



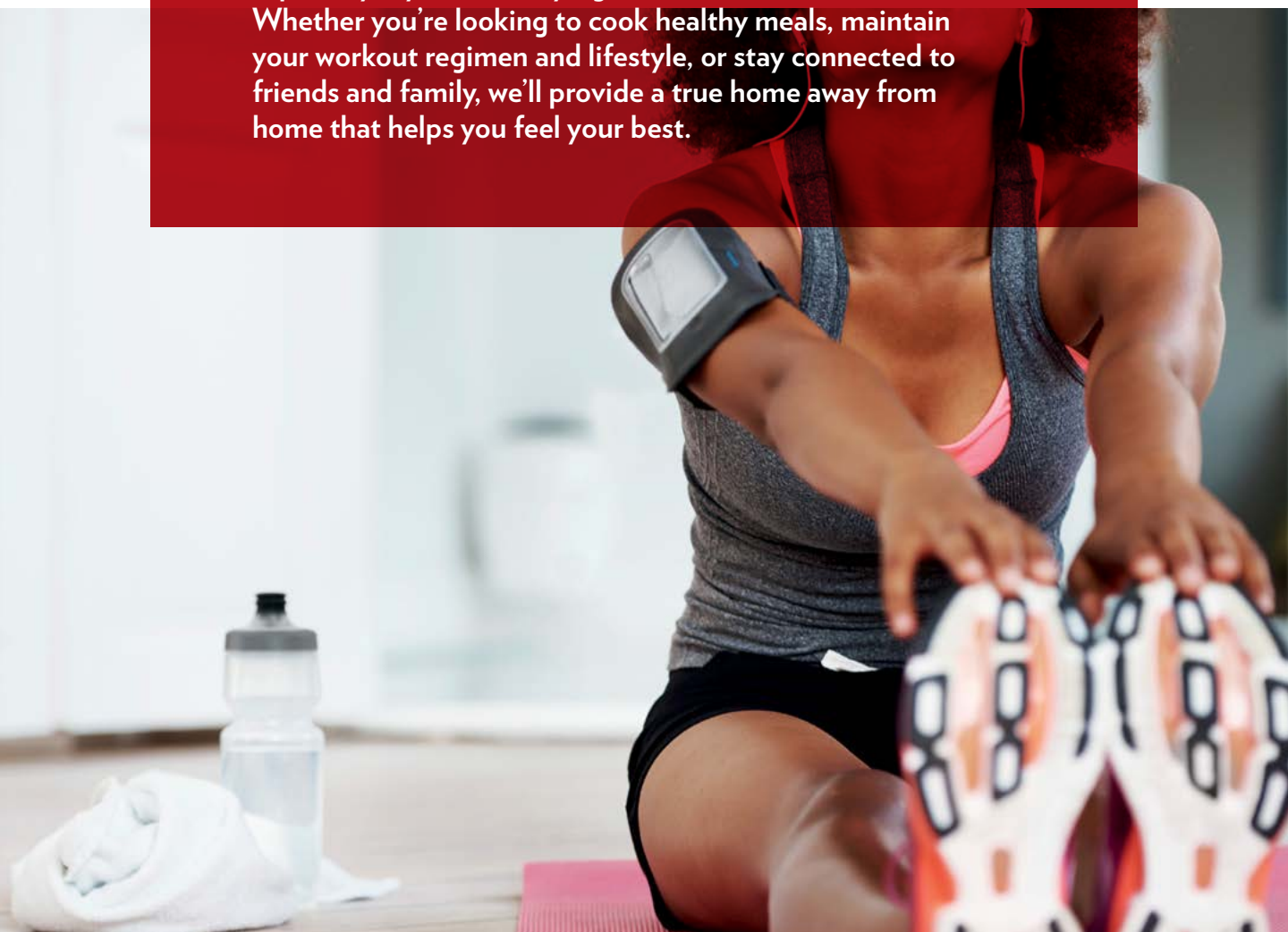
STAY  
LONGER  
STAY  
BETTER

A close-up photograph of a hand squeezing a yellow lemon into a large, light-colored bowl. A stream of lemon juice is falling into the bowl. In the background, there is a carton of eggs and a whole orange on a wooden surface. The image is partially covered by a white diagonal shape on the left side.

# STAY LONGER STAY BETTER

Maybe you're away on business, or perhaps you're relocating temporarily for those home repairs. Whatever the reason, **HAWTHORN SUITES BY WYNDHAM** will keep you from missing a beat when you need to continue your daily routine in a different place.

We make sure you have what you need to feel settled, especially if you'll be staying with us for a while. Whether you're looking to cook healthy meals, maintain your workout regimen and lifestyle, or stay connected to friends and family, we'll provide a true home away from home that helps you feel your best.





# OUR VOICE

Our brand voice is accommodating and nurturing. We are here to help our guests feel settled throughout their stay.



HEAD: HOW YOU THINK  
**WELCOMING**

HEART: HOW YOU FEEL  
**FAMILIAR**

HAND: WHAT WE DELIVER  
**HOME**



# THE GUEST

HAWTHORN SUITES BY WYNDHAM IS THE HOTEL FOR GUESTS WHO VALUE THE ESSENTIAL ELEMENTS OF THEIR DAILY ROUTINE. WHEN THEY FIND THEMSELVES AWAY FROM HOME FOR ANY PERIOD OF TIME, THEY WANT ACCESS TO THE FACILITIES AND SERVICES THEY NEED TO MAINTAIN THIS REGIMEN AND FEEL COMFORTABLE ON THE ROAD.

