Inn Express®](#) – 09/05/19 – IHG® Hotels & Resorts (IHG®) builds upon We're there, its global marketing campaign launched in June for Holiday Inn® and Holiday Inn Express®. These two iconic brands will continue to enable people to travel and come together in-real-life ("IRL") by surprising travelers with 10,000 free nights for stays at properties around the world. By encouraging guests to #BeThereIRL, the brands will celebrate the in-person connections that have taken place in nearly 4,000 Holiday Inn and Holiday Inn Express hotels worldwide.

Source: IHG News Center

Fairfield®

BY MARRIOTT

Brand Background

The Beauty of Simplicity.

Fairfield's 30+ year legacy of performance offers owners and franchisees a highly efficient economic model that delivers strong results. The second largest Marriott International brand, Fairfield is a proven performer and is growing rapidly. The brand consistently exceeds goals across key metrics: guest satisfaction, RevPAR, Marriott channel contribution and owner satisfaction. The prototype was designed to deliver flexibility—whether the hotel is located in an urban, secondary or tertiary market. This innovative model enables owners to adapt to site requirements and local market needs. Considered the most efficient cost to build in the upper midscale tier, the new prototype emphasizes speed to market.

Fairfield warmly welcomes guests with friendly service and comfortable spaces - offering them the flexibility to work, rest and maintain their balance while on the road. Signature amenities include complimentary hot breakfast and coffee, plus fitness center and lobby market available 24/7. With a heritage from the Marriott family farm, Fairfield delivers the quality and reliability you expect - backed by the Fairfield Guarantee.

DISTRIBUTION (Q3 2019)

With growth throughout the U.S. as well as Latin America, Mexico and Asia, the brand has reached over 1,000 open hotels and has the largest pipeline in the Marriott portfolio with over 400 properties.

U.S. & CANADA	Units	Rooms	GLOBAL	Units	Rooms
Open	992	93,245	Open	1,043	101,301
Pipeline	325	31,739	Pipeline	421	46,788

KEY COMPETITORS

Hampton Inn
Holiday Inn Express

RECENT OPENINGS

Fairfield Inn & Suites Colorado Springs East/Ballpark, CO
Fairfield Inn & Suites Virginia Beach/Norfolk Airport, VA

* 2019 Fairfield by Marriott Franchise Disclosure Document. Additional details included on the back. For all other costs and fees, refer to the FDD.

** The "Estimated Cost Per Key" includes select building construction, kitchen and laundry equipment, FF&E, start-up costs, and certain additional funds. You will incur additional costs. Please refer to our 2019 Fairfield by Marriott Franchise Disclosure Document for complete details.

OPTIMIZED COST PLAN (for select costs)**

80 – 110 keys Estimated Cost Per Key	120 – 150 keys Estimated Cost Per Key
\$93,000 – \$144,000	\$86,000 – \$134,000

FRANCHISE HOTEL PERFORMANCE*

Average
Occupancy Rate
71.4%

Average Daily
Room Rate
\$114.60

Average
RevPAR
\$81.78

Average
RevPAR Index
105.3

Loyal Customer Base

Average Percentage of Loyalty Program
Contribution to Occupancy at Fairfield
is 51.8%

Lower Cost Bookings

Marriott's channels generate 66.0%
of Fairfield reservations

COMPETITIVE FEE STRUCTURE*

Application Fee
\$75,000 plus \$400 per guestroom
in excess of 125 guestrooms

Royalty Fee
5.5% of Gross Room Sales

Program Services Contribution
3.85% of gross room sales (which includes a
contribution to the Marketing Fund of 2.5%
of gross room sales); plus \$7,000 per year;
plus \$135 per guestroom per year.

FLEXIBLE BUILDING DESIGN

- Contemporary design and flexible prototype to meet varying site and market requirements.
- Breakfast room with multiple seating offerings for increased seating capacity.
- Functional and efficient public space and lounge area with open views, natural light and amenities guests need.

PRODUCTIVE GUEST ROOMS/SUITES WITH INTUITIVE DESIGN

- The spacious and modern suite offers separate areas for working and sleeping.
- Flexible workspace with desk, ergonomic chair, and outlets where you need them.
- Multi-functional smart wardrobe, creating space for a refrigerator, optional microwave and coffee maker.
- Purposeful storage solutions for hanging items, a luggage counter and drawers.
- An elevated bath experience with large glass walk-in shower.
- Hotels have a 25% suite mix.
- The "Modern Calm" decor package reflects the brand's heritage and is adaptable for non-prototypical hotels.

OTHER AMENITIES

- Complimentary breakfast daily featuring hot items and healthy options.
- "Corner Market" — offering healthy "grab and go" food and beverage options 24/7.
- Minimum 600 square foot fitness room with new, modern finishes and H2O Station.
- Scalable meeting space options to meet the demands of your market.
- Outdoor lounge and seating areas, based on market need.
- Optional indoor/outdoor pool, based on market need.

FAIRFIELD INN & SUITES

2019 Brand Highlights

Hilton

- [Marriott International Signs Landmark Deal To Open World's Largest Fairfield By Marriott Hotel In Makkah, Saudi Arabia](#) – 01/22/19 – Marriott International, Inc. (NASDAQ: MAR) today announced that it has signed a landmark agreement with Nahdet Al-Mashaer to open a 2,600-room Fairfield by Marriott property in Makkah. The agreement is expected to deliver the first Fairfield by Marriott property to the Middle East and Africa region, create the largest Fairfield hotel in the world and bring one of the largest hotels to the growing religious destination of Makkah. Construction for the Fairfield by Marriott Makkah Al Naseem has already commenced and the hotel is slated to open in 2023.
- [Fairfield by Marriott® Opens Its 1,000th Property Worldwide With Newest Location In Denver, "The Mile High City"](#) – 04/25/19 – Fairfield by Marriott announced today the opening of its 1,000th hotel location, making it the second brand in the Marriott International (NASDAQ:MAR) portfolio besides Courtyard by Marriott to reach this milestone. Fairfield has recently experienced rapid global growth in China, Japan, Mexico, India and the U.S. While the debut of Fairfield by Marriott Inn & Suites Denver Tech Center North sets the milestone, the brand expects to continue its growth explosion with more than 300 hotels anticipated to open by 2021.

Source: Marriott News Center

SPRINGHILL SUITES® BY MARRIOTT

Brand Background

A LITTLE EXTRA, A LOT LESS ORDINARY

Guests love SpringHill Suites by Marriott, the upper moderate tier, largest all-suites style brand, for its refreshing and stylish take on the travel experience. The brand consistently ranks among the top Marriott brands in guest satisfaction, and has won numerous J.D. Power awards for service. Owners and franchisees love SpringHill Suites® too, with a development model presenting options to ease new-build costs, nationally recognized marketing campaigns driving demand, and an optimized operating model delivering remarkable returns.

