



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 world's largest hotel group¹

AWARD-WINNING

- + La Quinta guests will soon join the nearly 58 million members of Wyndham Rewards, named one of the "best" hotel rewards programs 3 years in a row²

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A BRAND WITH A BRIGHT FUTURE

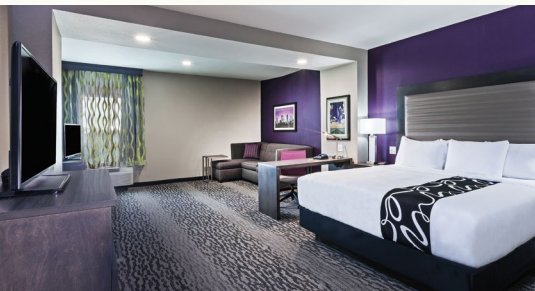
“La Quinta by Wyndham is a leading brand that has been redefining the select service market for over 50 years. Dedicated to friendly service, thoughtful amenities, and efficient design, this brand helps every guest wake up on the bright side.® With excellent accommodations for business and leisure, and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

— RAJIV TRIVEDI | Brand Leader | rajiv.trivedi@laquinta.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 250 hotels in the pipeline³



TYPE

New Construction & Quality Conversions



GUESTS

Business & leisure travelers



GEOGRAPHY

U.S., Canada & Latin America



ROOMS

70-105



CATEGORY

Upper Midscale & Midscale



AMENITIES (typical)

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



LOCATION

Urban & Suburban

LA QUINTA FRANCHISE FEES⁴

INITIAL FEES	Greater of \$55,000 or \$550 per rm
ROYALTY FEE	4.5% / 5% of GRR
MARKETING FEE	4.5% of GRR

WYNDHAM
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

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BY WYNDHAM

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GARDEN

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RAMADA
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INN & SUITES

MICRÔTEL
BY WYNDHAM

DaysInn

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Howard Johnson

Travelodge

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