



# 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 group<sup>1</sup>

## 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 row<sup>2</sup>

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# A BRAND WITH A BRIGHT FUTURE

“La Quinta 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.<sup>®</sup> 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](mailto: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 pipeline<sup>3</sup>



### TYPE

New construction & quality conversions



### GEOGRAPHY

U.S., Canada, Latin America



### CATEGORY

Upper Midscale & Midscale



### LOCATION

Urban & suburban



### GUESTS

Business & leisure travelers



### ROOMS

70-105 rooms



### AMENITIES (typical)

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

## LA QUINTA FRANCHISE FEES<sup>4</sup>

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

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DOLCE  
HOTELS AND RESORTS

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