Fusing form and function and wrapping it all in attractive, modern décor, SpringHill Suites offers little extras such as craft beer and wines in the Market and fitness options attuned to evolving guest needs. The guest suite features proprietary West Elm® furniture in an industry-leading partnership and delivers a highly differentiated experience that solidifies the brand's leadership in the upper-moderate tier.

SpringHill Suites delivers strong year over year RevPAR growth with remarkable occupancies/rates on both weekdays and weekends. With a robust pipeline, this differentiated product is well received by owners, large REITS and investment firms with continued growth in both urban and suburban markets.

DISTRIBUTION (Q3 2019)

As the largest upper-moderate all-suite brand, SpringHill Suites continues its growth with a strong pipeline of nearly 190 hotels.

U.S. & CANADA	Units	Rooms
Open	441	52,931
Pipeline	187	21,189

KEY COMPETITORS

Hyatt Place, Hotel Indigo, Hampton

RECENT OPENINGS

SpringHill Suites Charlotte at Carowinds, NC
SpringHill Suites Salt Lake City Sugar House, UT

OPTIMIZED COST PLAN (for select costs)**

80 – 110 Keys
Estimated Cost Per Key
\$103,000 – \$167,000

120 – 150 Keys
Estimated Cost Per Key
\$98,000 – \$155,000

COMPETITIVE FEE STRUCTURE*

Application Fee
\$75,000 plus \$400 per suite in excess of 150 suites

Royalty Fee
5.5% of Gross Room Sales

Program Services Contribution
3.85% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus \$10,000 per year; plus \$220 per suite per year.

FRANCHISE HOTEL PERFORMANCE*

Average Occupancy Rate 74.8%	Average Daily Room Rate \$121.60
Average RevPAR \$90.91	Average RevPAR Index 109.3

Loyal Customer Base
Average Percentage of Loyalty Program Contribution to Occupancy is 52.5%

Lower Cost Bookings
Marriott's channels generate 70.3% of SpringHill Suites reservations

SPRINGHILL SUITES PROTO MODEL ATTRIBUTES

SpringHill Suites partnered with the modern home brand West Elm® to co-develop furniture in the suites - a first in the industry.

LOBBY

- The enhanced lobby design maximizes space for efficiency and functionality
- The Palettes décor, a neutral palette with two lobby accent color schemes—Renew and Alive, reflects the brand personality and offers operational sustainability.
- The SpringHill Suites 5-Canvas, an interactive digital art wall, features brand curated artwork with moving elements and brand/hotel information designed to activate the lobby space and create engagement with guests.
- The 24/7 Market with "grab and go" options creates additional revenue opportunities, offering elevated F&B curated selections including craft beer and wines.
- Hot complimentary breakfast with a variety of proteins, fresh fruit and healthy options, available daily.
- A dedicated business center is equipped with internet-enabled computer stations allowing guests to work at any time of the day.
- The Suite Unwind Program offers a seasonal beverage and snack cart (for purchase) in the evenings. Guests can enjoy their selections in the activated lobby with stylish games.

GUEST SUITE

- Spacious suites allow separate living and sleeping areas and feature custom designed items through the west elm® partnership. A sleep sofa with trundle and accent pillow offer additional space equivalent to a king size bed surface area. Other items include an ottoman with tray, floor lamp, desk lamp and task chair.
- The spa-like, spacious one-compartment bathroom features a walk-in shower. A two-compartment bath is optional.
- The stylishly designed case goods with rustic mocca fir wood laminate, exposed metal frames and a durable, powder coat finish on table/counter-tops, provide a clean, modern look and an ease for operational maintenance.
- A headboard design features two wall vinyl options—Onyx and Twilight.
- Suites are designed with USB ports strategically built-in throughout.
- Flexible options are offered for the built-in dry bar and closet.

OTHER AMENITIES

- A larger fitness center with over 800 square foot offers a variety of fitness equipment.
- Outdoor spaces featuring a fire pit and pool, offer places to connect and relax.
- An optional bar plan is available to enhance the evening experience with detailed bar programming to help drive profitability.
- Scalable meeting space options to meet the demands of your market.

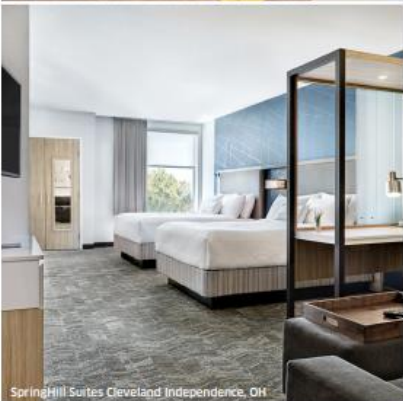
BRANDS. LOYALTY. PARTNERSHIPS. RESULTS. MADE HERE.



SpringHill Suites Gainesville Haymarket, VA



SpringHill Suites Cleveland Independence, OH



SpringHill Suites Cleveland Independence, OH



SpringHill Suites Cleveland Independence, OH

SPRINGHILL SUITES

2019 Brand Highlights



- [Marriott International Opens Its First-Ever Property Created With Three Brands In Downtown Nashville, Offering Distinct Hotel Experiences Under One Roof](#)– 02/27/19 – *Marriott International today announced the opening of its first newly built property that combines three brands under one roof in vibrant Nashville, across from Music City Convention Center. Developed by North Point Hospitality, the 21-story, \$140 million property features three Marriott brands – design-forward AC Hotels, extended stay Residence Inn and stylishly spacious SpringHill Suites – offering business and leisure travelers distinct experiences and amenities under one roof.*

Source: Marriott News Center



Brand Background

Comfort® is our flagship brand in the upper midscale segment, with three product options that fit the needs of nearly any site—Comfort Inn, Comfort Inn & Suites and Comfort Suites. And at the heart of the Comfort brand is a commitment to enabling owners' success. So we've invested in ourselves, because when we're at our best then you can be, too.

We've transformed the brand to help yield higher returns - and it's paying off. Our prototype design is backed by research, designed to deliver the operational efficiencies and guest appeal needed to build and run a successful hotel.

The Comfort guest is traveling to accomplish something, and your hotel should help them be at their best. So the prototype offers the features they want—like spacious, contemporary rooms, and places to gather in a 100% smoke-free environment. This timeless prototype is as warm and inviting as it is cost-effective to build, delivering for both guests and developers.

These strategic enhancements ensure a consistent guest experience from Welcome to Goodbye, and are delivering consistently high guest satisfaction and performance for owners.

