



Competitively Designed to Accommodate Longer Stays.

Guests will feel at “Home.” Even when they’re Away from home.

- Extended stay is successful in larger primary and secondary markets
- Extended stay room demand up 9%; RevPAR up 5% in 2017*
- RevPAR increased to \$9.3 billion in 2017 - a 13% gain*
- Occupancy remained above 80% for the fourth consecutive year*
- Extended stay performance has lead to the rapid rise in new construction (record 50,000 rooms)*

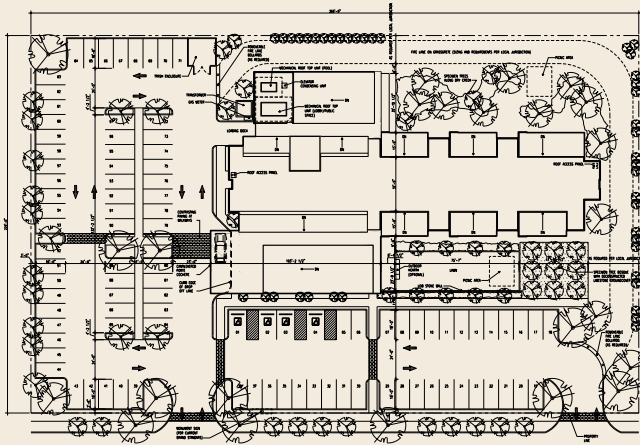
*Source: The Highland Group; Today's Hotelier - AAHOA

“Developers can’t keep up with rising demand.”

Executive Residency by Best Western® Prototype (shown with indoor pool)

Building total sq. ft.	55,962
Footprint total sq. ft.	17,946
Lot total sq. ft.	84,444 (1.94 acres)
Total rooms	86

Site Plan



- 84,444 sq. ft. prototype (1.9 acres)
- 71 extended stay studios and 15 extended stay suites
- A minimum of 15% two room extended stay suites required
- Three separate green spaces that invite your guests to wander outside to unwind and play
- The site plan can easily be adapted to a variety of locations and climates
- Enhanced breakfast offerings
- Indoor or outdoor pool
- Two meeting rooms each 200 sq. ft.
- Full staffing to provide excellent service



One of the fastest growing segments in the upper-midscale hotel industry.





LONG-TERM COMFORT. Executive Residency by Best Western satisfies one of the most in-demand needs of today's upper-midscale business and leisure travelers. With Executive Residency by Best Western, your guests will experience the very best in home and hotel. Flexible spaces, contemporary design and brand signature elements all combine to create an enriched extended stay experience, therefore building loyalty and repeat bookings along the way.

The Executive Residency by Best Western lobby is a thoughtful collection of detailed, purposeful design elements and features that all add up to a better guest experience. The tone is set upon arrival, where an inviting hearth and lush green space offer guests a warm welcome. Inside, nature continues to play a major role with an abundance of natural light beaming in from nearby glass walls, framing a relaxing view of the exterior gardens.

Guestrooms are designed for efficiency and long-term accommodation and offer stylish comforts and affordable home-away-from-home extras.

When life demands a little more - **the perfect combination of hotel and home.**

**Enhanced Style.
Flexible Space.
Upgraded Amenities.
Superior Performance.**

Smart Public Space

- Comfortable & varied seating
- Ample outlets for electronic devices
- Adjacent to open business center
- Lobby transforms into breakfast area
- 1850 sq. ft. with various community seating
- Built-in beverage station
- Adjacent retail space that offers extended stay sundries
- Optional bar and fireplace



**Increasing Overall Revenue.
Driving Bottom-Line Profit.**

Best Western® Hotels & Resorts Offers:
Industry-leading Mobile & eCommerce
\$7.2 Billion in Total Global Revenue
Best Western Rewards® Contribution
to North American Hotels - 44%
Lower Fees. Greater Profits.



Extended Stay Studio

King: 330 sq. ft.
Queen/Queen: 350 sq. ft.
Amenities include:

- Two burner cooktop
- Under-counter refrigerator
- Microwave/vent



Extended Stay Suite

King: 550 sq. ft.
Queen/Queen: 565 sq. ft.
Amenities include:

- Select rooms with balcony
- Sectional sofa bed
- Dishwasher
- Larger refrigerator
- Entry bench
- Two burner cooktop



5x Top Ranked Loyalty Program

FAST COMPANY #6 The World's Most Innovative Companies