

Fairfield[®]

BY MARRIOTT



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 and ROI.

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.

Key Competitors: Hampton Inn, Holiday Inn Express, La Quinta

Distribution (Q3 2018)

With growth throughout the U.S. as well as Latin America, Mexico and Asia, the brand is approaching 1,000 open hotels and has the largest pipeline in the Marriott portfolio with over 360 properties.

U.S. and Canada (Units / Rooms)

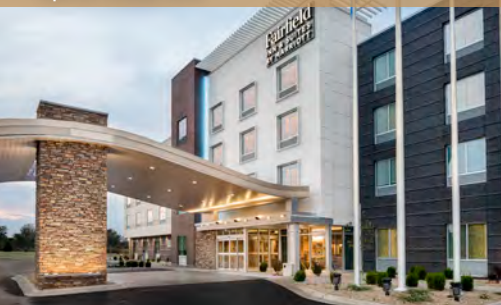
Open: 924 / 86,240
 Pipeline: 303 / 30,162

Global (Units / Rooms)

Open: 958 / 91,750
 Pipeline: 367 / 40,111

RECENT OPENINGS

Fairfield Inn & Suites Kenosha Pleasant Prairie, WI
 Opened October 2018



Fairfield Inn & Suites Boston Waltham, MA
 Opened September 2018



Franchise Hotel Performance*

Average Occupancy Rate: 71.2%

Average Daily Room Rate: \$112.72

Average RevPAR: \$80.29

Average RevPAR Index: 106.6

Loyal Customer Base:
 Marriott Rewards[®] Member Paid Nights represent 52.8% of total Fairfield Nights

Lower Cost Bookings:
 Marriott's channels generate 65.0% of Fairfield reservations

Competitive Fee Structure*

Application Fee: The greater of \$50,000 or \$400 per guestroom

Royalty Fee: 5.5% of Gross Room Sales

Marketing Fund Fee: 2.5% of Gross Room Sales

Optimized Cost Plan*

80 – 110 keys
 Average Cost Per Key: \$86,000 – \$137,000

120 – 150 keys
 Average Cost Per Key: \$81,000 – \$127,000

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

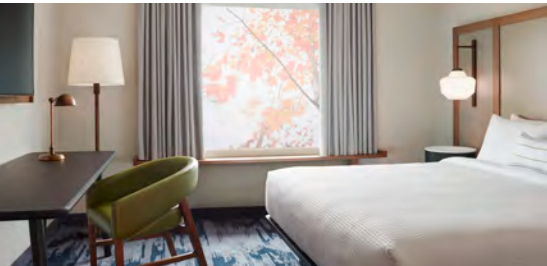
THE FAIRFIELD GUARANTEE™

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



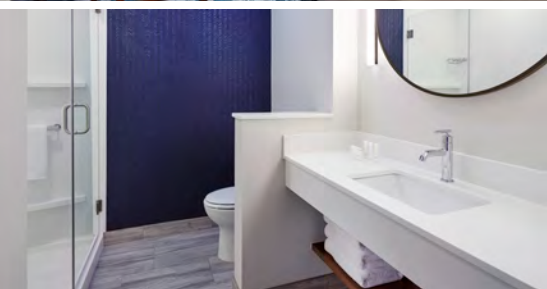
Flexible Building Design

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



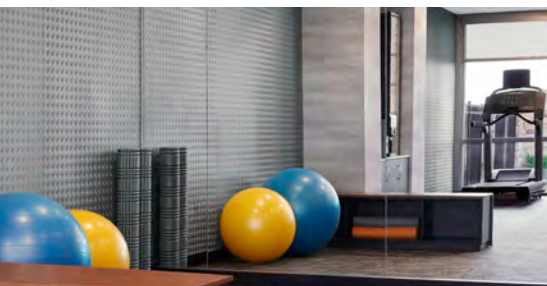
Productive Guest Rooms/Suites with Intuitive Design

- 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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FAIRFIELD FRANCHISE DISCLOSURE:

The data above reflects the performance of all 734 franchised Fairfield hotels open and operating in North America for 24 months as of December 31, 2017, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 24 months preceding December 31, 2017. Of the 734 Fairfield hotels, 349 (47.5%) achieved an average occupancy rate equal to or greater than 71.2%; 237 (32.3%) achieved an average daily room rate equal to or greater than \$112.72; 263 (35.8%) achieved or exceeded the average RevPAR of \$80.29; and 377 (51.4%) achieved an average RevPAR Index equal to or greater than 106.6. Of the 734 Fairfield hotels, 333 (45.4%) had at least 65.0% or more of their gross room nights booked through the Marriott Channels and 403 (54.9%) achieved or exceeded the average percentage of Marriott Rewards contribution to Occupancy of 52.8%. There is no assurance that you will do as well. OFFER AND SALE BY PROSPECTUS ONLY. See Item 19 of our Franchise Disclosure Document dated March 31, 2018, for additional details.



