



BRAND BOOK





extended
STAY
AMERICA
select suites

2727

Sanford, FL



Welcome to a longer stay

Extended Stay America Select Suites® is the fastest-growing economy extended stay brand since debuting in 2022 and now has more than 200 locations open.

Thoughtfully designed to drive greater operational efficiencies, the brand offers more basic services and select amenities catering to value-conscious guests staying over 30 nights on average.

Segment: Economy extended stay

Types: New construction & conversion

Amenity Highlights: Full kitchens, on-site guest laundry, bi-weekly housekeeping

Brand Debut: 2022

Simplified Primary Fee Structure:

Initial franchise fee: \$50K

Royalty fee: 5.5%

System services fee: 4.5%

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. This variety can provide a steady stream of business, regardless of economic changes.



Construction



Medical



Military & Government



In transition



Oil & gas



Personal stays

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.

2024 performance at owned hotels¹

Occupancy

75.7%

ADR

\$55.89

RevPAR

\$42.30

Percentage of consumed room nights²

0-6 nights

10.8%

7-29 nights

18.7%

30+ nights

70.5%

89.2%

of consumed room nights are from 7+ length of stays³



Tallahassee, FL

An unrivaled commercial engine

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

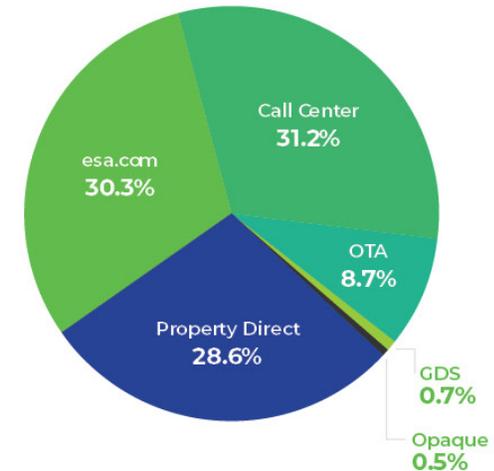
95.3%

of revenue driven by national sales team is from guests staying 7+ nights⁵

90.1%

of reservations come from Extended Stay America direct channels⁴

Consumed room nights booked⁴



Proven performance with a specialized expertise in attracting extended stay guests

- Dedicated national sales team solely focused on delivering extended stay business from top industry demand verticals.
- Property onboarding support includes complimentary initial consultations from national sales team to review market analysis of extended stay demand generators and hotel activation sales strategy.
- Extended stay-specific promotional campaigns activated across website, search marketing, distribution, email, display advertising, connected TV, public relations and social media platforms.
- Robust property-specific digital marketing activation plan to support hotel opening.

Complimentary programs at NO additional cost to the franchisee

- Call divert program for operational efficiency
 - Leverage our experienced call center team to convert additional bookings from incoming calls when your staff is occupied serving guests.
- Extended Perks is our guest membership program designed to drive direct channel revenue. With no points or miles, there is no cost for franchisees.

The foundation for superior returns

Leveraging our established business model and support

Exclusively
focused on
extended
stay

A faint target icon with an arrow in the center, overlaid on the green background.

- Specialized expertise
 - Driving occupancy, growth and performance
- Cost-efficient new construction prototype
 - Built by experienced construction and design team
- Pragmatic property improvement plans for both extended stay and transient hotel conversions
- Single point of contact
 - Dedicated franchise operations team for onboarding



Proven operating efficiencies



- Typically can be operated with 2 full-time and 5-8 part-time staff
 - Minimize overhead costs
- Amenity-light standards and basic services
 - Contains expenses, while meeting guest expectations
- No breakfast requirements
- Simplified technology platforms
 - Cloud-based property management and central reservation systems



Providing the foundation for strong returns through an established 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



¹The chart shows the average performance of the Brand Hotels (127 hotels) for the year ended December 31, 2024. "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. 71 or 56% of the Brand Hotels in the 2024 performance survey described above had an Occupancy percentage at or above the occupancy percentage described above. 62 or 49% of the Brand Hotels in the 2024 performance survey described above had an ADR amount at or above the ADR amount described above. 65 or 51% of the Brand Hotels in the 2024 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 2025 Extended Stay America Select Suites Franchise Disclosure Document ("FDD") for additional information.

² This 2024 length of stay information represents the combined percentages of consumed room nights at three benchmarked intervals. See Table 19-3 in the 2025 Extended Stay America Select Suites FDD for additional information. A new franchisee's results may differ from these results.

³ This 2024 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 2025 Extended Stay America Select 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 2024 calendar year. A new franchisee's results may differ from these results. See Table 19-2 in the 2025 Extended Stay America Select Suites FDD for additional information.

⁵ This 2024 B2B revenue percentage represents the average percentage of Owned Hotel B2B revenue derived from Length of Stays of 7 nights and greater for the 2024 calendar year. A new franchisee's results may differ from these results. See Table 19-4 in the 2025 Extended Stay America Select Suites FDD for additional information.



Franchise with the proven leader in extended stay

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