

# ALOFT HOTELS

DIFFERENT. BY DESIGN.

Bursting with a vibrant social atmosphere and a competitive price point, travelers around the globe are seeking the Aloft experience. With over 140 hotels across 20 countries and 5 continents, Aloft has taken the industry by storm, stealing market share and gaining third-party recognition while its raving brand fan base continues to grow. The time to build is now. Let's go.

## KEY COMPETITORS

Hilton Garden Inn, Hyatt Place

## RECORD GROWTH

With over 140 hotels across 20 countries and more in the pipeline, increasing guest and owner demand is driving expansion globally.

## FAST + FLEXIBLE BUILDING OPTIONS

Highly effective and cost efficient design works for all building types: prototype, conversion, adaptive reuse and purpose build.

- Fully sourced, easy to use FF&E package
- Designed as a prototypical build for both guestroom and public space

## DISTRIBUTION\*

Asia Pacific:  
25 Hotels / 5,667 Rooms

CALA:  
8 Hotels / 1,337 Rooms

Europe:  
7 Hotels / 1,312 Rooms

Middle East & Africa:  
6 Hotels / 1,563 Rooms

North America:  
99 Hotels / 14,826 Rooms

## PIPELINE\*

Asia Pacific:  
21 Hotels / 4,156 Rooms

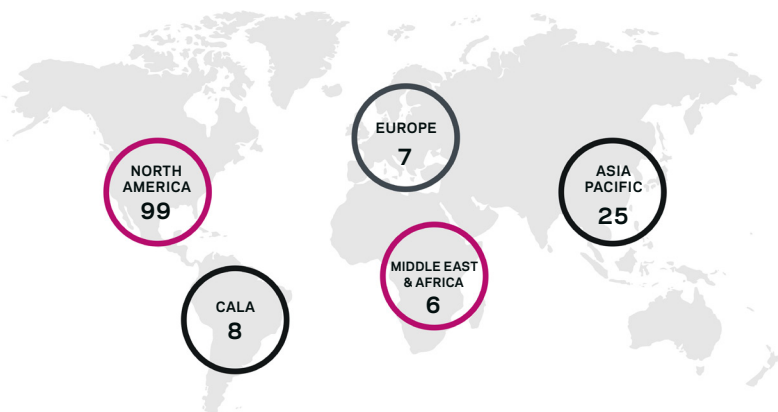
CALA:  
9 Hotels / 1,287 Rooms

Europe:  
9 Hotels / 1,673 Rooms

Middle East & Africa:  
10 Hotels / 1,950 Rooms

North America:  
90 Hotels / 12,225 Rooms

\*Q1 2018



## FRANCHISE HOTEL PERFORMANCE\*\*

Average Occupancy Rate: 75.9%

Average Daily Room Rate: \$145.62

RevPAR: \$110.46

Average RevPAR Index: 105.0

Starwood Preferred Guest contributed 48.8% occupancy

Central marketing delivery channels generated 84% of room revenue

## COMPETITIVE FEE STRUCTURE\*\*

**Application:** \$60,000 plus \$450 per room in excess of 150 rooms

**Franchise:** 5.5% Gross Room Sales

**Program:** 4% Gross Room Sales including sales, marketing and other costs

**Loyalty (SPG):** 4.9% of qualified charges (0% for new hotel enrollment 1st stays) member - applicable charges.

## COST TO BUILD\*\*

80-110 Keys: \$107,000 - \$169,000

120-150 Keys: \$98,000 - \$151,000

\*\*2018 Aloft Franchise Disclosure Document. For all other costs and fees, refer to the FDD

# STYLE. SUBSTANCE. INNOVATION.

Clean, contemporary architecture houses open spaces that are alive with activity. The Re:mix lounge and pool table set the stage for innovative programming and can't-miss events. Loft-like guestrooms, a vibrant social scene anchored by the WXYZ® bar, Re:fuel café and industrial design elements set Aloft apart from its competitors. Aloft is always evolving its design to accommodate the lifestyle of today's modern traveler.



## GUESTROOMS

With increased efficiencies, an update to design and a more flexible in-room layout, the new guestroom is everything guests need and nothing they don't. For conversions, options for both prototypical square layout & a shotgun-style room are in development.



## RE:MIX & W XYZ® BAR

Re:mix has been updated to include more zones and signature touch points like listening booths, to allow guests to mix it up over music and sip on seasonal cocktails at W XYZ® bar. Guests can catch can't miss live acoustic concerts while snacking on our new menu of sharable plates with a twist.



## RE:FUEL BY ALOFT

Introducing the next generation foodie fix at Aloft Hotels. From morning to midnight, guests have access to made-to-order fresh, nutritious and innovative food options. Breakfast is made easy with digital ordering kiosks, video entertainment screens and items prepared to take on the go.

### ALOFT HOTELS FRANCHISE DISCLOSURE:

The data above reflects the performance for the 65 Aloft Hotels open and operating in North America for 24 months as of December 31, 2017, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 24 months preceding December 31, 2017. Of the 65 Aloft hotels, 30 (46.2%) achieved an average occupancy rate equal to or greater than 75.9%; 25 (38.5%) achieved an average daily room rate equal to or greater than \$145.62; 23 (35.4%) achieved or exceeded the average RevPAR of \$110.46; and 30 (46.2%) achieved an average RevPAR Index equal to or greater than 105. There were 66 Aloft hotels open and operating in North America for at least two years as of December 31, 2016, and did not undergo any material renovations during that time. Of the 66 Aloft hotels, 29 (44%) achieved an average centralized marketing delivery contribution to revenue equal to or greater than 89%; and 34 (51.5%) achieved an average SPG contribution to occupancy equal to or greater than 48.8%. There is no assurance that you will do as well  
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