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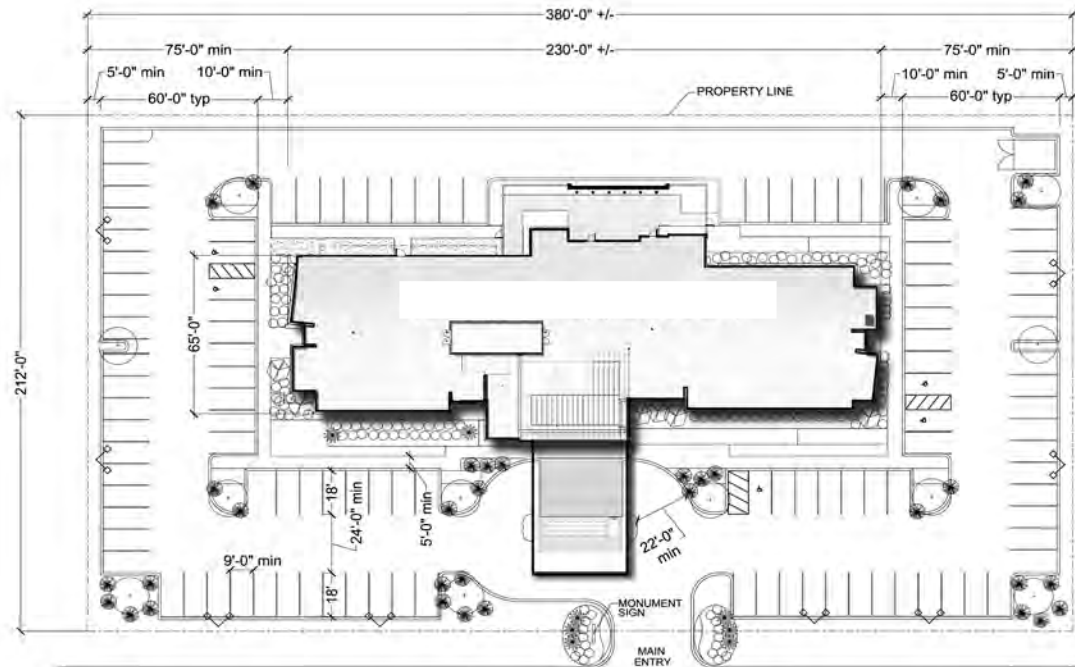
SITE SUMMARY

Building Length	230 feet
Building Depth	65 feet
Land	1.85 acres
Parking	110 spaces

Site statistics based on a 111-room primary market proto-model.



Front Elevation



Site Plan

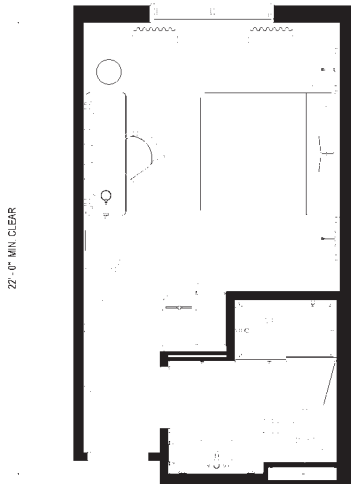


TYPICAL UNIT MIX

King	30-35%
Queen/Queen	40-45%
Suites	25-30%

Unit mix is based on a 111-room primary market proto-model.

