

INTRODUCING

Best Western International's
new extended stay concept.
With an emphasis on making
guests want to stay.

Best Western International's unmatched experience and leadership in the hotel industry designed a new extended stay prototype that satisfies one of the most in-demand needs of today's business and leisure travelers.

Extended stay hotels continue to be one of the top performing segments in the hotel industry.

- More than \$1 billion in new investment was realized in this market in 2012*
- Extended stay is most successful in larger primary and secondary markets*
- Extended stay rooms account for more than 10% of total room supply in more than one-third of the top US major markets*
- Markets with concentrations of certain types of industries are typically strong markets for extended stay as these industries and group accounts have a longer average length of stay*
 - Government, training/education, medical, military bases, pharmaceutical, and long-term project professionals*

Here your guests will experience the very best in hotel and home. Its flexible spaces, stylish design, and brand signature elements come together to create an enriching extended stay experience for your guests, while building loyalty and repeat bookings for your hotel.

Now you can put the trusted brand name and powerful competitive advantage of Best Western® to work for you to increase overall revenues and drive bottom-line profits in the growing extended stay segment.

*Source: The Highland Group



To learn more about the Best Western Extended Stay prototype or how you can join Best Western International's global brand, please call **800-847-2429** or visit **bestwesterndevelopers.com**.

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EXTENDED STAY

PROTOTYPE



One Touch of Nature Makes the Whole World Kin.

William Shakespeare





Lobby

Our lobby is a thoughtful collection of small but meaningful design elements and features that all add up to a better guest experience. The tone is set upon arrival, where an inviting hearth and lush green space offer guests a warm Best Western welcome. Inside, nature continues to play a major role with an abundance of natural light with glass walls framing a relaxing view of the exterior gardens beyond.

- 84,000 sq. ft. prototype (1.9 acres)
- 86 extended stay studios and suites and 97 parking stalls
- Three separate green spaces that invite your guests to wander outside to unwind and play
- The site plan can easily be adapted to a variety of locations and climates
- Food & Beverage – offering food & beverage service that competitors don't offer
- Full staffing to provide excellent service

- Comfortable & varied seating
- Ample outlets for electronic devices
- Adjacent to open business center
- Lobby transforms into breakfast area
- 1850 sq. ft. with 63 seats
- Built-in beverage station
- Adjacent retail space that offers extended stay sundries
- Optional bar and fireplace



Demand for Extended Stay is on the rise

Annual extended stay room demand has risen for 20 consecutive years. Even during the 2009 recession, extended stay hotels reported a small increase in demand.

- Extended stay occupancy increased to 74.8% in 2012, the highest level since 2005.
- More than 85% of the US major markets reported higher extended stay RevPAR in 2012 relative to 2011, and 19 markets experienced RevPAR growth of 10% or more.
- Average industry length of stay is 15 nights.*

**BEST WESTERN PLUS®
Extended Stay Prototype**

The cost to build the PLUS descriptor prototype has been priced in seven cities, including Houston, New York, Chicago and San Francisco. Estimated cost per key in Texas is about \$88,000, while in Chicago is about \$114,000. The costs will be higher on the East and West coasts.

Brand	Annual Fee Comparison by Brand, Based on Midscale Hotels as a Percent of Total Room Revenue**
BEST WESTERN PLUS®	5.4%
TownePlace Suites®	8.9%
Mainstay Suites®	9.5%
Home2 Suites®	10.6%
Candlewood Suites®	11.1%
Hawthorn Suites®	12.5%

** Source: 2013 HVS Hotel Franchise Fee Guide (10-Year Cost)

Extended Stay Suite



- Extended Stay Suite details:
King: 550 sq. ft.
Queen/Queen: 565 sq. ft.
Amenities include:
- Select rooms with balconies
 - Sectional sofa bed
 - Dishwasher
 - Larger refrigerator
 - Entry bench
 - 2 burner cooktop



Extended Stay studios and suites make every stay more satisfying.

Extended Stay Studio



- Extended Stay Studio details:
King: 330 sq. ft.
Queen/Queen: 350 sq. ft.
Amenities include:
- 2 burner cooktop
 - Under-counter refrigerator
 - Microwave/vent



- Every square inch of our studios and suites are optimized to add to the comfort and convenience of the guest
- Careful design of spaces, fixtures and furnishings add up to an overall sense of roominess
- Dedicated "zones" help create separation between sleeping, dining, work, bathing and relaxation
- An ample kitchenette with cooktop, sink, microwave, refrigerator offers guests the option to cook and dine in their rooms, while roomy bathrooms with barn doors provide a refreshing respite and privacy
- Two color palettes are available offering the rejuvenating feel of a home away from home