



Fairfield Inn & Suites by Marriott®

Fairfield Inn & Suites' 25+ year legacy of performance offers owners and franchisees a highly efficient economic model that delivers strong results. The second largest Marriott International brand, boasting a 50% increase in revenue per available room (RevPAR) over the last five years, Fairfield Inn & Suites® is a proven performer poised for growth. The brand **consistently exceeds goals across key metrics: guest satisfaction, RevPAR, Marriott channel contribution and owner satisfaction.** The latest 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 moderate tier**, the new prototype emphasizes speed to market and ROI.

Fairfield Inn & Suites provides stress-free stays for travelers seeking to maintain their routine and stay balanced through their travels. The brand supports guest productivity and well-being with smart spaces, health-conscious food options, and the Fairfield 100% Guarantee – all at a great value – so our guests never skip a beat. With over 775 hotels across three continents, in locations ranging from key urban gateway cities to leisure destinations to tertiary markets, Fairfield Inn & Suites is everywhere you want to be.

Key Competitors: Hampton Inn, Holiday Inn Express, La Quinta

Distribution (Q1 2016)

With urban growth throughout the U.S. as well as India, Brazil and Mexico, the brand now has over 775 hotels and the largest pipeline in the Marriott portfolio with over 330 properties.

U.S. and Canada (Units / Rooms)

Open: 771 / 70,757
Pipeline: 297 / 28,664

Global (Units / Rooms)

Open: 779 / 71,991
Pipeline: 332 / 34,626



Recent Openings

Fairfield Inn & Suites Lincoln Southeast, NE
Opened March 2016



Fairfield Inn & Suites Sacramento Airport Woodland, CA
Opened February 2016



Franchise Hotel Performance*

Average Occupancy Rate: 70.4%

Average Daily Room Rate: \$108.39

Average RevPAR: \$76.30

Average RevPAR Index: 107.5%

Loyal Customer Base:
Marriott Rewards® Member Paid Nights represent **54%** of total Fairfield Inn & Suites Nights

Lower Cost Bookings:
Marriott's channels generate **60.7%** of Fairfield Inn & Suites' reservations

Competitive Fee Structure*

Application Fee: \$50,000 or \$400 per guest room

Royalty Fee: 5.5% of Gross Room Sales

Marketing Fund Fee: 2.5% of Gross Room Sales

Optimized Cost Plan*

80 – 110 keys

Average Cost Per Key: \$78,400 – \$118,000

120 – 150 keys

Average Cost Per Key: \$73,600 – \$111,200

*2016 Fairfield Inn & Suites Franchise Disclosure Document. For all other costs and fees, refer to the FDD.



Fairfield Inn & Suites Proto-Model Attributes

Fairfield 100% Guarantee® ensures excellent service and a stress-free stay experience



Flexible Building Design

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



Productive and “Smart” Guest Rooms/Suites with Intuitive Design

- The spacious and modern suite offers separate areas for working and sleeping.
- Flexible workspace with mobile desk, ergonomic chair, and outlets where you need them.
- Multifunctional 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 must have a minimum 25% suite mix.
- The modern decor package, Perspectives, offers multiple options and artwork to regionalize and differentiate each hotel.



Other Amenities

- Complimentary breakfast daily featuring hot items and healthy options.
- “the 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.
- Partnership with Lifetime Fitness, offering guests a free 7-day club pass to use anytime, anywhere.
- Scalable meeting space options to meet the demands of your market.
- Outdoor lounge and seating areas, based on market need.



Marriott
DEVELOPMENT

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FAIRFIELD INN & SUITES FRANCHISE DISCLOSURE:

The data above reflects the performance of all 660 franchised Fairfield hotels open and operating in North America for 24 months as of December 31, 2015, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 24 months preceding December 31, 2015. Of the 660 Fairfield hotels, 336 (50.9%) achieved an average occupancy rate equal to or greater than 70.4%; 220 (33.3%) achieved an average daily room rate equal to or greater than \$108.39; 236 (35.8%) achieved or exceeded the average RevPAR of \$76.30; and 347 (52.6%) achieved an average RevPAR Index equal to or greater than 107.5%.

There were 666 franchised Fairfield hotels open and operating in North America for at least two years and that satisfied each of the Conditions (the “N.A. Included Franchised Hotels”). Of the 666 Fairfield hotels, 302 (45.4%) had at least 60.7% of their gross room nights booked through the Marriott Channels and 356 (53.5%) achieved or exceeded the average percentage of Marriott Rewards contribution to Occupancy of 54%. 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, 2016 for additional details.