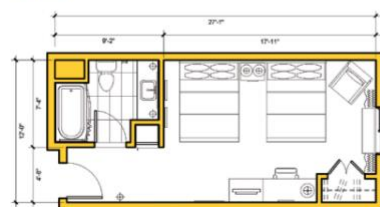
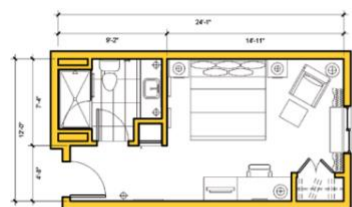




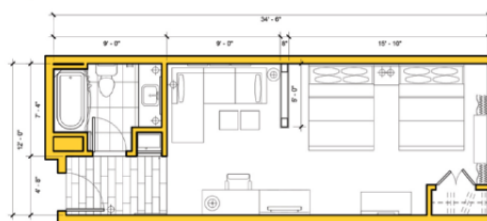
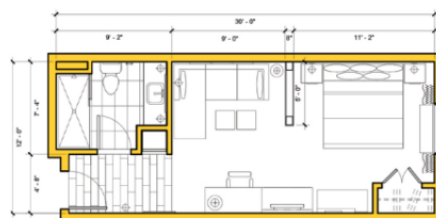
There's never been a better time to build. There's never been a better time to invest in the Comfort® brand.

At the heart of the Comfort brand is a commitment to enabling our owners' success. So we've invested in ourselves, because when we're at our best then you can be, too. And with four years of performance gains and consistently high guest satisfaction—we know it's paying off.

Guest Room Layout



Guest Suite Layout



Comfort Highlights

- ▶ Flexible prototype with three product types and a design that works in any market
- ▶ \$2.5B strategic investment in the brand yielding strong financial performance
- ▶ Refreshed guest experience from Welcome to Goodbye, yielding consistently high guest satisfaction
- ▶ Comfort is the largest 100% smoke-free hotel brand in North America

System Size (open or under development)



US	International	TOTAL
1,892	530	2,422

*Source: Full Year 2018 for Comfort Inn brand. Choice Hotels Advertising Tracking Study, conducted by Millward Brown

**Source: See Comfort Franchise Disclosure Document dated April 1, 2019, Item 19. For the 1,225 hotels that were included in the sample, 660 hotels or 53.9% met or exceeded the Total Choice Proprietary Contribution presented. INDIVIDUAL RESULTS MAY VARY.

COMFORT

2019 Brand Highlights



- [Comfort Hotels Continues Expansion as Transformation Advances](#) – 03/20/19 – ROCKVILLE, Md., March 20, 2019 /PRNewswire/ --
The Comfort hotels brand, franchised by Choice Hotels International, Inc. (NYSE: CHH), continues its United States expansion with seven hotels already opening this year from coast to coast. These hotels are the latest to showcase the new Comfort logo, unveiled last May as a capstone to the brand's multi-year transformation. More than 700 Comfort hotels already feature the elevated look and feel. In addition, more than 170 hotels have installed new signs, while over 450 hotels are in the process of obtaining new signage.
- [Comfort On Pace To Open More Than One Hotel Per Week In 2019](#) – 07/31/19 – ROCKVILLE, Md., July 31, 2019 /PRNewswire/ --
The Comfort hotels brand, franchised by Choice Hotels International, Inc. (NYSE: CHH), welcomed a new Comfort Suites just outside of Columbus, Ohio, as it announced that the brand is on pace to open more than one hotel per week this year.
- [The New Comfort Debuts 500th Hotel With Refreshed Branding](#) – 12/19/19 – ROCKVILLE, Md., Oct. 7, 2019 /PRNewswire/ --
The Comfort hotel brand, franchised by Choice Hotels International, Inc. (NYSE: CHH), reached a milestone in its transformation journey with the opening of the 500th hotel featuring the new logo in Dalton, Georgia. More than 1,000 hotels in Comfort's domestic system have now completed interior renovations with updated guestrooms and refreshed public spaces, and nearly one-third of the brand now reflects its modern identity on the outside of the hotel with new signage.

Source: Choice News Center

Tru



by HILTON™





YE 2019 DISTRIBUTION

	116 Open Hotels 325 Pipeline Hotels	62 Open Hotels 127 Pipeline Hotels	7 Open Hotels 207 Pipeline Hotels	402 Open Hotels 168 Pipeline Hotels	1,688 Open Hotels 16 Pipeline Hotels	900+ Open Hotels 250+ Pipeline Hotels	N/A*	N/A*
YE 2019 KPIs								
	ADR: \$106.29 (+2.7% YoY) Occupancy: 70.9% (+3.7% YoY) RevPAR: \$75.35 (+8.3% YoY)	ADR: N/A Occupancy: N/A RevPAR: N/A	ADR: N/A Occupancy: N/A RevPAR: N/A	ADR: \$84.19 (-0.6% YoY) Occupancy: 64.5% (-0.7 YoY) RevPAR: \$54.34 (-1.6% YoY)	ADR: \$79.51 (-0.8% YoY) Occupancy: 59.8% (-0.3 YoY) RevPAR: \$47.57 (-1.3% YoY)	ADR: \$99.88** Occupancy: 69.7%** RevPAR: \$69.57**	ADR: \$76.94** Occupancy: 55.7%** RevPAR: \$42.89**	ADR: \$93.82** Occupancy: 64.3%** RevPAR: \$60.36**
2019 FDD FEES								
Application Fees & Royalties								
	Application: \$75,000	Application: \$90,000	Application: \$50,000	Application: \$40,000	Application: \$35,000	Application: \$75,000	Application: \$35,000	Application: \$45,000
	Royalty: 5% of GRR	Franchise Fee: 5.5% of GRS	Royalty: 5% of GRR	Royalty: 5.5% of GRR	Royalty: 5.25% of GRR	Royalty: 4.5-5% of GRR	Royalty: 3.5% of GRR	Royalty: 4.5% of GRR
	Monthly Program Fee: 4% of GRR	Monthly Program Fee: 3.85% of GRS + \$7k/year + \$135/room/yr	Services Fee: 3% of GRR	Program Fee: 4.4-5.5% of GRR	Program Fee: 4.4-5.5% of GRR	Program Fee: 5% of what guests earn or other rewards currency	Program Fee: 5% of what guests earn or other rewards currency	Program Fee: 5% of what guests earn or other rewards currency
Cost to Build								
	98 Keys: \$85,000 – \$138,000 avg.	100 – 150 Keys – \$103,000 – \$170,000 avg. 151 – 200 Keys – \$100,000 – \$156,000 avg.	95 Keys: \$74,000 – \$99,000 avg.	84 Keys: \$47,000 – \$86,000 avg.	76 Keys: \$4,000 – \$22,000 avg.	109 Keys: \$76,000 – \$108,000 avg.	74 Keys: \$68,000 – \$97,000 avg.	99 Keys: \$71,000 – \$109,000 avg.
NET UNIT GROWTH YTD								
	+63 (+6,184)	+25 (+4,632)	+6 (+548)	+9 (+399)	+52 (+2,699)	N/A	N/A	N/A
BRAND POSITIONING								
	A Tru Difference	We Want You To Have It All	A New Kind of Hotel.	Dream Better Here	Get Your Money’s Worth	Wake Up On The Bright Side	The Hotel Next Door	Modern Life in a Balance
GUEST AMENITITES								
	Complimentary Breakfast 24/7 Fitness Center Business Center Pool Market Local Recommendations On-site Laundry Outdoor Seating Area/Grill	No Breakfast 24/7 Fitness Center Business Center Pool Market Large Lounge/Bar Area Game and Social Area	Complimentary Breakfast 24/7 Fitness Center* Business Center Market Pool On-site Laundry Wi-Fi Blackout Shaders Creative Layout	Complimentary Breakfast 24/7 Fitness Center Business Center Market Pool On-site Laundry Wi-Fi Free Parking	Complimentary Breakfast 24/7 Fitness Center Business Center Market Pool On-site Laundry Wi-Fi Free Parking	Complimentary Breakfast 24/7 Fitness Center Business Center Market Pool On-site Laundry Wi-Fi	Complimentary Breakfast 24/7 Fitness Center Business Center Market Pool On-site Laundry Wi-Fi Welcome Chocolate chip cookie/goodies	Complimentary Breakfast 24/7 Fitness Center Business Center Market Pool On-site Laundry Wi-Fi
*Not Publicly Reported **FY ‘18 Actuals (Source: FDD)								

