



## MOXY HOTELS

Moxy Hotels, Marriott International's newest and edgiest affordable brand, serves as a playground that attracts Fun Hunter travelers. With a highly competitive market for hotels in much of the United States and Canada, Moxy gives owners and franchisees a new pick of the litter to compete in the upper, midscale priced tier in prime urban locations. The Moxy brand offers a turnkey solution to deliver a vibrant, lifestyle experience-driven product in a franchise model that is easy to implement and scalable.

For guests, Moxy is of exceptional value through offering lively public spaces and minimalist style. Moxy offers everything you want, nothing you don't.

For owners and franchisees, the brand allows for easy development in urban/metro areas with a favorable cost-to-build model featuring efficient rooms of 183 square feet and a lean staffing model.

Marriott's formula for establishing new and interesting brands is tried and tested and our success in the select service sector is well recognized. Like all of our brands, Moxy is supported by the Power of Marriott – the robust demand of younger generation travelers to maximize their savings drives top-line revenue for the brand. With over 80 hotels approved or under construction, Moxy is ready to play with you.

## DISTRIBUTION (Q3 2018)

A global growth of a new brand, Moxy currently has 30 hotels open worldwide and over 80 in the pipeline.

### U.S. AND CANADA (Units / Rooms)

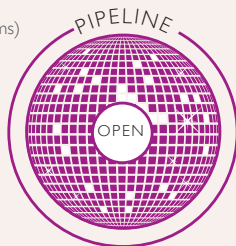
Open: 7 / 1,503

Pipeline: 25 / 4,392

### GLOBAL (Units / Rooms)

Open: 30 / 6,250

Pipeline: 85 / 15,154



## COMPETITIVE FEE STRUCTURE

**Application Fee:** The greater of \$75,000 or \$500 per guest room

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

**Marketing/Program Fee:** 3.75% of Gross Room Sales

## OPTIMIZED COST PLAN

### 100 – 150 KEYS

Average Cost Per Key: \$87,000 – \$154,000

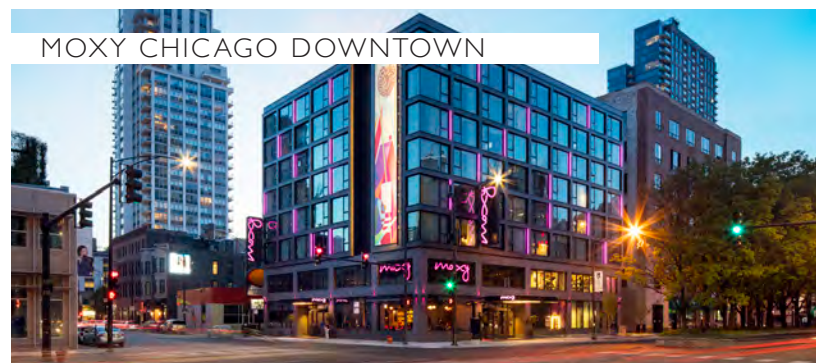
### 151 – 200 keys

Average Cost Per Key: \$87,000 – \$141,000

\*2018 Moxy Hotel Franchise Disclosure Document.  
For all other costs and fees, refer to the FDD.



MOXY NYC DOWNTOWN



MOXY CHICAGO DOWNTOWN



Moxy Seattle Downtown, WA



Moxy New Orleans Downtown/French Quarter Area, LA



Moxy NYC Times Square, NY

## THE “NOW”

- The public space offers an industrial chic look and aesthetic with polished concrete floors, exposed concrete columns, open ceilings and collaborative spaces to hang out.
- Forget about front desks! Check in at the bar and while there, grab a drink. Then head on over to the buzzing living room which is ignited with adult games to amp up the fun.
- You can't miss the video wall featuring The Guestbook. Check out what's going on, who's stopping by or post your own Instagram pics.
- The tech-enabled space offers furiously fast and free WiFi and provides USB ports and convenient electrical outlets throughout.
- There are four zones whose intensity subtly shifts from calm to energetic.
  - ~ **Zone 1** – Library / Plug In: AKA the peace and quiet zone, for undisturbed solo or mellow small group pursuits.
  - ~ **Zone 2** – The Welcome: Part entry, part living room Balances what happens now with what might happen next. Check in, check out, hang out.
  - ~ **Zone 3** – Beverage + Food: Coffeehouse by day, lively bar by night. The 24/7 self-service approach offers grab-and-go favorites or a hot entrée; a convenient nosh for every taste.
  - ~ **Zone 4** – Lounge: See and be seen. The ultimate conversation pit pulses with energy. Music and media reinforce the Lounge as a daytime hangout and nighttime party.
- A full circuit fitness center + fun zone offers a boxing bag, gymnastics equipment, stretch area and more.
- Scalable meeting space options are available to meet markets demands.

