RESIDENCE INN BY MARRIOTT®
Residence Inn by Marriott invented and continues to define the Extended Stay lodging category in North America. With over 760 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 new décor package provides contemporary appeal, while a new bar option 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.

KEY COMPETITORS: HOMEWOOD SUITES, HYATT HOUSE

DISTRIBUTION (Q1 2018)
With over 760 hotels worldwide and a pipeline of nearly 250 properties, the brand’s growth continues in the U.S. and internationally throughout Central America, Europe, Africa and the Middle East.

U.S. AND CANADA (Units / Rooms)
Open: 756 / 94,439
Pipeline: 204 / 26,196

GLOBAL (Units / Rooms)
Open: 767 / 94,569
Pipeline: 247 / 31,661

RECENT OPENINGS
Residence Inn By Marriott Dallas at The Canyon, CO
Opened April 2018
Residence Inn By Marriott Boulder Canyon Boulevard, CO
Opened March 2018

franchise hotel performance*
- Average Occupancy Rate: 79.3%
- Average Extended Stay Occupancy: 40.4%
- Average Daily Room Rate: $144.00
- Average RevPAR: $114.25
- Average Extended Stay RevPAR: $56.41

Average RevPAR Index: 119.3

Loyal Customer Base:
Marriott Rewards® Member Paid Nights represent 60.5% of total Residence Inn Nights

Lower Cost Bookings:
Marriott’s channels generate 69.8% of Residence Inn’s reservations

competitive fee structure*
- Application Fee: The greater of $75,000 or $500 per guest suite
- Royalty Fee: 6% of Gross Room Sales
- Marketing Fund Fee: 2.5% of Gross Room Sales

optimized cost plan*
80 – 110 keys
Average Cost Per Key: $120,000 – $199,000
120 – 150 keys
Average Cost Per Key: $115,000 – $185,000

*2018 Residence Inn Franchise Disclosure Document. For all other costs and fees, refer to the FDD.
RESIDENCE INN FRANCHISE DISCLOSURE:
The data above reflects the performance of all 559 franchised Residence Inn by Marriott hotels open and operating in North America for at least two years 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 559 Residence Inn hotels, 281 (50.3%) achieved an average occupancy rate equal to or greater than 79.3%; 164 (29.3%) achieved an average daily room rate equal to or greater than $144.00; 172 (30.8%) achieved or exceeded the average RevPAR of $114.25; and 295 (52.8%) achieved an average RevPAR Index equal to or greater than 119.3. Of the 559 hotels, 282 (50.4%) achieved or exceeded the average ESOcc of 40.4% and 212 (37.9%) achieved or exceeded the average ESRevPAR of $56.41. There were 559 franchised Residence Inn by Marriott hotels open and operating in North America for at least two years as of December 31, 2017, and did not undergo any material renovations during this time. Of the 559 hotels, 276 (49.4%) had at least 69.8% of their gross room nights booked through the Marriott Channels and 320 (57.2%) achieved or exceeded the average percentage of Marriott Rewards contribution to Occupancy of 60.5%. There is no assurance that you will do as well. OFFER AND SALE BY PROSPECTUS ONLY. See Item 19 of our Franchise Disclosure Document dated March 31, 2018 for additional details.

RESIDENCE INN PROTO MODEL ATTRIBUTES

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 redesigned 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 new décor package, features 4 different options to furnish and finish combinations.

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 room with a fire pit and high-end grill offer shared social spaces.
- A bar option is encouraged, if supported by the market, with programming to help maximize profitability.
- The décor package, Neuhaus, features contemporary updates.
- 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
- An enhanced fitness center equipped with televisions 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.
- Scalable meeting space options to meet the demands of your market.
- On-site laundry offers an added convenience to extended stay guests.

BRANDS. LOYALTY. PARTNERSHIPS. RESULTS. MADE HERE.
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