YE 2019 KPIs

ADR: \$106.29 (+2.7% YoY)	ADR: N/A	ADR: N/A	ADR: \$84.19 (-0.6% YoY)	ADR: \$79.51 (-0.8% YoY)	ADR: \$99.88**	ADR: \$76.94**	ADR: \$93.82**
Occupancy: 70.9% (+3.7% YoY)	Occupancy: N/A	Occupancy: N/A	Occupancy: 64.5% (-0.7 YoY)	Occupancy: 59.8% (-0.3 YoY)	Occupancy: 69.7%**	Occupancy: 55.7%**	Occupancy: 64.3%**
RevPAR: \$75.35 (+8.3% YoY)	RevPAR: N/A	RevPAR: N/A	RevPAR: \$54.34 (-1.6% YoY)	RevPAR: \$47.57 (-1.3% YoY)	RevPAR: \$69.57**	RevPAR: \$42.89**	RevPAR: \$60.36**

2019 FDD FEES

Application Fees & Royalties

	Application: \$75,000	Application: \$90,000	Application: \$50,000	Application: \$40,000	Application: \$35,000	Application: \$75,000	Application: \$35,000	Application: \$45,000
	Royalty: 5% of GRR	Franchise Fee: 5.5% of GRS	Royalty: 5% of GRR	Royalty: 5.5% of GRR	Royalty: 5.25% of GRR	Royalty: 4.5-5% of GRR	Royalty: 3.5% of GRR	Royalty: 4.5% of GRR
	Monthly Program Fee: 4% of GRR	Monthly Program Fee: 3.85% of GRS + \$7k/year + \$135/room/yr	Services Fee: 3% of GRR	Program Fee: 4.4-5.5% of GRR	Program Fee: 4.4-5.5% of GRR	Program Fee: 5% of what guests earn or other rewards currency	Program Fee: 5% of what guests earn or other rewards currency	Program Fee: 5% of what guests earn or other rewards currency

Cost to Build

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	151 – 200 Keys – \$100,000 – \$156,000 avg.						

NET UNIT GROWTH YTD

+63 (+6,184)	+25 (+4,632)	+6 (+548)	+9 (+399)	+52 (+2,699)	N/A	N/A	N/A
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BRAND POSITIONING

A Tru Difference We Want You To Have It All A New Kind of Hotel. Dream Better Here Get Your Money's Worth Wake Up On The Bright Side The Hotel Next Door Modern Life in a Balance

GUEST AMENITIES

Complimentary Breakfast	No Breakfast	Complimentary Breakfast	Complimentary Breakfast	Complimentary Breakfast	Complimentary Breakfast	Complimentary Breakfast	Complimentary Breakfast	Complimentary Breakfast
24/7 Fitness Center	24/7 Fitness Center	24/7 Fitness Center*	24/7 Fitness Center	24/7 Fitness Center	24/7 Fitness Center	24/7 Fitness Center	24/7 Fitness Center	24/7 Fitness Center
Business Center	Business Center	Business Center	Business Center	Business Center	Business Center	Business Center	Business Center	Business Center
Pool	Pool	Market	Market	Market	Market	Market	Market	Market
Market	Market	Pool	Pool	Pool	Pool	Pool	Pool	Pool
Local Recommendations	Large Lounge/Bar Area	On-site Laundry	On-site Laundry	On-site Laundry	On-site Laundry	On-site Laundry	On-site Laundry	On-site Laundry
On-site Laundry	Game and Social Area	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi
Outdoor Seating Area/Grill		Blackout Shaders	Free Parking	Free Parking			Welcome Chocolate chip cookie/goodies	
		Creative Layout						

*Not Publicly Reported **FY '18 Actuals (Source: FDD)

moxy **Brand Background**

HOTELS

Moxy Hotels, Marriott International's newest and edgiest affordable brand, serves as a playground that attracts Fun Hunter travelers. With a highly competitive market for hotels, Moxy gives owners and franchisees a new pick of the litter to compete in the upper, midscale priced tier in prime urban locations. The Moxy brand offers a turnkey solution to deliver a vibrant, lifestyle experience-driven product in a franchise model that is easy to implement and scalable.

For guests, Moxy is of exceptional value through offering lively public spaces and minimalist style. Moxy offers everything you want, nothing you don't.

For owners and franchisees, the brand allows for easy development in urban/metro areas with a favorable cost-to-build model featuring efficient rooms of 183 square feet and a lean staffing model.

Marriott's formula for establishing new and interesting brands is tried and tested and our success in the select service sector is well recognized. Like all of our brands, Moxy is supported by the Power of Marriott – the robust demand of younger generation travelers to maximize their savings drives top-line revenue for the brand. With over 100 hotels approved or under construction, Moxy is ready to play with you.

DISTRIBUTION (Q3 2019)

A global growth of a new brand, Moxy currently has over 45 hotels open worldwide and over 100 in the pipeline.

U.S. & CANADA	Units	Rooms	GLOBAL	Units	Rooms
Open	16	3,334	Open	50	10,058
Pipeline	27	4,333	Pipeline	112	20,932

KEY COMPETITORS

Citizen M, Tommie, Generator, Motel One, Pod 39, Mama Shelter, Yotel

RECENT OPENINGS

Moxy NYC East Village, NY
Moxy Memphis Downtown, TN

* 2019 Moxy Hotels Franchise Disclosure Document. For all other costs and fees, refer to the FDD.

