

extended
STAY AMERICA | premier suites



Step up to an elevated extended stay

Extended Stay America Premier Suites is thoughtfully designed as a mid-price elevated experience for long-term guests at an economy operating model for franchisees. This business model, built on decades of experience by operating our own flagship Extended Stay America Suites, thrives in challenging economic times and outperforms the segment.

Extended Stay America Premier Suites is poised to present new opportunities to capitalize on the high demand for longer-term hotel accommodations leveraging the brand equity of Extended Stay America as a foundation for superior returns.

SEGMENT

Midscale Extended Stay

TYPES

New Construction/Conversion

AMENITY HIGHLIGHTS

Fully equipped kitchens
Spacious suites
On-site guest laundry
Weekly housekeeping
Fitness room

SIMPLIFIED FEE STRUCTURE

Initial franchise fee: \$50K
Royalty fee: 5%
Service contributions: 5%



The bottom line

Because extended stay isn't part of what we do - it's ALL we do, we are uniquely positioned to focus on optimizing revenue and minimizing expenses.

2022 performance at owned and franchised hotels¹

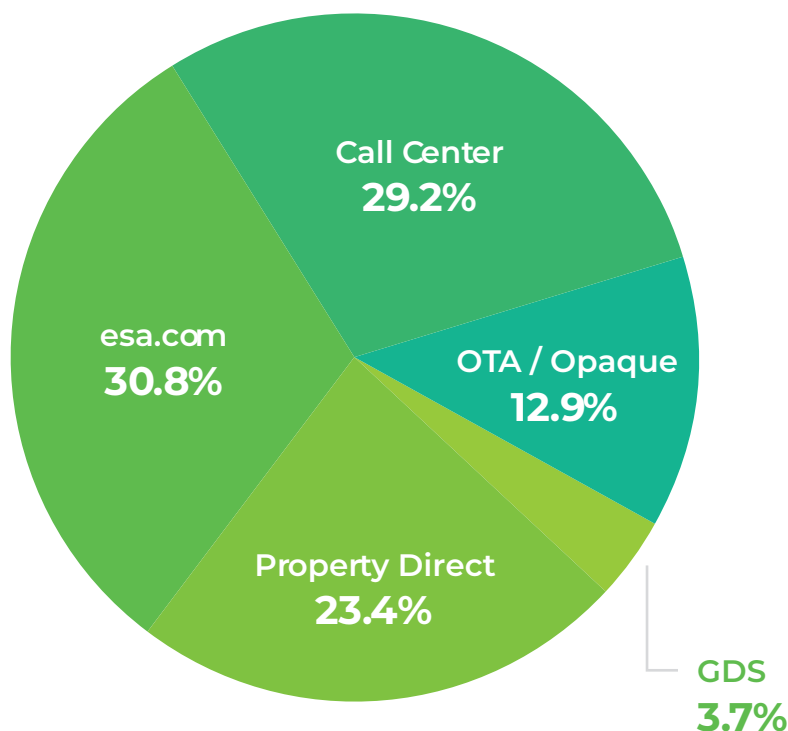


High occupancy from longer lengths of stay²



83.4% of reservations come from Extended Stay America direct channels at no additional cost³

Consumed room nights booked⁴





New Construction Prototype

FLOORS

4

ROOM COUNT

124

SQUARE FOOTAGE

53,877 Sq. Ft.

Our partnership

Dedicated construction and Franchise Services team support

Cost efficiencies

Longer life FF&E, carpet tiles in corridors to reduce flooring replacement

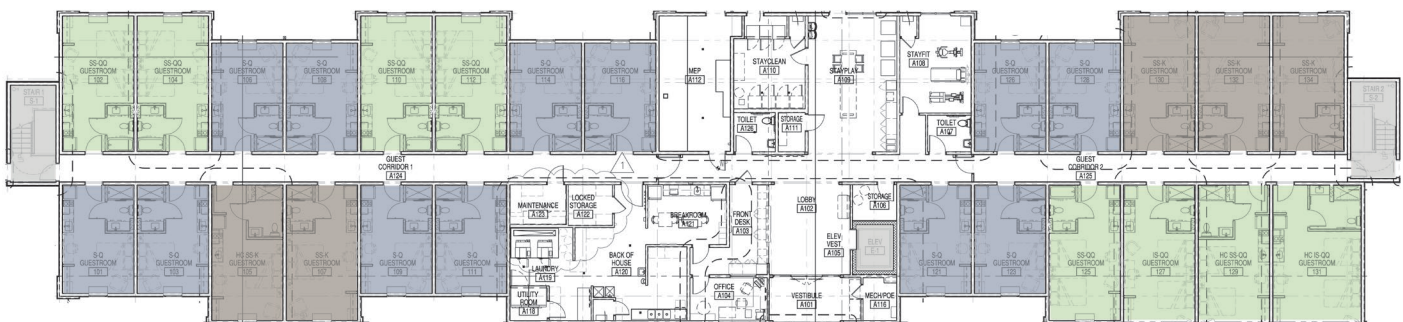
Thoughtful design

LED lighting in corridors and rooms for a sense of safety and cleanliness

Flexible floor plan

Capacity for up to 76 Double Queen rooms

71% REVENUE GENERATING SQUARE FOOTAGE



Attracting many types of long-term travelers

The Extended Stay America Premier Suites customer represents a diverse mix of economic sectors, including corporate clients, essential workers and travelers who are in transition. This variety can provide a steady stream of business, regardless of economic changes.