## FOUR ZONES



## THE BEDROOM

- Rooms are accessed with keyless entry. Tech savvy guests can use their smartphone.
- A small footprint with big offerings, this functional room offers surprising details; a fun lounge chair, a small work surface, an open storage concept, and the signature peg wall offering the ultimate flexibility when unpacking.
- 55-inch LED TV and technology features in the room include furiously fast and free WiFi, screencasting and enough USB plugins to keep you and your devices at 100%.
- Comfy platform beds seemingly float above the floor with motion sensor “underbed” lighting.
- The bathroom features a one compartment layout with a porthole opening on a barn door, glass enclosed shower and vibrant signature amenities.
- Hard surface flooring.

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A photograph of a modern multi-story building at night, featuring a large, illuminated, stylized 'moxxy' logo in pink script. The building has a mix of dark and light panels, with some windows glowing from interior lights. A balcony with string lights is visible on the upper right. In the foreground, there is a wooden bench and a planter box with greenery. To the left, a small outdoor seating area with wicker chairs and a fire pit is visible. The overall atmosphere is modern and urban.

moxxy  
HOTELS





# PLAY ON

Moxy offers a new way of traveling in which smaller is concentration, not reduction. Our minimalist design elements, combined with communal play spaces and a central bar promote interaction, vibrancy and fun. Whoever said affordability is a loss of style never stayed at Moxy. When we say 'less is more', we accentuate more. Not less. So come on, Play On.







**COME**

**AND**

**PLAY**



# MOXY RULES & NOT SO STRICT REGULATIONS

**#1**

Build a boutique hotel that respects every budget—and the planet we share.

**#2**

Do it without sacrificing style or comfort for affordability—otherwise you'll hate yourself in the morning.

**#3**

Let your personality shine and your imagination run wild.

**#4**

Never compromise.

**#5**

If the old rules don't work, break 'em and write your own.

THAT'S MOXY. AND WE'VE GOT A LOT OF IT.

# GUEST PROFILE

If you're not up for fun, then I'm sorry, this won't work. Our Fun Hunters are young at heart, don't take themselves too seriously and buck the status quo.

For these guys, travel isn't about being in a hotel room, but an opportunity to explore, discover and share experiences with like-minded people.

They are fiercely independent but connected to friends (and devices). Sharing recommendations are not only part of their identity – it's their social currency. For them, self-service is the best service.

Confidence in their own ability instills a cheeky and free-spirited personality. And that's where the fun begins...



# BRAND STANDARDS

(WE'RE SERIOUS ABOUT THESE, SERIOUSLY...)

Moxy design and style is seriously considered, and playfully executed. From the communal NOW public space to smart, flexible bedrooms, Moxy is a bold, surprising design for the socially extroverted, energetic consumer.



## EXTERIOR

Logo sits atop building with the "y" hanging off the edge. Curved entry canopy seamlessly wraps turnstile door. Lighting and music set the Moxy mood on approach.



## ZONE 1

### Library / Plug in

AKA the peace and quiet zone, for undisturbed solo or mellow small group pursuits.



## ZONE 2

### The Welcome

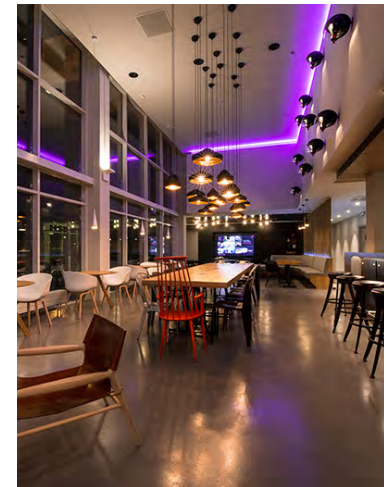
Part entry, part living room. Balances what happens now with what might happen next. Check in, check out, hang out.



## ZONE 3

### Food & Beverage

Casual and convivial. Coffeehouse by day, lively bar by night. The DIY approach appeals to Moxy guests' sense of practical creativity.



## ZONE 4

### Lounge

See and be seen. The ultimate conversation pit pulses with energy. Music and media reinforce the Lounges as a daytime hangout and nighttime party.