* The "Estimated Cost Per Key" includes select building construction, kitchen and laundry equipment, FF&E, start-up costs, and certain additional funds. You will incur additional costs. Please refer to our 2019 Moxy Hotels Franchise Disclosure Document for complete details.

COMPETITIVE FEE STRUCTURE*

APPLICATION FEE

The greater of \$90,000 plus \$500 per guestroom in excess of 150 guestrooms

ROYALTY FEE

5.5% of Gross Room Sales

PROGRAM SERVICES CONTRIBUTION

3.85% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus \$7,000 per year; plus \$135 per guestroom per year.

OPTIMIZED COST PLAN

(for select costs)**

100 – 150 KEYS

ESTIMATED COST PER KEY
\$93,000–\$156,000

150 – 200 KEYS

ESTIMATED COST PER KEY
\$91,000–\$143,000

MOMENTS TO LOVE

Moxy Hotels makes play easy and work fun with the heart of a boutique hotel and an attitude that doesn't always follow the rules. There's a drink waiting for you with your room key at the bar. Communal spaces buzz with the energy of our fun-hunting, free-spirited guests both day and night. We're not here to disrupt your travel style, we're here to bring it out. So go on, carry on, play on #atthemoxy

BAR MOXY/CHECK IN

Forget about front desks! Check in at the bar and while there, grab a drink. Then head on over to the buzzing living room which is ignited with adult games to amp up the fun.

- You can't miss the video wall featuring The Guestbook. Check out what's going on, who's stopping by or post your own Instagram pics.
- The tech-enabled space offers furiously fast and free WiFi and provides USB ports and convenient electrical outlets throughout.
- Library / Plug In: AKA the peace and quiet zone, for undisturbed solo or mellow small group pursuits.
- The Welcome: Part entry, part living room, balances what happens now with what might happen next. Check in, check out, hang out.
- Lounge: See and be seen. The ultimate conversation pit pulses with energy. Music and media reinforce the Lounge as a daytime hangout and nighttime party.
- Other public spaces include a full circuit fitness center + fun zone offers a boxing bag, gymnastics equipment, stretch area and more as well as scalable meeting space options are available to meet markets demands.

THE ROOM

- Rooms are accessed with keyless entry. Tech savvy guests can use their smartphone.
- A small footprint with big offerings, this functional room offers a small fold down desk, signature peg wall and under the bed cubbies that provide the ultimate flexibility when unpacking.
- 55-inch LED TV and technology features in the room include furiously fast and free WiFi, screencasting and enough USB plugins to keep you and your devices at 100%.
- Comfy platform beds seemingly float above the floor with an infrared sensor for lighting in storage cubbies.
- The bathroom features a one compartment layout with barn door, glass enclosed shower and vibrant signature amenities.
- Hard surface flooring.

B&F

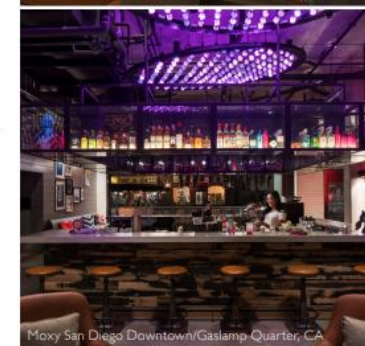
- Coffeehouse by day, lively bar by night. The 24/7 self-service approach offers grab-and-go favorites or a hot entrée; a convenient nosh for every taste.
- From yogurt in the morning to naans at night, we've got what you want – in recyclable packaging of course.
- Casual and lively, our bar programming helps our Fun Hunters to what they were born to do – have fun – by offering a variety of activities, game nights, and local talent showcases.



Moxy Seattle Downtown, WA



Moxy Guest Room Gen 1.5



Moxy San Diego Downtown/Gaslamp Quarter, CA



2019 Brand Highlights



- [Moxy Hotels Expands in the Southeastern U.S. with Six Bold New Expected Openings](#) – 01/14/19 – Moxy Hotels, Marriott International's experiential hotel brand, is expanding in the Southeastern U.S. with the recent opening of Moxy Chattanooga Downtown and the anticipated openings of Moxy Atlanta Midtown, Moxy Memphis Downtown, Moxy Nashville Vanderbilt at Hillsboro Village, Moxy Nashville Downtown and Moxy Louisville. Moxy Chattanooga Downtown was the first to open in November, with the remaining openings expected to follow in 2019.
- [New York's Moxy Chelsea Taps Putnam & Putnam to Create a Sensory Hotel Arrival Experience](#) – 02/13/19 – NYC's trendiest florists transform Moxy's entrance into an overgrown flower boutique
- [Marriott International Signs Deal With Grupo Elipse To Bring Its Playful Moxy Brand To Mexico City](#) – 12/19/19 – Moxy Mexico City, with 120 stylish rooms, buzzing social spaces including an exclusive rooftop bar featuring stunning views of Reforma Avenue's skyline, is expected to open in 2022.

Source: Marriott News Center



Brand Background

What We Stand For

Purpose-built from the ground up, avid™ hotels is focused on the essentials done exceptionally well: a great night's sleep in a clean room, focused, high-quality grab-and-go breakfast, and modern design with the latest technology all delivered to guests with outstanding service.

Where We Play

Midscale, Limited Service

Target Guest

With 14 million potential guests, principled everyday travelers are self-reliant and practical. They're looking for a hotel that finds a balance between quality and price, and provides an experience that feels "just right."

Why The Brand

- 1 Easy to build | developed in partnership with owners ensuring that avid™ hotels are simple to build, operate, and maintain with an efficient build cost.
- 2 Easy to open | avid hotels in a box and integrated team training make opening new hotels easy.
- 3 Easy to ramp up | accelerated opening and performance support.

Competitive Fee Structure*

Application Fee: The greater of \$50,000 or \$500 per guest room

Royalty Fee: 5.0% of Gross Rooms Revenue

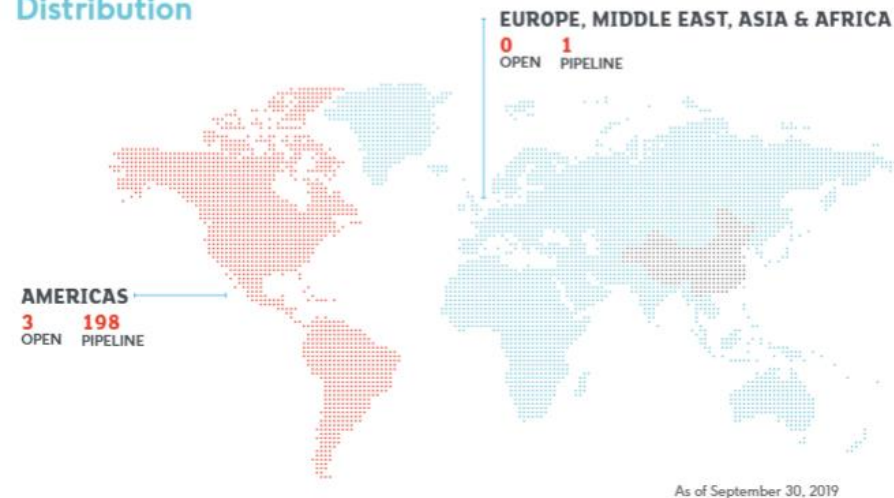
Services Contribution: 3.0% of Gross Rooms Revenue

