



**STAY
LONGER
STAY
BETTER**

**WELCOMING
FAMILIAR
HOME**

PROVEN

- + 122% 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 the world's largest hotel franchise company²

AWARD-WINNING

- + With over 70 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row³



A brand with staying power

“Hawthorn Suites by Wyndham is the benchmark extended-stay brand within the Wyndham Hotels & Resorts 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.”

— SCOTT BUCHALTER | Brand Leader | scott.buchalter@wyndham.com



WELCOMING With versatility, Hawthorn supports both conversion and new construction opportunities; 85% of the global pipeline is new construction



FAMILIAR A recognizable brand with 111 locations throughout North America, delivering a 71% revenue contribution via central system channels¹



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



TYPE

New Construction & Conversion



GEOGRAPHY

North America & EMEA



CATEGORY

Midscale



AMENITIES (typical)

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



LOCATION

Suburban, Resort & Airport



GUESTS

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



ROOMS

60-150

HAWTHORN SUITES FRANCHISE FEES¹

INITIAL FEES ► Greater of \$400 per room or \$44,500 (New Construction)/\$40,000 (Conversion)

ROYALTY FEE ► 5.5% of GRR

MARKETING FEE ► 2.5% of GRR

WYNDHAM
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER

WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA

BAYMONT

MICROTEL
BY WYNDHAM

Days Inn

Super 8

Howard Johnson

Travelodge

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¹Hawthorn Suites Franchising, Inc. Franchise Disclosure Document Dated March 31, 2019. ²Based on number of hotels. ³U.S. News & World Report, a Best Hotel Rewards Program, 2018-19.