

HOW DO WE MAKE YOUR COMMUNITY BETTER?

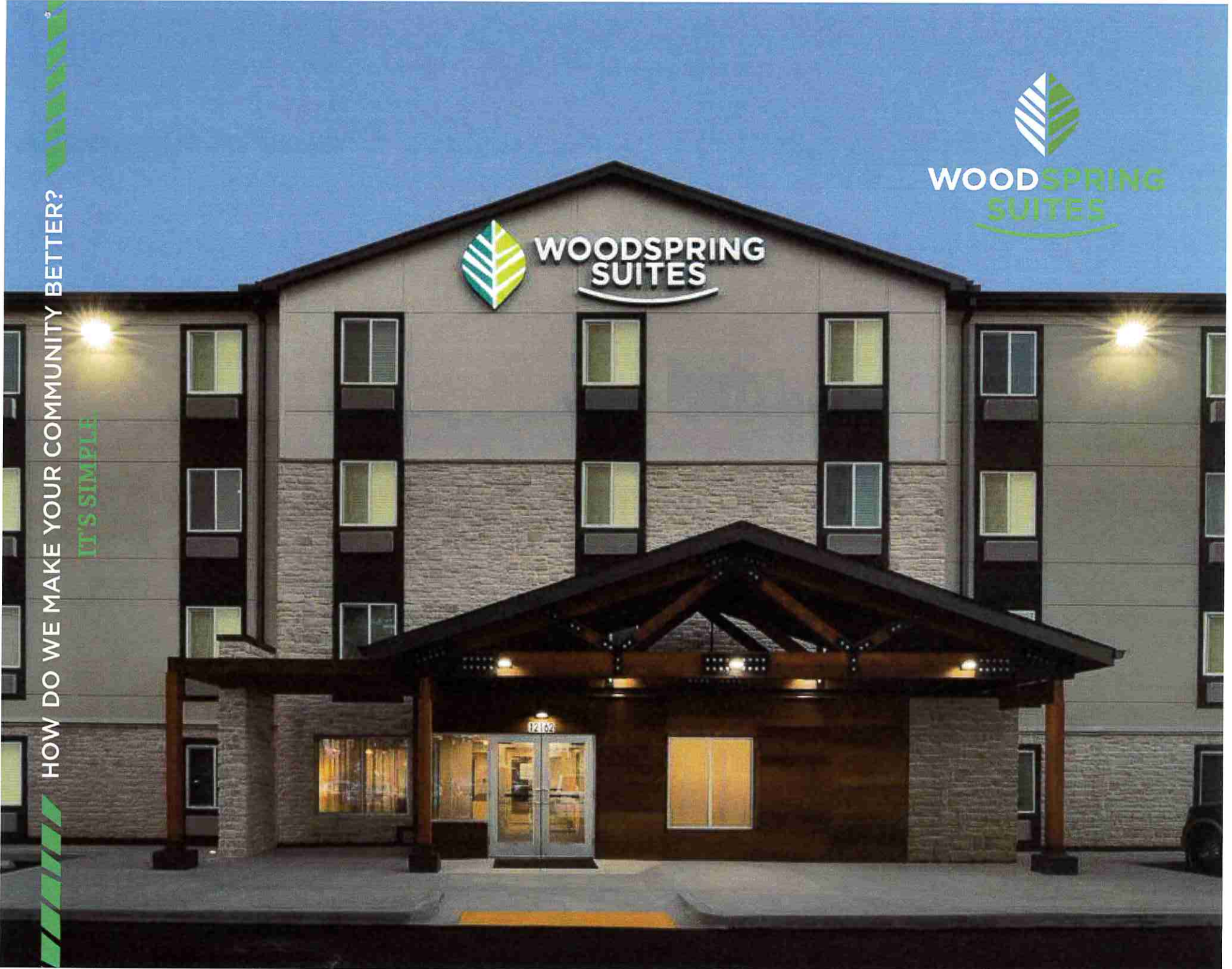
IT'S SIMPLE.



WOODSPRING  
SUITES



WOODSPRING  
SUITES







WoodSpring Suites Chicago Darien  
Darien, IL

**Behind every great business, there's a story.  
Choices made, stands taken, risks rewarded.**

**This is ours.**

We share it with you because where we started points to how far we've come. Because our values inform how we help business owners create value for their guests.