Cost to Build

Target Cost Per Key For 95-room Prototype: \$85,000-\$89,000
(Excludes land, contingency, utility tap, and permit fees)

*2019 avid hotels Franchise Disclosure Document

Distribution



As of September 30, 2019

Building Summary

Prototype site plan details

Acreage	1.57 acres
Square footage (Gross)	41,693 sf
Keys/Room Count	95
Parking Spaces	95
Gross sq ft per key	438.87 sf

Back of house

1,670 sf
Pantry 279 sf

Guest room

King	220 sf 20'-0" x 11'-0"
Queen/Queen	275 sf 25'-2 1/2" x 11'-0"
95 rooms	
Open closet storage, no chest of drawers	
Working desk space with chair	
Iron/Ironing board	

Guest bathroom

48 sf
Showers only
Bulk bathroom amenities
Hair dryer

Public space

2,135 sf
Seating count at ~50% of rooms
Fitness center 453 sf
Computer access provided within lobby design
Pool is optional
Retail-like canopy, optional porte cochere
Marketplace integrated with the Front Desk
Flexible breakfast area transforms to additional seating

Visit design.avidhotels.com for more details.



2019 Brand Highlights



- [IHG signs first avid™ hotel in Germany at IHIF 2019](#) – 03/06/19 – IHG® (InterContinental Hotels Group), one of the world's leading hotel companies, and Germany-based Sirius Hospitality Holding GmbH today announce the signing of the first avid™ hotel in Germany which is due to open at Frankfurt Airport. Representatives of both companies closed the deal at the International Hotel Investment Forum (IHIF) in Berlin, Europe's leading hotel investment conference.
- [IHG's avid™ hotels brand maintains strong momentum with robust pipeline and new properties now open](#) – 06/26/19 – IHG® (InterContinental Hotels Group) today announces continued strong momentum for its avid™ hotels brand with nearly 50 projects approved for planning or currently under construction.
- [IHG®'s avid™ hotels brand continues expansion and accelerates international growth with first groundbreaking in Mexico](#) – 08/07/19 – IHG® (InterContinental Hotels Group), one of the world's leading hotel companies, announced today that its avid™ hotels brand continues to expand, with nearly 200 signings now in place for new locations.

Source: IHG News Center



Brand Background



Designed to Dream®

Sleep Inn & Suites® is a new construction hotel brand that is among the top franchises in the midscale segment, both in construction affordability and ongoing operating performance. Designed to stand out from the competition, the smart, evolved proto-type is rooted in timeless nature elements and makes both guests & owners happy.

565+

properties open or under development worldwide

66.1%

total Choice Hotels® proprietary contribution*

The Sleep Inn® brand is a savvy midscale investment. With a low cost to build and a timeless, simply stylish prototype, the brand is designed for longevity and owner efficiency.

Plus, with nearly 570 properties open or under development and strong performance for owners, we are a proven leader that knows the midscale guest and owner.

Signature Design Elements

Exterior

- Signature Sleep Inn tower with distinct modern look helps drive guests to your door
- Energy-efficient LED accent lighting in signature brand color

Interior

- Modern, simply stylish design scheme options
- Smartly designed guestroom to optimize space
- Signature lobby wall with nature elements
- Open lobby communal space to meet guest needs throughout the day

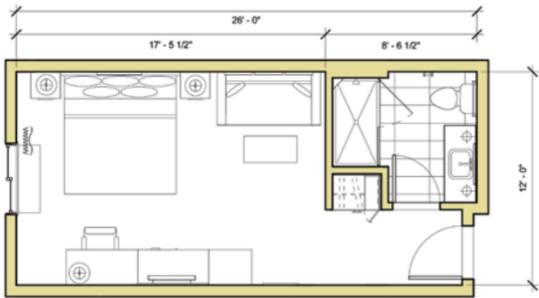
System Size

U.S. Open or Under Development: 545

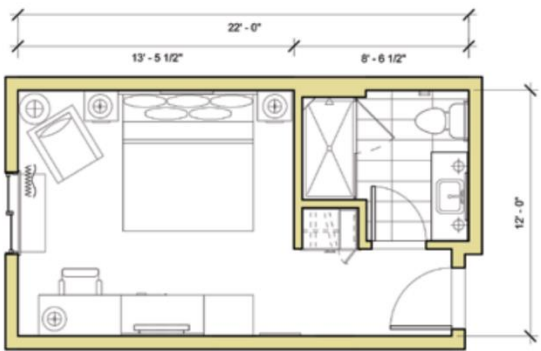
International Open or Under Development: 25

Total Open or Under Development: 570

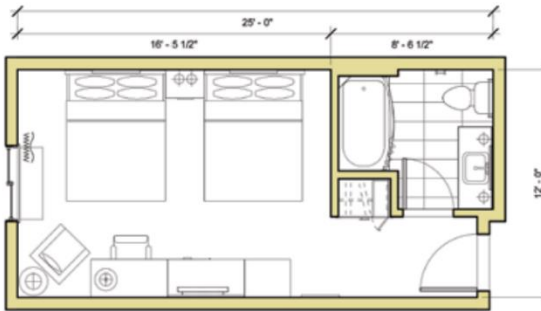
King Suite



King Room



Double Queen



	67 Room Total (sf)	72 Room Total (sf)
PUBLIC SPACE (NSF)		
Function		
Lobby	418	418
Community Room	882	875
Indoor Pool	1,437	0
Fitness Room	300	300
Food & Beverage		
Breakfast Serving	256	256
Public Circulation		
Vestibule	133	163
Public Restrooms	109	99
Public Corridor	547	540
TOTAL PUBLIC SPACE	4,082	2,651

67 ROOMS	GUEST ROOMS (NSF)				
	Rooms	Unit Area	Total (sf)		
	King	36%	24	254	6,096
	Queen/Queen	46%	31	289	8,959
	King Suite	11%	7	314	2,198
	Acc. King	3%	2	289	578
	Acc. Queen/Queen	3%	2	356	712
	Acc. King Suite	1%	1	392	392
TOTAL GUEST ROOMS		67	283	18,935	