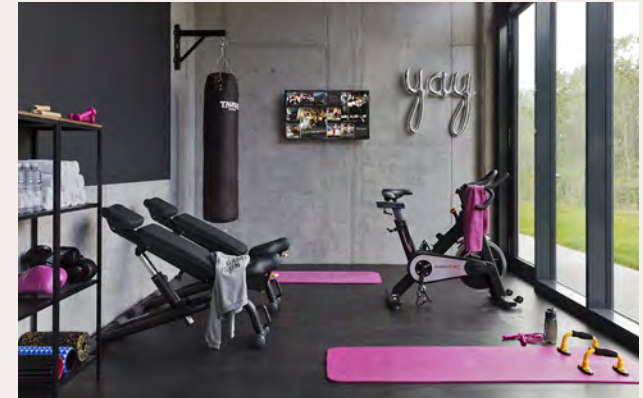
### 24/7 Self-Service

All-day access, all-way delicious. A yogurt, a piece of fruit, a hot entrée. Convenient nosh for every taste.



### Grab-and-Go

Grab-and-go favorites, signature naans, fresh-squeezed orange juice and your very own barista.



### Fitness Center

Full circuit gym + fun zone with a boxing bag, gymnastics equipment, stretch area and a twist on the spin bike using a signature racer that tracks speed and endurance.



### Meeting Rooms

Collaborate in comfort. Enclosed for privacy, transparent for visibility. Furniture is relaxed and unexpected for a meeting space.



### The Lift and the Corridors

Design continues to the bedroom with surprising details. The lift and the corridors create an eye-catching journey for the guest.



### The Bedrooms

Small footprint with big offerings is a cozy retreat. Open-peg storage, modern bath with shower and signature vanity, a 47" TV, and a Moxy lounge chair make it all good.



# THE NOW

- Industrial chic look and aesthetic; Polished concrete floors, exposed concrete columns, open ceiling
- Video wall featuring The Guestbook
- Public space is ignited with games – from table top to game tables to amp up the fun
- Four zones whose intensity subtly shifts from calm to energetic
- **Zone 1** – Library / Plug In
- **Zone 2** – The Welcome
- **Zone 3** – Beverage + Food
- **Zone 4** – Lounge
- Tech enabled environment (furiously fast and free WiFi, convenient electrical and USB outlets)

