



A proven performer for three decades



80.9%

of reservations come from
ESA direct channels¹

\$76.63

Average
daily rate²

79.0%

Consumed room nights
from 7+ length of stay³

Viable Conversion Options

Reposition existing extended stay or transient assets to capitalize on unmet market demand.

An Unrivaled Commercial Engine

Industry-leading revenue contribution from most profitable central proprietary channels.

Streamlined Operating Model

An economical labor approach that minimizes overhead to drive stronger returns.

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The Extended Stay America franchise model has been a game-changer in our portfolio growth. The brand's strong market recognition and operational support have made entering new markets seamless and successful. The model's flexibility in property design allows us to tailor locations to diverse markets while maintaining operational efficiency, which keeps costs down and margins strong.

Nick J. Esterline, CEO/President
TGC Group

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See Item 19 of the 2025 ESA Suites FDD for additional information. A new franchisee's results may differ from these results. 1. This represents a combined total of property direct, call center and esa.com reservations. 2. 177 or 41% of the Brand Hotels in the 2024 survey had an ADR amount at or above this amount. 3. This 2024 length of stay information represents the combined percentages of consumed room nights at two benchmarked intervals.



SEGMENT

Midscale extended stay

TYPE

New construction & conversion

AMENITY HIGHLIGHTS

Fully equipped kitchens

On-site guest laundry

Weekly housekeeping



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Why play follow the leader when you can be the leader.

Over the last 30 years, we've pioneered the extended stay business model based on experience in efficiently operating our own properties and attracting long-term guests. Leverage our strong brand equity and proven business model as a foundation for strong returns. Extended stay isn't part of what we do, it's ALL we do.

This information is not intended as an offer to sell or the solicitation of an offer to buy a franchise. It is for information purposes only. The offering is by prospectus only. Certain states regulate the offer and sale of franchises. This communication is not directed by us to the residents of any of those states. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration (or obtained an applicable exemption from registration) and disclosure requirements in your state. ©ESH Strategies Franchise LLC, 13024 Ballantyne Corporate Place, Suite 1000, Charlotte, NC 28277 (844) 542-4148. MN #F-8939