72 ROOMS	GUEST ROOMS (NSF)				
	Rooms	Unit Area	Total (sf)		
	King	39%	29	254	7,366
	Queen/Queen	44%	31	289	8,959
	King Suite	10%	7	314	2,198
	Acc. King	3%	2	289	578
	Acc. Queen/Queen	3%	2	356	712
	Acc. King Suite	1%	1	392	392
TOTAL GUEST ROOMS		72	281	20,205	

	67 Room Total (sf)	72 Room Total (sf)
PROGRAM AREA SUMMARY		
Total Guestroom	18,935	20,205
Total Guestroom Support	4,491	4,491
Total Public Space	4,082	2,651
Total Back-of-House	2,268	2,268
TOTAL NET BUILDING AREA	29,776	29,615
Walls & Shafts/Total Estimated	3,856	3,868
TOTAL GROSS BUILDING AREA	33,632	33,483
TOTAL SF PER ROOM	502	465
DEVELOPED SITE SUMMARY		
Building Coverage	11,393	11,235
Paved Areas	28,495	28,495
Net Landscape Area	14,474	22,401
TOTAL DEVELOPED SITE AREA	1.25 AC/54,362	1.43 AC/62,131

SLEEP INN

2019 Brand Highlights



- [Choice Hotels Announces Refreshed Look of Its Four Popular Midscale Brand Logos](#) – 05/02/19 – ROCKVILLE, Md., May 2, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) celebrated its 80th anniversary this year and continued midscale leadership by unveiling refreshed logos for Quality Inn, Clarion, Sleep Inn, and MainStay Suites at its 65th annual convention. Amidst the successful transformation of Choice's flagship Comfort brand and following the recent launch of the Clarion Pointe brand extension, the updated logos exemplify Choice's leadership across all their midscale hotel brands with a fresh and modern look.
- [Sleep Inn Encourages Travelers To Explore America's National Parks With 'Inspired By Nature' Sweepstakes](#) – 05/13/19 – ROCKVILLE, Md., May 13, 2019 /PRNewswire/ -- The Sleep Inn brand, known for its convenient, reliable locations and nature-inspired design, is giving one lucky adventure seeker and their guest the chance to experience one of four spectacular U.S. national parks as part of the Inspired by Nature Sweepstakes. No purchase is necessary; to enter, participants must submit an entry at www.SleepInnSweeps.com between May 13 and July 8. The winner will be selected on July 9.
- [Choice Hotels Continues Texas Midscale Expansion with Multi-Unit Agreement](#) – 06/10/19 – ROCKVILLE, Md., June 10, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has signed an agreement with Legacy Partners, LLC to develop five Sleep Inn hotels outside of Houston, Texas. The first hotel is slated to open in 2020.
- [Nation's 400th Sleep Inn Opens In Spokane, Wash.](#) – 09/25/19 – ROCKVILLE, Md., Sept. 25, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has announced the opening of the nation's 400th Sleep Inn hotel in Spokane, Washington. The debut, which also marks the 20th Sleep Inn and MainStay Suites dual-brand hotel, continues to drive Choice's western expansion.

Source: Choice News Center



Brand Background



Get your money's worth.

It's not just a promise to our guests, it's a promise to our franchisees, too. The Quality® brand delivers great performance and ROI versus its competitive set. It also provides owners a great opportunity to enhance property value and strengthen market positioning.

94%
brand awareness*

2,000+
properties open or under development
worldwide

Quality Highlights

- ▶ Quality Inn® is an iconic brand which added more hotels than any other brand in the midscale segment in 2018**
- ▶ Offers consistency for guests and growth opportunity for owners
- ▶ 45.2% Choice Privileges® loyalty program contribution***
- ▶ 56.4% total Choice Hotels® proprietary contribution****

System Size (open or under development)

US	International	TOTAL
1,704	344	2,048

QUALITY INN

2019 Brand Highlights



- [Choice Hotels Announces Refreshed Look of Its Four Popular Midscale Brand Logos](#) – 05/02/19 – ROCKVILLE, Md., May 2, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) celebrated its 80th anniversary this year and continued midscale leadership by unveiling refreshed logos for Quality Inn, Clarion, Sleep Inn, and MainStay Suites at its 65th annual convention. Amidst the successful transformation of Choice's flagship Comfort brand and following the recent launch of the Clarion Pointe brand extension, the updated logos exemplify Choice's leadership across all their midscale hotel brands with a fresh and modern look.
- [Quality Inn Revs Up with NASCAR Fan Giveaway to the 2020 Coke Zero Sugar 400](#) – 07/01/19 – ROCKVILLE, Md., July 1, 2019 /PRNewswire/ -- Quality Inn, a midscale brand from Choice Hotels International, Inc. (NYSE: CHH), is teaming with Motor Racing Network, the "Voice of NASCAR," to offer two lucky NASCAR fans the opportunity to win tickets to the 2020 Coke Zero Sugar 400 at the legendary Daytona International Speedway. The "It's Quality® Time, Race Weekend Giveaway" sweepstakes runs from July 1 to July 31, 2019. Fans can enter at QualityInn.com and no purchase is necessary.

Source: Choice News Center



Brand Background

Dedicated to guest service and satisfaction, La Quinta by Wyndham offers an elevated stay in a contemporary setting. With thoughtful amenities and friendly service, this brand consistently delivers an exceptional guest experience that keeps travelers waking up on the bright side.

With a focus on new construction and high-quality conversions, La Quinta has been redefining the upper midscale category for over 50 years. La Quinta offers a fresh, adaptable prototype that optimizes revenue-producing square footage, and strong brand awareness that has allowed for expansion of La Quinta® and LQ Hotel® properties across the U.S., Canada, and Latin America. This brand is a top provider of select-service lodging with excellent accommodations that appeal to both business and leisure travelers in the midscale segment. With a global footprint of over 900 hotels, La Quinta is available almost anywhere a traveler needs to be.

- + Proven Del Sol performance with RevPAR of **\$81** and an index of over **115%**¹
- + Strong pipeline of **250+** hotels — **90%** new construction²
- + Efficient Del Sol prototype provides nearly **65%** rentable square footage
- + A **top-ranked** brand for guest satisfaction³



CATEGORY

Upper Midscale



FOOTPRINT

Total Global Hotels: 900+, including locations in 24 of the top 25 MSA Markets²



GUEST AMENITIES

- Spacious rooms with work stations
- Great room with communal and private spaces
- Sundry shop
- Free hot breakfast
- Fitness center
- Pool



TYPE

New Construction & High-Quality Conversions



ROOMS

70-150+

LA QUINTA FRANCHISE FEES¹

INITIAL FEES ▼

Greater of \$550 per room or \$55,000

ROYALTY FEE ▼

5.0% of GRR

MARKETING/RESERVATION FEE ▼

4.5% of GRR

LA QUINTA

2019 Brand Highlights



- [La Quinta by Wyndham Shows Strong Development Momentum One Year after Acquisition](#) – 06/03/19 – La Quinta by Wyndham – celebrating one year as part of Wyndham Hotels & Resorts, the world's largest hotel franchising company – showcases strong progress as it continues to expand its portfolio of hotels, today announcing plans to introduce its upper-midscale flag to the Caribbean for the first time while welcoming an additional nine new hotels to its growing U.S. portfolio.
- [Wyndham Hotels & Resorts Introduces La Quinta® to Europe with New Hotel in Istanbul](#) – N.D. – Wyndham Hotels & Resorts, the world's largest hotel franchising company with over 9,200 hotels and 20 brands in more than 80 countries, today announced the debut of its La Quinta® by Wyndham flag in Europe with the opening of the 404-room La Quinta by Wyndham Istanbul Gunesli, bringing the brand to travellers outside of the Americas for the first time.