## INDIVIDUAL / PERSONAL



ZONE 1

ZONE 2



→ ASSEMBLY / GATHERINGS



ZONE 3

ZONE 4



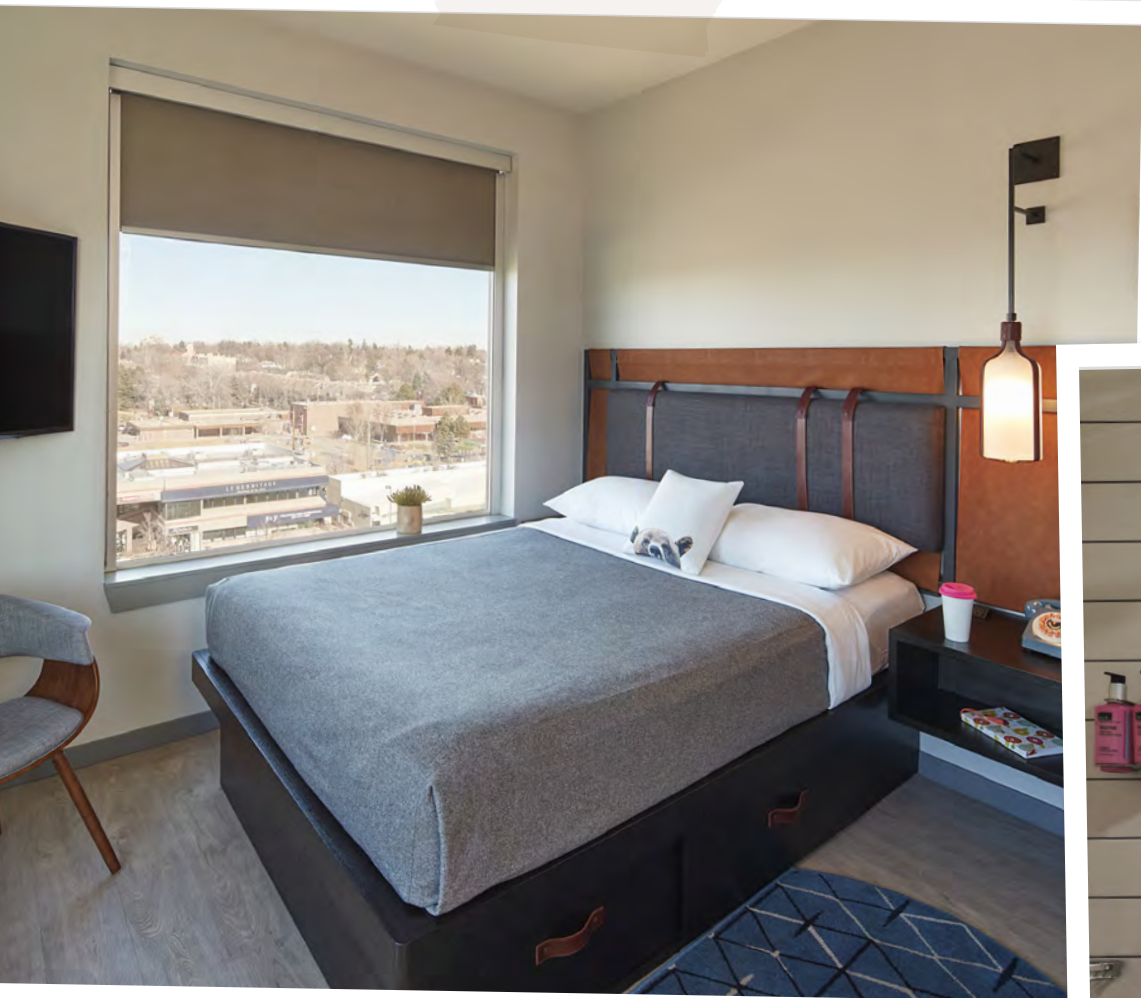
# THE BEDROOM

- Front door with white wired glass
- 47 inch LED TV and technology features in the room (furiously fast and free WiFi, screencast, USB ports)
- Platform bed – with “underbed” movement sensor light
- Open storage concept – peg wall for ultimate flexibility when unpacking
- Bathroom – one compartment layout with textured glass door and wall, shower and signature vanity
- Functionality (comfy lounge chair, small work surface and stool for unpacking)
- Wood flooring preferred















# AREA PROGRAM

GUEST SPACES	QUANTITY	PERCENTAGE	UNIT AREA	TOTAL NET (SF)
<b>Lobby Areas</b>				
The Welcome				
Library + Plug In				
Lounge				
Public Circulation				
Public Restrooms				
<b>Total Lobby Areas</b>				<b>3,888</b>
<b>Food &amp; Beverage Front-of-House</b>				
Food + Beverage (+ Check-In)				1,798
<b>Recreation Facilities</b>				
Fitness Center				800
<b>Retail</b>				
Included in Food + Beverage				
<b>Meeting Spaces</b>				
Meeting Rooms (2)				150
<b>Guestrooms</b>				
Standard Queen	156	100%	184	28,704
Accessible Queen*	10		261	2,610
<b>Guestrooms Total</b>	<b>166</b>			<b>31,314</b>
<b>Guestroom Corridors &amp; Support</b>				
Corridors/Elevator Lobby				
Stairs				
Ironing/Ice/Water				
<b>Guestroom Corridors &amp; Support Total</b>				<b>9,919</b>
<b>TOTAL GUEST SPACES</b>				<b>47,869</b>

BACK-OF-HOUSE	TOTAL NET (SF)
<b>Administration</b>	
Work Room	
<b>Employee Areas</b>	
Break Room	
Employee Restrooms	
<b>Engineering &amp; Maintenance</b>	
Engineer Maintenance Office	
<b>Food &amp; Beverage Back-of-House</b>	
Kitchen & Storage	
<b>Laundry</b>	
Off-Site (Not Included)**	
<b>Housekeeping</b>	
Linen and Linen Chute Rooms	
Storage	
<b>Elevators</b>	
Elevators	
Elevator Equipment Room	
<b>Property Technology</b>	
Computer/Telecom	
<b>Mechanical, Plumbing &amp; Electrical</b>	
Mechanical	
Electrical	
<b>TOTAL BACK-OF-HOUSE SPACES</b>	<b>3,804</b>

SUMMARY	QUANTITY	TOTAL (SF)
Total Number of Guestroom Room Floors	5	
Total Number of Floors	6	
Guest Spaces		47,869
Back of House		3,804
Total Net Building Area		51,673
Walls and Shafts (Estimated)		10,091
Total Gross Building Area		61,764
Total Square Feet per Room		372

\*Comply with all governing regulations for size, percentage and quantity of accessible guestrooms. November 2018



A group of people in costumes and masks at a party. A woman in a colorful polka-dot dress and a black mask is in the foreground. Behind her, a man in a yellow shirt and a woman in a red top are visible. To the right, a woman in a silver mask and a blue fur stole is looking forward. In the background, a man in a black mask and a woman in a black corset and a blue fur stole are visible. The scene is dimly lit with warm tones.

# GET MOXY!



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MARRIOTT CONFIDENTIAL AND PROPRIETARY INFORMATION.

The information released by Marriott® International in regards to the MOXY HOTELS project is provided to the owner and franchise community merely as a guide and all information and supporting documentation serves solely as guidelines as of January 2015, and is not, and should not be considered final. All plans regarding this project are routinely updated and remain subject to revision and clarification.

All of the materials should be considered draft; photography and illustrations are for placement only.