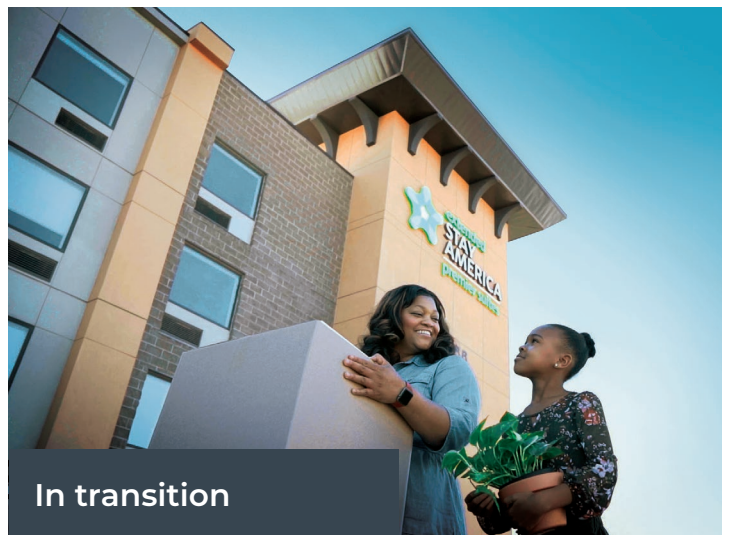
IT & small business travelers



Military, government & education



Construction, oil & gas



In transition



Medical



Personal stays

National commercial team support

Our experienced national commercial team is dedicated to attracting long-term travelers and driving direct channel revenue at a lower cost.

SALES



Dedicated national sales team is solely focused on driving length of stays of over 7 nights by identifying and cultivating relationships with top demand verticals for extended stay business.

MARKETING



National marketing strategy targets long-term stay travelers through digital, search and social media advertising campaigns.

PUBLIC RELATIONS



National public relations efforts drive media coverage across consumer and industry trade publications to drive awareness.

EXTENDED PERKS



Our Extended Perks membership program features an exclusive member rate, free perks and instant savings, which is at no cost to franchisees as there is no points currency.

CALL CENTER



To further drive operational efficiencies, we offer a Call Divert Program at no additional cost, leveraging our call center team to answer external guest calls on behalf of a property.

Operational efficiencies

We evolved the extended stay business model based on experience in efficiently operating our own properties. This streamlined operating model creates an economical labor approach to minimize overhead costs for stronger returns.

