



extended
STAY AMERICA™
select suites



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AMERICA™**
select suites

Welcome to a longer stay

Extended Stay America Select Suites debuted in 2022 with critical mass across 30 states. Thoughtfully designed to drive greater operational efficiencies, the brand offers more basic services and select amenities catering to value-conscious guests staying on average 30+ nights.

With a bright future ahead, Extended Stay America Select 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 solid returns.

SEGMENT

Economy Extended Stay

NUMBER OF HOTELS

100 properties

TYPES

New Construction/Conversion

AMENITY HIGHLIGHTS

Full kitchens
On-site guest laundry
Bi-weekly housekeeping

SIMPLIFIED FEE STRUCTURE

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



Sanford, FL



Peoria, AZ



Tallahassee, FL



New Construction Prototype

FLOORS

4

ROOM COUNT

123

SQUARE FOOTAGE

50,400 Sq. Ft.

Our partnership

Dedicated construction and Franchise Services team support

Cost efficiencies

Minimal public space dimensions, carpet tiles in corridors

Thoughtful design

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

Flexible floor plan

Capacity for up to 52 Double Queen rooms

73% REVENUE GENERATING SQUARE FOOTAGE



Attracting many types of long-term travelers

The Extended Stay America Select Suites customer represents a diverse mix of economic sectors, including essential workers and travelers who are in transition. A high occupancy from longer length of stay travelers can drive a more predictable revenue stream.



Construction



Oil & gas



Medical



Education



Military



Government



In transition



Personal stays





Lakeworth, FL



Peoria, AZ



El Paso, TX



Daphne, AL



Dayton, OH



Jacksonville, FL

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 2 full-time and 5-8 part-time staff.

SIMPLIFIED TECHNOLOGY

iPad touchscreens for front desk operations.



Louisville, KY



Explore franchise opportunities: franchise@esa.com

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