



STAY LONGER STAY BETTER

WELCOMING
FAMILIAR
HOME

PROVEN

+ 114% RevPAR Index against the midscale segment¹

FOCUSED

+ The perfect choice to capitalize on the underdeveloped, highly-demanded extended stay market

SCALE

+ Impressive scale and purchasing power of world's largest hotel group²

AWARD-WINNING

+ With 53 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row³



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A BRAND WITH STAYING POWER



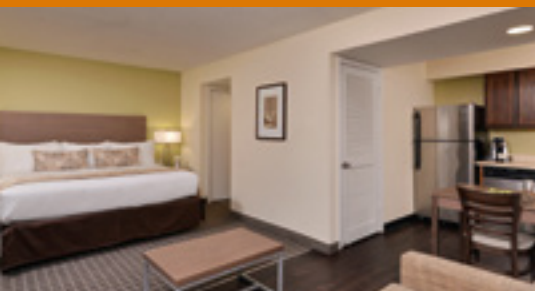
WELCOMING.

With versatility, Hawthorn supports both conversion and new construction opportunities; over 71% of the global pipeline is new construction



FAMILIAR.

A recognizable brand with 103 locations throughout North America, delivering a 71% reservation contribution¹



HOME.

A smart value proposition powered by a focus on stays of 5 plus nights, operational efficiencies, global sales efforts, and loyal rewards stays

“**Hawthorn Suites by Wyndham** is the benchmark extended-stay brand within the Wyndham Rewards family. Although midscale extended-stay options are currently in demand, the market is an underdeveloped opportunity. It is a versatile hotel with varied suite configurations, kitchens, and business-oriented amenities designed to appeal to a multitude of audiences for long-term business stays or leisure.”

— KIRK HART | Brand Leader | kirk.hart@wyn.com



TYPE

New Construction & Conversion



GUESTS

Extended-stay, business, groups, & comfort-focused leisure travelers



GEOGRAPHY

North America & EMEA



ROOMS

60-150



CATEGORY

Midscale



AMENITIES

- Studio, 1 & 2 bedroom suites
- Fully equipped kitchens
- Interior corridors
- Complimentary hot breakfast buffet
- Pool, exercise, & laundry facilities
- High-speed internet
- Complimentary social hours



LOCATION

Suburban (Resort, Airport)

HAWTHORN SUITES BY WYNDHAM FRANCHISE FEES¹

INITIAL FEES	Greater of \$40,000 or \$400 per rm
ROYALTY FEE	5.5% of GRR
MARKETING FEE	2.5% of GRR

WYNDHAM
HOTEL GROUP

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER
HOTELS

WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
HOTEL COLLECTION

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA
WORLDWIDE

BAYMONT
INN & SUITES

MICROTEL
BY WYNDHAM

Days Inn

Super 8

Howard Johnson

Travelodge

Knights Inn

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