



Franchise with a proven extended stay model



83.4%

of reservations come from
ESA direct channels
at no additional cost*

\$101.60

average
daily
rate*

78.6%

consumed room
nights from 7+
length of stay*

New Construction Prototype

Designed to command a midscale ADR with an economy operating model.

Targeting Long-Term Stay Travelers

7+ nights including corporate and essential workers.

Streamlined Operating Model

Creating an economical labor approach to minimize overhead costs for stronger returns.

Commercial Engine Support

Solely dedicated to attracting long-term travelers and delivering revenue to hotels at a lower cost.

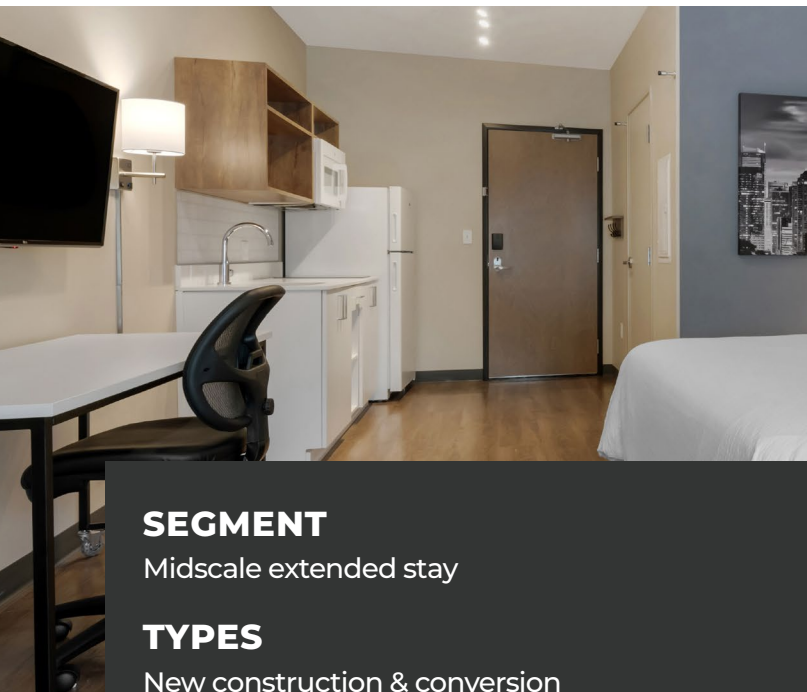
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What I found in Extended Stay America Premier Suites was a modern and clean atmosphere for extended stay customers that was ahead of the curve in updates. My team followed Extended Stay America's lean operating model and focused on booking extended stay customers to much success.

Mitesh Amin, Managing Partner
KARA Hospitality

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*See Item 19 of the 2023 ESA Premier Suites Franchise Disclosure Document for additional information. 13 or 52% of the Owned Hotels in the 2022 calendar year had an average daily rate (“ADR”) amount at or above the ADR amount described above. A new franchisee's results may differ from these results.



SEGMENT

Midscale extended stay

TYPES

New construction & conversion

AMENITY HIGHLIGHTS

Fully equipped kitchens

On-site guest laundry

Weekly housekeeping

KEY FEES

Initial franchise fee: \$50K

Royalty fee: 5%

Service contributions: 5%



CONTACT US

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Extended Stay America - Leading the way in extended stay

Since our first hotel in 1995, every decision we make is for the extended stay. We evolved the extended stay business model based on experience in efficiently operating our own properties and attracting long-term travelers. Capitalize on the high demand for extended stay hotels. Leverage our strong brand equity and proven business model as a foundation for strong returns.

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-9576