



Fairfield Inn & Suites Memphis Marion, AR

## The Beauty of Simplicity.

Fairfield's 30+ year legacy of performance offers owners and franchisees a highly efficient economic model that delivers strong results. The second largest Marriott International brand, Fairfield is a proven performer and is growing rapidly. The brand consistently exceeds goals across key metrics: guest satisfaction, RevPAR, Marriott channel contribution and owner satisfaction. The prototype was designed to deliver flexibility—whether the hotel is located in an urban, secondary or tertiary market. This innovative model enables owners to adapt to site requirements and local market needs. Considered the most efficient cost to build in the upper midscale tier, the new prototype emphasizes speed to market.

Fairfield warmly welcomes guests with friendly service and comfortable spaces - offering them the flexibility to work, rest and maintain their balance while on the road. Signature amenities include complimentary hot breakfast and coffee, plus fitness center and lobby market available 24/7. With a heritage from the Marriott family farm, Fairfield delivers the quality and reliability you expect - backed by the Fairfield Guarantee.

### DISTRIBUTION (Q3 2021)

With growth throughout the U.S. as well as Latin America, Mexico and Asia, the brand has reached nearly 1,200 open hotels and has the largest pipeline in the Marriott portfolio with 378 properties.

U.S. & CANADA	Units	Rooms	GLOBAL	Units	Rooms
Open	1,103	104,110	Open	1,189	117,098
Pipeline	279	27,120	Pipeline	378	46,333

### KEY COMPETITORS

Hampton Inn  
Holiday Inn Express

### RECENT OPENINGS

Fairfield Inn & Suites St. Paul Eagan, MN  
Fairfield Inn & Suites San Diego Pacific Beach, CA

### COMPETITIVE FEE STRUCTURE\*

**Application Fee**  
\$75,000 plus \$400 per guestroom in excess of 125 guestrooms

**Royalty Fee**  
5.5% of Gross Room Sales

**Program Services Contribution**  
3.85% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus \$7,000 per year; plus \$135 per guestroom per year.

### OPTIMIZED COST PLAN

Estimated Cost Per Key (for select costs)\*\*

80 – 110 keys  
\$110,000 - 177,000

120 – 150 keys  
\$103,000 - 164,000

\*2021 Fairfield by Marriott Franchise Disclosure Document. For all other costs and fees, refer to the FDD.

\*\*The "Estimated Cost Per Key" includes select building construction, kitchen and laundry equipment, FF&E, start-up costs, and certain additional funds. You will incur additional costs. Please refer to our 2021 Fairfield by Marriott Franchise Disclosure Document for complete details.

# A SIMPLE PROMISE TO PROVIDE EACH GUEST AN INVITING AND EFFORTLESS EXPERIENCE.



## FLEXIBLE BUILDING DESIGN

- Contemporary design and flexible prototype to meet varying site and market requirements.
- Breakfast room with multiple seating offerings for increased seating capacity.
- Functional and efficient public space and lounge area with open views, natural light and amenities guests need.



## PRODUCTIVE GUEST ROOMS/SUITES WITH INTUITIVE DESIGN

- The spacious and modern suite offers separate areas for working and sleeping.
- Flexible workspace with desk, ergonomic chair, and outlets where you need them.
- Multi-functional smart wardrobe, creating space for a refrigerator, optional microwave and coffee maker.
- Purposeful storage solutions for hanging items, a luggage counter and drawers.
- An elevated bath experience with large glass walk-in shower.
- Hotels have a 25% suite mix.
- The "Modern Calm" decor package reflects the brand's heritage and is adaptable for non-prototypical hotels.



## OTHER AMENITIES

- Complimentary breakfast daily featuring hot items and healthy options.
- "Corner Market" – offering healthy "grab and go" food and beverage options 24/7.
- Minimum 600 square foot fitness room with new, modern finishes and H2O Station.
- Scalable meeting space options to meet the demands of your market.
- Outdoor lounge and seating areas, based on market need.
- Optional indoor/outdoor pool, based on market need.



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