

# Fairfield<sup>®</sup>

BY MARRIOTT



Fairfield's 30+ year legacy of performance offers owners and franchisees a highly efficient economic model that delivers strong results. The second largest Marriott International brand, Fairfield is a proven performer and is growing rapidly. The brand **consistently exceeds goals across key metrics: guest satisfaction, RevPAR, Marriott channel contribution and owner satisfaction.** The 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 upper midscale tier**, the new prototype emphasizes speed to market.

Fairfield warmly welcomes guests with friendly service and comfortable spaces - offering them the flexibility to work, rest and maintain their balance while on the road. Signature amenities include complimentary hot breakfast and coffee, plus fitness center and lobby market available 24/7. With a heritage from the Marriott family farm, Fairfield delivers the quality and reliability you expect - backed by the Fairfield Guarantee.

Key Competitors: Hampton Inn, Holiday Inn Express

## Distribution (Q1 2019)

With growth throughout the U.S. as well as Latin America, Mexico and Asia, the brand has reached 1,000 open hotels (data below is as of Q1 2019) and has the largest pipeline in the Marriott portfolio with over 420 properties.

### U.S. and Canada (Units / Rooms)

Open: 951 / 89,184  
Pipeline: 335 / 32,895

### Global (Units / Rooms)

Open: 997 / 96,509  
Pipeline: 422 / 46,237

CELEBRATING  
**1000**  
HOTELS

## RECENT OPENINGS

Fairfield Inn & Suites Denver Tech Center North, CO  
Opened April 2019



Fairfield Inn & Suites Montreal Downtown, Quebec  
Opened March 2019



## Franchise Hotel Performance\*

Average Occupancy Rate: 71.4%

Average Daily Room Rate: \$114.60

Average RevPAR: \$81.78

Average RevPAR Index: 105.3

### Loyal Customer Base:

Average Percentage of Loyalty Program Contribution to Occupancy at Fairfield is 51.8%

### Lower Cost Bookings:

Marriott's channels generate 66.0% of Fairfield reservations

## Competitive Fee Structure\*

**Application Fee:** \$75,000 plus \$400 per guestroom in excess of 125 guestrooms

**Franchise Fee:** 5.5% of Gross Room Sales

**Program Services Contribution:** 3.85% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus \$7,000 per year; plus \$135 per guestroom per year.

## Optimized Cost Plan (for select costs)\*\*

80 – 110 keys  
Estimated Cost Per Key: \$93,000 – \$144,000

120 – 150 keys  
Estimated Cost Per Key: \$86,000 – \$134,000

\*2019 Fairfield by Marriott 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 Fairfield by Marriott Franchise Disclosure Document for complete details.

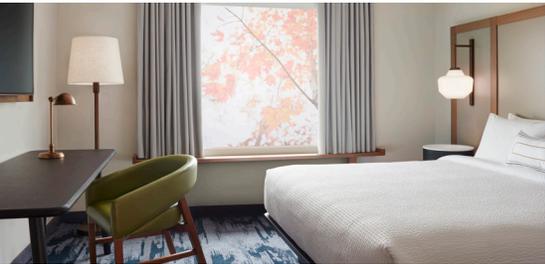
# THE FAIRFIELD GUARANTEE™

A SIMPLE PROMISE TO PROVIDE EACH GUEST AN INVITING AND EFFORTLESS 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 Guest Rooms/Suites with Intuitive Design

- The spacious and modern suite offers separate areas for working and sleeping.
- Flexible workspace with desk, ergonomic chair, and outlets where you need them.
- Multi-functional 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 have a 25% suite mix.
- The “Modern Calm” decor package reflects the brand’s heritage and is adaptable for non-prototypical hotels.



## Other Amenities

- Complimentary breakfast daily featuring hot items and healthy options.
- “Corner Market” – offering healthy “grab and go” food and beverage options 24/7.
- Minimum 600 square foot fitness room with new, modern finishes and H<sub>2</sub>O Station.
- Scalable meeting space options to meet the demands of your market.
- Outdoor lounge and seating areas, based on market need.
- Optional indoor/outdoor pool, based on market need.



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### FAIRFIELD FRANCHISE DISCLOSURE:

As of December 31, 2018, there were 940 Fairfield hotels open and operating in North America (U.S. and Canada); of these, 933 were franchised. The data reflects the performance of the 773 franchised Fairfield Hotels open and operating in North America for 24 months as of December 31, 2018, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 24 months preceding December 31, 2018. Of the 773 Fairfield Hotels, 363 (47.0%) achieved an average occupancy rate equal to or greater than 71.4%; 233 (30.1%) achieved an average daily room rate equal to or greater than \$114.60; 269 (34.8%) achieved or exceeded the average RevPAR of \$81.78; and 405 (52.4%) achieved an average RevPAR Index equal to or greater than 105.3. Of the 773 Fairfield Hotels, 362 (46.8%) had 66.0% or more of their total gross room nights booked at their hotel come from all Reservation Channels and 417 (54.0%) achieved or exceeded the average percentage of loyalty program contribution to occupancy of 51.8%. 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, 2019, for additional details.