Consider this your introduction to a brand whose story, we hope, will become part of yours.





# 1. WHO WE ARE



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From the beginning, we've been all about setting a new standard in the hotel industry. It started in 1975 with one simple idea: Create a place where guests could stay for more than a night or a week.

**A place that felt less like a stop-over and more like an invitation to stay a little longer.**

This notion was the brainchild of Jack DeBoer, a hospitality entrepreneur who spent the next 27 years refining the concept, getting to know the customer, building in must-haves and amenities, and developing a set of standards that help ensure the hotels in our brand are high quality and well-maintained.







After a quarter century of experience, Jack and team seized another opportunity to change the hotel business. He created affordable, comfortable accommodations that promised guests a great room for a great price.

### His concept was a hit.

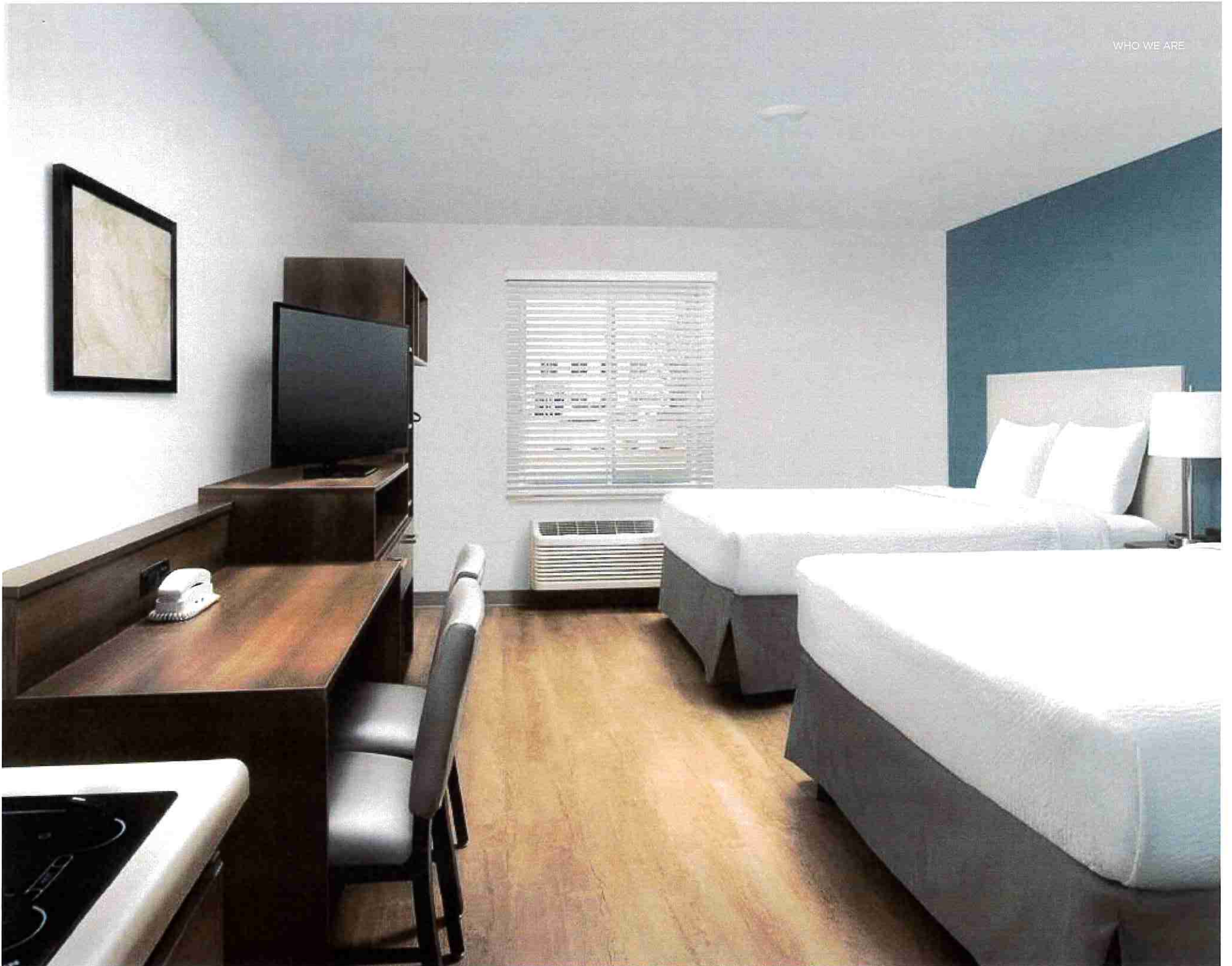
Our brand has grown to more than 295 hotels in 38 states. As a member of the Choice Hotels family of brands since 2018, we now have the backing of one of the world's largest hotel companies with 80 years of innovation in the hospitality industry with a commitment to the extended stay segment.

