



# 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>

LEARN MORE AT [WYNDHAMDEVELOPMENT.COM](http://WYNDHAMDEVELOPMENT.COM)

# A BRAND WITH A BRIGHT FUTURE

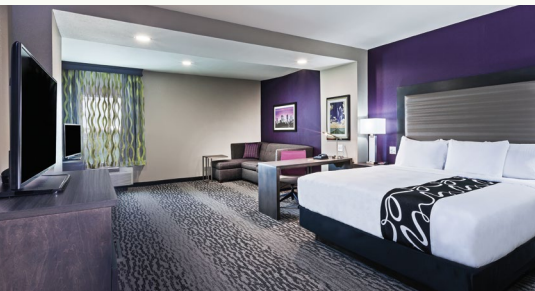
“La Quinta by Wyndham is a leading brand that has been redefining the select service market for over 50 years. Dedicated to friendly service, thoughtful amenities, and efficient design, this brand helps every guest wake up on the bright side.<sup>®</sup> With excellent accommodations for business and 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



### 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

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

splendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LA QUINTA  
BY WYNDHAM

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn

RAMADA  
WORLDWIDE

BAYMONT  
INN & SUITES

MICRÔTEL  
BY WYNDHAM

DaysInn

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. Most 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. La Quinta Worldwide, LLC. (MINREG#F-4544).<sup>1</sup> Based on number of hotels. <sup>2</sup> U.S. News & World Report, a Best Hotel Rewards Program, 2018-2019. <sup>3</sup> As defined by STR. <sup>4</sup> La Quinta Franchising, LLC. Franchise Disclosure Document dated March 30, 2018, as amended June 1, 2018.