EFFICIENT LABOR MODEL

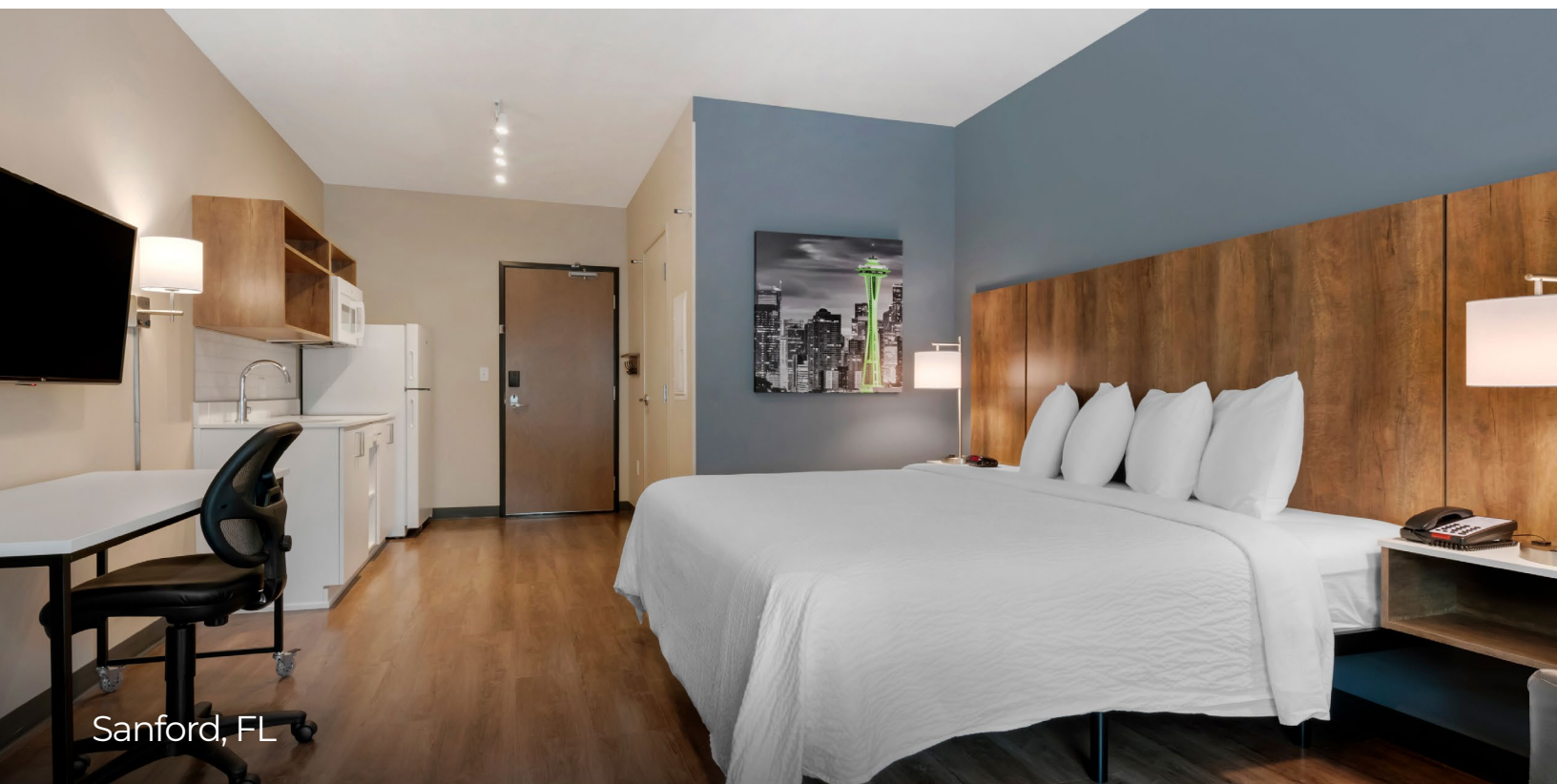
Designed to operate with 6-8 full-time and 6 part-time staff.

SIMPLIFIED TECHNOLOGY

iPad touchscreens for front desk operations.

PRACTICAL BREAKFAST OPERATIONS

No hot food requirements.



Sanford, FL



Newnan, GA



Titusville, FL



Port Charlotte, FL



Colonial Heights, VA



Augusta, GA



West Melbourne, FL



Chandler, AZ

¹ The chart shows the average performance of the Owned Hotels (25 hotels) for the year ended December 31, 2022. "Occupancy" means the total number of rooms sold in a given period divided by the total number of rooms available during that period. "ADR" means hotel room revenues divided by total number of rooms sold in a given period. "RevPAR" means the product of average daily room rate charged times the average daily occupancy achieved for a hotel or group of hotels in a given period. RevPAR does not include ancillary revenues, such as food and beverage revenues, or parking, pet, telephone or other guest service revenues. 15 or 60% of the Owned Hotels in the 2022 performance survey described above had an Occupancy percentage at or above the occupancy percentage described above. 13 or 52% of the Owned Hotels in the 2022 performance survey described above had an ADR amount at or above the ADR amount described above. 13 or 52% of the Owned Hotels in the 2022 performance survey described above had a RevPar amount at or above the RevPar amount described above. A new franchisee's results may differ from these results. See Table 19-1 in the 2023 Extended Stay America Premier Suites Franchise Disclosure Document ("FDD") for additional information.

² This 2022 length of stay information represents the combined percentages of consumed room nights at three benchmarked intervals. See Table 19-3 in the 2023 Extended Stay America Premier Suites FDD for additional information. A new franchisee's results may differ from these results.

³ This 2022 contribution percentage represents a combined total of property direct, call center and esa.com reservations. A new franchisee's results may differ from these results. See Table 19-2 in the 2023 Extended Stay America Premier Suites FDD for additional information.

⁴ Brand Hotels receive reservations from the following sources (collectively, "Reservation Channels"): (i) At our properties ("Property Direct"); (ii) our toll-free central reservations office ("Call Center"); (iii) the ESA Website ("esa.com"); (iv) OTAs; (v) opaque hotel booking agencies that we have agreements with such as Hotwire and Priceline ("Opaque"); and (vi) global distribution systems that permit traditional travel agencies, as well as many third-party online travel agencies, to reserve hotel rooms ("GDS"). Reservation Channels do not include group business and room nights booked directly at the property or through our regional or national sales offices. The chart shows the percentage of consumed room nights booked at the Owned Hotels through each of the Reservation Channels for the 2022 calendar year. A new franchisee's results may differ from these results. See Table 19-2 in the 2023 Extended Stay America Premier Suites FDD for additional information.



Explore franchise opportunities: franchise@esa.com

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