We are WoodSpring Suites®.

WoodSpring Suites Seattle Everett  
Everett, WA









## 2. WHO THE GUESTS ARE



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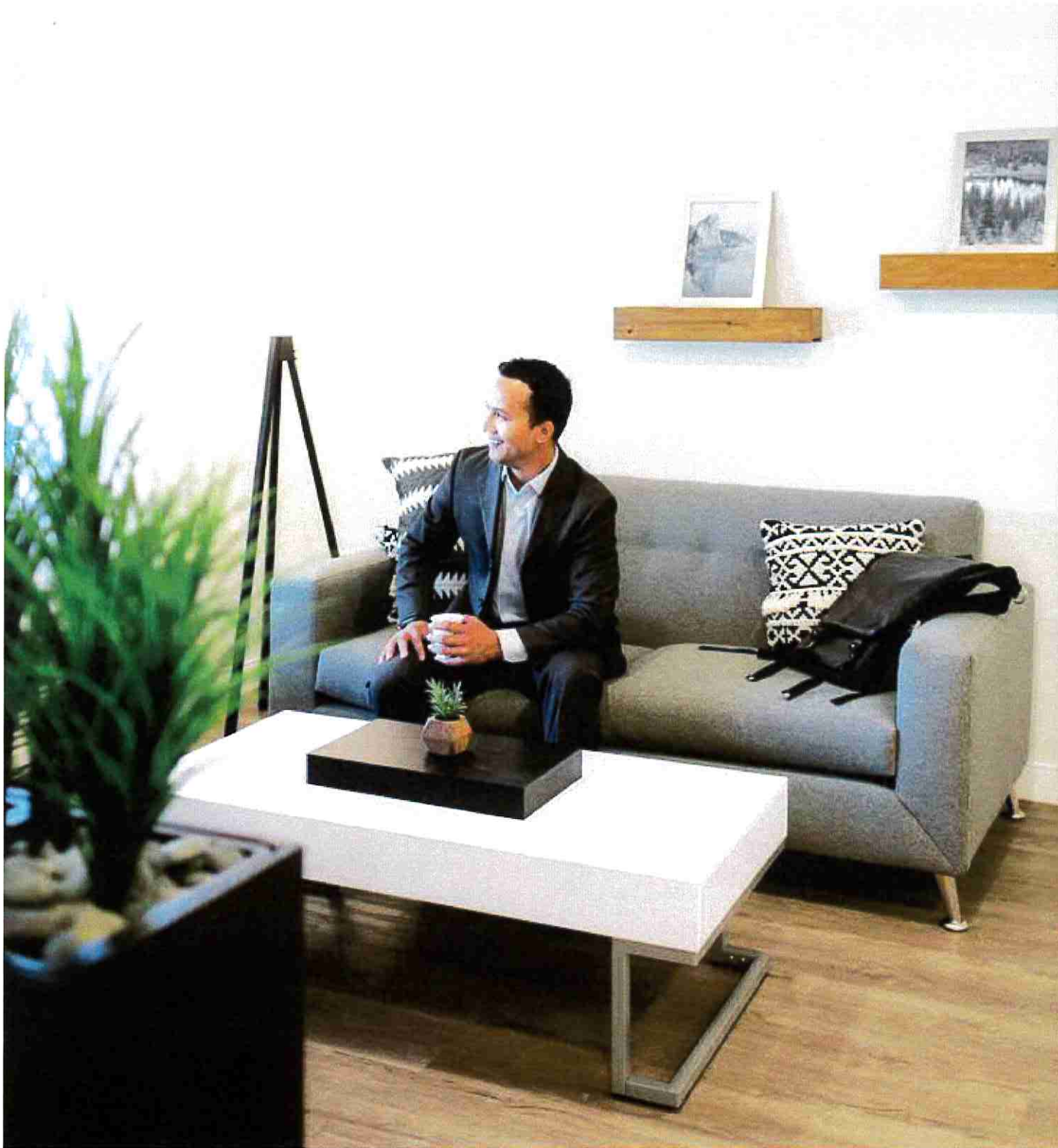
The WoodSpring Suites brand is based on a clear understanding of who stays with us and why:

