



Contemporary

Assured

Optimism



wake up on the bright side®

HIGH QUALITY

- + A brand trusted for consistent quality and comfort, 45% of La Quinta® hotels received the TripAdvisor Certificate of Excellence in 2018

SMARTER

- + An adaptable, efficient hotel prototype designed to optimize square footage and ROI potential

SCALE

- + Impressive scale and purchasing power of the world's largest hotel franchise company¹

AWARD-WINNING

- + With over 70 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row²

A brand with a bright future

“La Quinta by Wyndham is a leading brand that has been redefining the select service market for over 50 years. Dedicated to friendly service, thoughtful amenities, and efficient design, this brand helps every guest wake up on the bright side. With excellent accommodations for business and leisure, and a global footprint of over 900 hotels, La Quinta satisfies travelers almost anywhere.”

— RAJIV TRIVEDI | Brand Leader | rajiv.trivedi@wyndham.com



CONTEMPORARY Focused on providing a scalable, modern prototype design that adds curb appeal



ASSURED Trusted for over 50 years, and now backed by the strength of Wyndham Hotels & Resorts



OPTIMISM Located in 24 of the top 25 U.S. MSA markets, with over 250 hotels in the pipeline³



TYPE

New Construction & Quality Conversion



GEOGRAPHY

U.S., Canada & Latin America



CATEGORY

Upper Midscale



LOCATION

Urban & Suburban



GUESTS

Business & leisure travelers



ROOMS

70-106



AMENITIES (typical)

- Spacious rooms with work stations
- Great room with communal and private spaces
- Sundry Shop
- Free hot breakfast
- 24/7 coffee and infused water

LA QUINTA FRANCHISE FEES⁴

INITIAL FEES ▶ Greater of \$550 per room or \$55,000

ROYALTY FEE ▶ 5% of GRR

MARKETING FEE ▶ 4.5% of GRR

WYNDHAM
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER

WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
COLLECTION BY WYNDHAM

LA QUINTA

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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