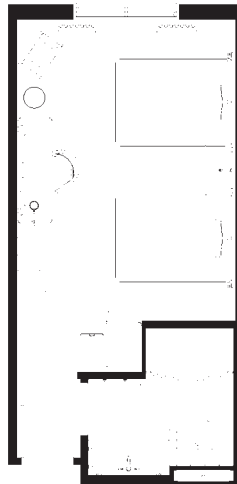
12'-6" MIN CLEAR



22'-0" MIN CLEAR

King

12'-6" MIN CLEAR



26'-0" MIN CLEAR

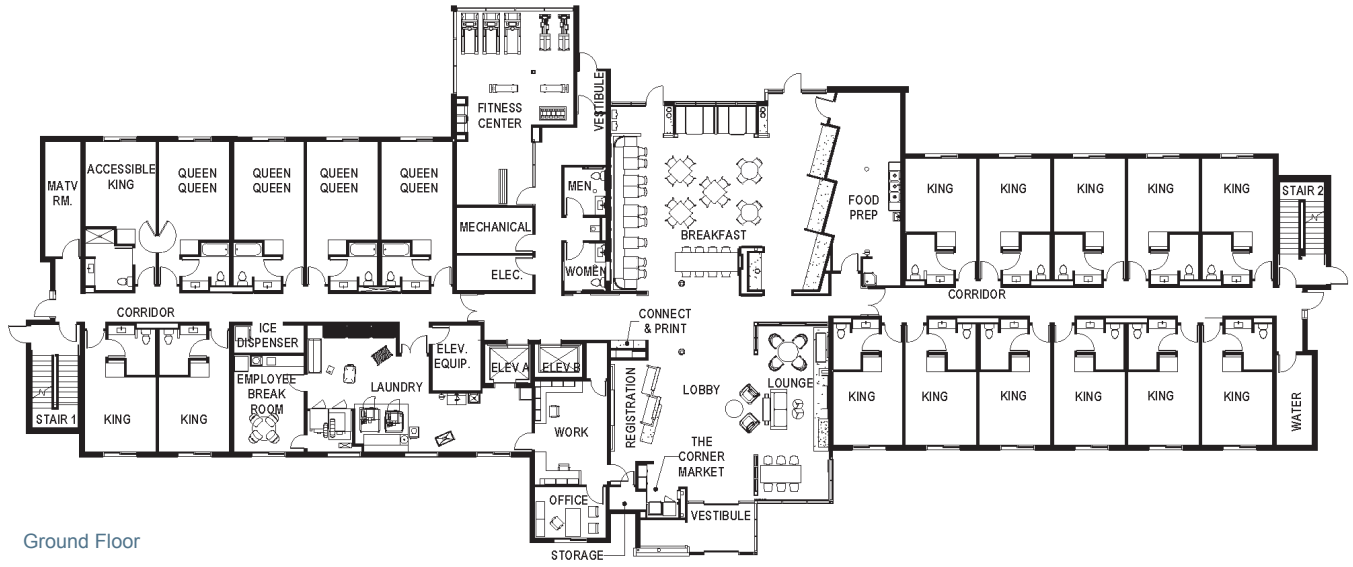
Queen/Queen

12'-6" MIN CLEAR



30'-0" MIN CLEAR

King Suite



Ground Floor



Typical Floor

Fairfield by Marriott
Criteria Facilities Program

GUEST SPACES					QUANTITY	PERCENTAGE	UNIT AREA	TOTAL NET (SF)	BACK-OF-HOUSE	TOTAL NET (SF)
Lobby Areas									Administration	
Entrance Vestibule									Work Room	
Reception									Office	
Living Room									Employee Areas	
Breakfast Area & Farm Table									Break Room	
Quick Print									Engineering & Maintenance	
Public Circulation									Engineer Maintenance Office	
Public Restrooms									Food & Beverage Back-of-House	
Lobby Area Totals								2,880	Food Preparation	
Food & Beverage Front-of-House									Laundry	
Breakfast Buffet & Coffee Bar								441	Laundry Room	
Recreation Facilities									Housekeeping	
Fitness Center								604	Linen and Linen Chute Rooms	
Swimming Pool (Outdoor - Not Included)									Storage	
Pool Equipment/Storage								140	Elevators	
Recreation Facilities Total								744	Elevators	
Retail									Elevator Equipment Room	
Corner Market								69	Property Technology	
Meeting Spaces									Computer/Telecom	
Meeting Room (Optional - Not Included)									MATV Room	
Guestrooms									Mechanical, Plumbing & Electrical	
Standard King					35		275	9,625	Mechanical	
Accessible King*					3	30-35%	309	927	Electrical	
Standard Queen/Queen					43		325	13,975	Water Room	
Accessible Queen/Queen*					2	40-45%	379	758	Back-of-House Circulation	
King Suite					25		379	9,475	TOTAL BACK-OF-HOUSE	3,900
Accessible King Suite*					1		475	475	SUMMARY	QUANTITY TOTAL (SF)
Queen/Queen Suite					1	25-30%	475	475	Total Number of Guestroom Room Floors	4
Accessible Queen/Queen Suite*					1		475	475	Total Number of Floors	4
Guestrooms Total					111			36,185	Guest Spaces	46,767
Guestroom Corridors & Support									Back-of-House	3,900
Corridors/Elevator Lobby									Total Net Building Area	50,667
Stairs									Walls and Shafts (Estimated)	5,830
Guest Laundry									Total Gross Building Area	56,497
Ice Machine									Total Square Feet per Room	509
Guestroom Corridors & Support Total								6,448		
TOTAL GUEST SPACES								46,767		

The information released by Marriott® International in this communication with respect to the Fairfield Inn & Suites by Marriott project is provided to the owner and franchise community merely as a guide and all information and supporting documentation serves solely as guidelines and is not, and should not be considered final. All plans regarding this project are routinely updated and remain subject to revision and clarification. Comply with all governing regulations for size, percentage and quantity of accessible guestrooms. November 2018



Fairfield by Marriott

Fairfield warmly welcomes guests with friendly service and comfortable, uplifting spaces - offering them the flexibility to work, rest and maintain their balance while on the road. Hotels feature guest rooms that are designed for rest and productivity, offer complimentary hot breakfast and 24x7 food in the Market, and great fitness facilities. With a heritage from the Marriott family farm, Fairfield delivers the quality and reliability you expect - backed by the Fairfield Guarantee.

Developing with Marriott International

Fairfield is redefining the upper midscale tier category with a winning building and financial model that delivers exceptional value to owners and franchisees. As Marriott's second largest brand, Fairfield is poised to reach 1,000 units with over 950 hotels open across three continents and the largest pipeline with over 365 hotels. Owners invest in the Fairfield brand to harness the power of Marriott's industry leading sales, marketing, and loyalty engines.

Visit marriottdevelopment.com to learn more about developing a Fairfield by Marriott.

