

Guests That **STAY LONGER**
Operational Model Drives **LABOR SAVINGS**
Designed to Enhance **PROFIT MARGINS**



Hawthorn

EXTENDED STAY

- + **102%** RevPAR Index
outperforms its local competition¹
- + **7+** day stays
drive nearly 45% of revenue²
- + **74%** total central
reservation contribution
with 48% of total stays contributed
by Wyndham Rewards members¹
- + **Extended-stay**
segment demand reached
an all time high in 2022

Learn more at superiorlodgingcorp.com/development



CATEGORY

Midscale Extended Stay



FOOTPRINT³

Total Global Hotels: 72



GUEST AMENITIES

- Well-equipped kitchens
- Pool
- Fitness center and laundry facilities
- Free high-speed Wi-Fi
- Complimentary social hours

HAWTHORN FRANCHISE FEES¹

- INITIAL FEES ▼
Greater of \$400 per room or \$40,000
- ROYALTY FEE ▼
5.5% of GRR
- MARKETING/RESERVATION FEE ▼
2.5% of GRR



TYPE

New Construction & High-Quality Conversions



ROOMS

60-150



THE WYNDHAM ADVANTAGE

Your business, powered by the world's largest hotel company.⁴ We put owners at the center of everything we do.

- **AWARD-WINNING REWARDS PROGRAM** with 100M members drives ~50% of U.S. stays⁶
- **HEAVILY NEGOTIATED RATES** with quality suppliers and savings of up to 20% off OTAs⁵
- **HIGH-IMPACT REVENUE DRIVING SERVICES AND SUPPORT** to maximize hotel performance
- **NEXT-GEN TECHNOLOGY** simplifies owner operations and enhances guest experience



This is not an offer. Federal and certain state laws regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document. For a copy contact us at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated. © Hawthorn Suites Franchising, Inc. All rights reserved. ¹FDD dated March 31, 2023. RPI and Contribution numbers presented are based on averages for certain franchisees in the U.S. during 2022. 14 (51.9%) of the Qualified Franchisees whose data was disclosed in the FDD met or exceeded the RevPAR Index presented. 42 (62.7%) and 34 (50.7%) of the franchisees whose data was disclosed in the FDD met or exceeded the CR Contribution and WR member Contribution presented, respectively. Your results may differ. ²Internal Wyndham data as of 12/31/2022. ³As of 12/31/2022. ⁴Based on number of hotels. ⁵Versus independent or unbranded hotels. ⁶Across all Wyndham and by Wyndham hotels as of 12/31/22.