Bursting with a vibrant social atmosphere and a competitive price point, travelers around the globe are seeking the Aloft experience. With over 160 hotels across 25 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 160 hotels across 25 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 (Q1 2019)
Asia Pacific: 28 Hotels / 6,431 Rooms
CALA: 9 Hotels / 1,494 Rooms
Europe: 8 Hotels / 1,512 Rooms
Middle East & Africa: 8 Hotels / 2,012 Rooms
North America: 108 Hotels / 16,296 Rooms

PIPELINE (Q1 2019)
Asia Pacific: 20 Hotels / 4,034 Rooms
CALA: 9 Hotels / 1,271 Rooms
Europe: 10 Hotels / 1,755 Rooms
Middle East & Africa: 8 Hotels / 1,496 Rooms
North America: 92 Hotels / 12,402 Rooms

FRANCHISE HOTEL PERFORMANCE*
Average Occupancy Rate: 75.1%
- Average Daily Room Rate: $149.06
- RevPAR: $112.01
- Average RevPAR Index: 104.6

Loyal Customer Base:
Average Percentage of Loyalty Program Contribution to Occupancy at Aloft Hotels is 41.2%

Lower Cost Bookings:
Marriott’s channels generate 73.8% of Aloft Hotels’ reservations

COMPETITIVE FEE STRUCTURE*
Application Fee: $75,000 plus $500 per guestroom in excess of 150 guestrooms
Franchise Fee: 5.5% 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: $112,000 - $174,000
120-150 Keys
Estimated Cost Per Key: $101,000 - $156,000

*2019 Aloft Hotels 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 Aloft Hotels Franchise Disclosure Document for complete details.
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.

LOFT 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 of foodie fix at Aloft. From morning to midnight, guests have access to fresh, nutritious and innovative food options including made-to-order breakfast. Ordering is made easy with digital ordering kiosks and items are prepared to take on the go in our signature Breakfast Pots.