# THE PROPERTY



**TYPE**  
New Construction & Conversion



**GUESTS**  
Extended-stay guests & comfort-focused leisure travelers



**CATEGORY**  
Midscale



**LOCATION**  
Suburban



**GEOGRAPHY**  
North America & EMEA



**ROOMS**  
60–120



- AMENITIES (typical)**
- Studio, 1 & 2 bedroom suites
  - Fully equipped kitchens
  - Interior corridors
  - Complimentary hot breakfast buffet
  - Pool, exercise, & laundry facilities
  - High-speed internet





# A BRAND WITH STAYING POWER



## HAWTHORN SUITES BY WYNDHAM

IS THE EXTENDED-STAY BRAND WITHIN THE WYNDHAM REWARDS FAMILY. 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.

**ALTHOUGH MIDSCALE EXTENDED-STAY OPTIONS ARE CURRENTLY IN DEMAND,** the market is an underdeveloped opportunity. The flexibility of the **HAWTHORN** brand offers a strong point of differentiation to a wide range of guests.

This aspirational brand is perfect for more experienced owners and developers who can deliver a consistent product and a well-rounded experience for guests while still operating within a proven business model.



# A POWERFUL PARTNERSHIP

**HAWTHORN SUITES BY WYNDHAM** LEVERAGES THE STRONG BRAND EQUITY OF WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY<sup>2</sup> THAT INCLUDES OVER 8,500 PROPERTIES.

**WE WILL HELP TRANSLATE THIS EQUITY INTO REVENUE** by working closely with owners with focused attention and best-in-class resources that help realize the full potential of the brand and properties. Owners have the commitment and support of a world-class hospitality organization and experienced team, as well as access to services designed to help optimize the business, including:

- ✚ Strategic sourcing
- ✚ Global sales organization
- ✚ Revenue management
- ✚ Marketing and distribution services
- ✚ Brand operations support
- ✚ Best-in-class training
- ✚ Participation in Wyndham Rewards® loyalty program, ranked one of the Best Travel Rewards Hotel Programs by *U.S. News and World Report*.<sup>1</sup>

We're invested in keeping our name relevant and meaningful to guests. And, as an owner of a Wyndham-associated property, you'll reap the benefits of our portfolio and reputation growth.





# STAY LONGER STAY BETTER

**HAWTHORN SUITES BY WYNDHAM** SUCCESSFULLY APPEALS TO A BROAD PORTFOLIO OF GUESTS, FROM LEISURE TO LONG-TERM BUSINESS STAYS. PROPERTIES OFFER SUITES WITH KITCHENS, COMPLIMENTARY HOT BREAKFAST BUFFETS, MEETING SPACES, POOLS, EXERCISE FACILITIES, CONVENIENCE STORES, WEEKLY SOCIAL HOURS, HIGH-SPEED INTERNET, DAILY HOUSEKEEPING, AND GUEST LAUNDRY FACILITIES.







# TOGETHER, LET'S BUILD A GREAT BUSINESS BY REDEFINING HOSPITALITY

**WE'RE IN THE BUSINESS OF MAKING MEMORIES.** IT IS OUR RESPONSIBILITY TO HELP GUESTS GET THE MOST OUT OF THEIR TRIP, AND THIS UNDERLIES THE PROMISE WE MAKE TO CONSISTENTLY DELIVER WHAT EACH AND EVERY GUEST NEEDS. TO THAT END, WE HAVE DESIGNED OUR HOTELS AND AWARD-WINNING REWARDS PROGRAM TO KEEP GUESTS HAPPY, COMFORTABLE, AND EAGER TO RETURN TO OUR BRANDS AND OUR PROPERTIES.

**THEY FIND US BECAUSE WE KEEP IT *SIMPLE***—each of our hotels supplies the comforts they need in the places they want to be.

**THEY STAY WITH US BECAUSE WE'RE *ATTAINABLE***—we have designed our hotel experiences to help everyone everywhere create special memories that last a lifetime.

**AND THEY COME BACK, TIME AND AGAIN, BECAUSE WE'RE *GENEROUS***—each of our hotels offers priceless hospitality through our warm greetings, a welcoming atmosphere, and the little details that bring the magic of travel to life while always making it feel like home.

**WHETHER GUESTS ARE TAKING A ROAD TRIP WITH OLD FRIENDS OR ON ESSENTIAL TRAVEL FOR BUSINESS, CREATING GREAT GUEST MEMORIES IS THE KEY TO OUR SUCCESS STORY,** and the sum of these magical memories powers the growth of our portfolio. Together, we will strive to deliver more revenue, more customers, more brand loyalty, and more award-winning hospitality.



WYNDHAM  
HOTELS & RESORTS

WYNDHAM  
GARDEN

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA

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

This is not an offer. Federal and certain state laws regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document, a copy of which can be obtained by contacting Wyndham Hotel Group at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated with the exception of certain hotels managed or owned by an affiliate of the company.  
© 2018 Wyndham Hotel Group, LLC. All rights reserved. Hawthorn Suites Franchising, Inc. (MNREG#F-3319)