

Best Western Plus® Executive Residency - Dual-Branding



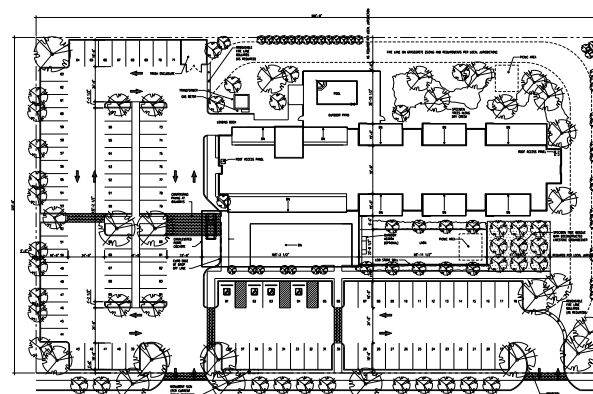
An Executive Residency hotel can be combined with Best Western Plus® to provide two guestroom type options. The public area space consists of one expansive arrival, front desk area, food service space, and communal elements.

Flexible room mix to accommodate the market needs. A minimum of 40% extended stay rooms is required.

One of the fastest growing segments in the hotel industry today.

Best Western® Hotels & Resorts Offers:
 Industry-leading Mobile & eCommerce
 \$7.5 Billion In Total Global Revenue
 Best Western Rewards® \$1.7 Billion Revenue
 Lowest Fees In The Industry

Site Plan



Dual-Brand Executive Residency / Best Western Plus Prototype (shown with outdoor pool)

Building total sq. ft.	53,118
Footprint total sq. ft.	15,102
Lot total sq. ft.	84,444 (1.94 acres)
Total rooms	84
Estimated FF&E, OS&E, and hard construction costs	\$86,000/key†



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Feel Right At Home.

Best Western® Hotels & Resorts extended stay concept.

With Executive Residency, your guests will experience the very best in home and hotel. Its flexible spaces, stylish design, and brand signature elements combine to create an enriching extended stay experience for your guests, therefore building loyalty and repeat bookings along the way.

LOBBY



EXTENDED STAY STUDIO

Increase overall revenue and drive bottom-line profit in the booming extended stay market.

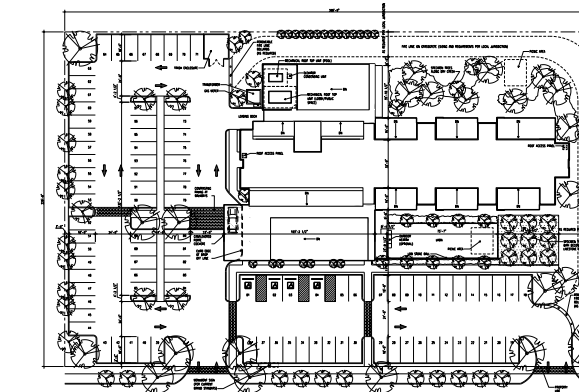
Perfect combination of hotel and home.

Best Western® Hotels & Resorts Executive Residency extended stay prototype satisfies one of the most in-demand needs of today's business and leisure travelers. Extended stay hotels continue to be one of the top performing segments in the hotel industry.

- Extended stay is successful in larger primary and secondary markets.
- Extended stay room revenues increased 13% to an all-time high of \$10 billion in 2015*
- Extended stay room count doubled to 396,000 rooms, and currently there are 35,000 rooms under construction, the highest ever reported.**
- Mid-price statistics: Revenue up 12%, RevPAR up 8% and Occupancy is 74%.*

Sources: *The Highland Group, CY 2015
 ** STR, as of March 2016 room counts reflect U.S. & Canada

Site Plan



Executive Residency by Best WesternSM 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
Estimated FF&E, OS&E, and hard construction costs	\$91,000/keyst

†Cost to build does not include soft costs

The Executive Residency 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.

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

Designed for long-term comfort

Extended Stay Suite:
 King: 550 sq. ft.
 Queen/Queen: 565 sq. ft.
 Amenities include:

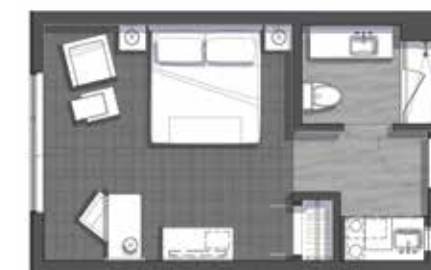
- Select rooms with balcony
- Sectional sofa bed
- Dishwasher
- Larger refrigerator
- Entry bench
- Two burner cooktop



Extended Stay Suite

Extended Stay Studio:
 King: 330 sq. ft.
 Queen/Queen: 350 sq. ft.
 Amenities include:

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



Extended Stay Studio



- 84,000 sq. ft. prototype (1.9 acres)
- 86 extended stay studios and suites with 97 parking stalls
- 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