Source: Wyndham News Center



Brand Background

At **BAYMONT BY WYNDHAM**, we know how comforting it is to feel like you're in familiar territory, especially when you're away from home. Just like popping in to see the next door neighbors, we don't believe in pomp and circumstance here—just warm, inviting hospitality and an experience as real as your grandmother's apple pie.

We pride ourselves in our ability to connect with our guests. Whether you're a family, a small business owner, or a championship soccer team, we make it our priority to understand your needs and do whatever we can to make your stay exceptional. We call it good old hometown hospitality. So come on in and relax—we've got you covered.

THE GUEST

BAYMONT GUESTS TEND TO PLAN AHEAD. WHETHER TRAVELING FOR BUSINESS OR PLEASURE, THEY THINK LONG AND HARD ABOUT THEIR TRIPS. PART OF THE FUN IS SEEKING AND SHARING ADVICE WITH OTHERS—THEY LIKE TO KNOW THEIR OPTIONS, BUT THEY'RE ALSO CREATURES OF HABIT. THEY WANT TO TRUST THAT THEY'LL HAVE A GOOD EXPERIENCE.

WITH ITS SIGNATURE HOMETOWN HOSPITALITY AND VALUABLE EXTRAS,

such as free high-speed wireless internet and breakfast corner with waffles, **BAYMONT** guests feel at home no matter where they travel. These guests have a great appreciation and loyalty for familiar brands they trust and will keep coming back.

Additionally, as an owner, you have the flexibility to design your property in a way that keeps it competitive in the marketplace.

AS THE HOTEL NEXT DOOR, **BAYMONT** DELIVERS HOMETOWN HOSPITALITY EVERY DAY WITH OUR COMFORTABLE ROOM DESIGN, FRIENDLY SERVICE, BAYMONT BREAKFAST CORNER™, AND FRESHLY BAKED COOKIES.



CATEGORY

Midscale



LOCATION

Small-town,
Suburban



GEOGRAPHY

North America &
Latin America



ROOMS

50-150



AMENITIES (typical)

- Two+ story hotels, with five percent suites
- Fitness room
- Business center
- Free high-speed internet
- Baymont Breakfast Corner™, including waffles
- Freshly baked cookies at check-in during the week

BAYMONT

2019 Brand Highlights



- [Experience Hometown Hospitality this Fall with Baymont by Wyndham and the Baymont Welcome](#) – 11/04/19 – *Whether hitting the road to tailgate with friends or taking to the air for a business trip with colleagues, Baymont® by Wyndham is dishing out an extra helping of its signature hometown hospitality this fall with the “Baymont Welcome,” a complimentary program designed to make each and every stay feel just a bit more like home.*

Source: Wyndham News Center

WINGATE[®] BY WYNDHAM

Brand Background

Start, stop, rest, go again, even faster—that is the way life works today. At **WINGATE BY WYNDHAM**, we have what you need to help support your life, your work, your time, and your knack for balancing everything in between.

Whether you're moving fast for your business or enjoying the calm of a weekend getaway before your world ramps up again, we keep you connected, on schedule, de-stressed, and ready for whatever comes next.

THE GUEST

WINGATE BY WYNDHAM IS A BRAND FOR BUSINESS TRAVELERS (AND OFTEN “BLEISURE” TRAVELERS). WITH THEIR HIGHER ANNUAL INCOME, THE **WINGATE** GUEST IS WILLING TO PAY MORE FOR AN EXPERIENCE THAT SUITS THEIR MODERN LIFESTYLE.

WINGATE BY WYNDHAM MAKES IT SIMPLE AND EASY FOR GUESTS TO MAXIMIZE THEIR DAYS AWAY FROM HOME WITH MODERN FEATURES, SERVICES, AND AMENITIES. RESEARCH SHOWS THAT **WINGATE BY WYNDHAM** OFFERS MANY DRIVERS THAT MATTER MOST TO ITS GUESTS, FROM UP-TO-DATE TECHNOLOGY TO AMENITIES AND BREAKFAST OPTIONS.

WE OFFER ALL OF THE EXTRAS AT NO EXTRA COST, INCLUDING COMPLIMENTARY HOT BREAKFAST, FREE HIGH-SPEED INTERNET ACCESS, EXERCISE FACILITIES, MEETING SPACE, AND A 24-HOUR BUSINESS CENTER WITH FREE COPYING, PRINTING, AND FAXING. OVERSIZED GUEST ROOMS FUNCTION AS BOTH A BEDROOM AND AN OFFICE, WITH A SPACIOUS, WELL-LIT DESK, AN IN-ROOM COFFEEMAKER, A REFRIGERATOR, A MICROWAVE, A SAFE, AN IRON, AND AN IRONING BOARD.



CATEGORY

Midscale



LOCATION

Urban
& Suburban



GEOGRAPHY

North America
& Latin America



ROOMS

100–150



AMENITIES (typical)

- 3-story hotel with interior corridors
- High-speed internet
- Complimentary hot breakfast buffet
- Business center with free copying & printing
- Small meeting space
- Fitness center

- [Microtel® by Wyndham and Wingate® by Wyndham Earn Top Spots Once Again in J.D. Power 2019 North America Hotel Guest Satisfaction Index Study](#) – 07/29/19 – Wyndham Hotels & Resorts (NYSE: WH) brands Microtel® by Wyndham and Wingate® by Wyndham once again secured the highest guest-satisfaction ranking in the economy and midscale hotel segments, respectively, in the J.D. Power 2019 North America Hotel Guest Satisfaction Index Study
- [Going Global: Wingate by Wyndham Expands in Three Countries with 14 Hotels](#) – 09/25/19 – Wyndham Hotels & Resorts, the world's largest hotel franchisor with nearly 9,000 hotels and 20 powerhouse brands, is bolstering its network of midscale hotels and extending the global footprint of its award-winning Wingate by Wyndham® brand with the recent opening of 14 locations across both hemispheres, including the first Wingate hotel in China and new additions to the brand's established presence in the U.S. and Canada.

Source: Wyndham News Center