Down-to-earth people with practical needs who appreciate the necessities, **done better.**

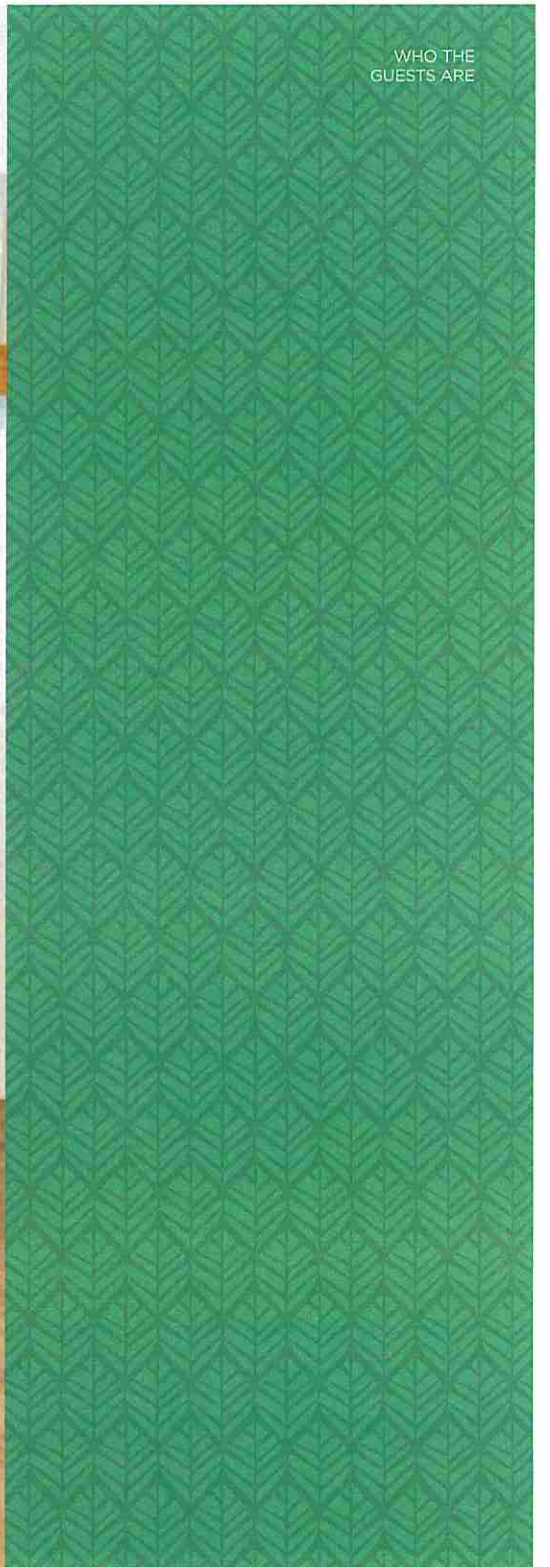
The majority of guests have **college educations** and **incomes at or above national averages**. They're cost-conscious and practical, opting for the solid value of a reasonably priced, comfortable place to stay, rather than the luxuries of a more costly traditional hotel.







WHO THE  
GUESTS ARE





People managing transitions make up a large segment of the brand's customer base. These guests are **transplants from other cities**, shopping for a new house; **visiting relatives** helping out for a week or two with a newborn or grandparent; and **families whose homes have been damaged** by fire or weather.

When you welcome a WoodSpring Suites property into your community, you give these people peace of mind as they navigate life changes, and the confidence to invest their resources in your area.

Many of the guests are also **business travelers** on temporary work assignments, particularly in the medical staffing, construction, engineering, education, and telecommunications industries. WoodSpring Suites is also a top choice for individuals that need **long term accommodations and amenities** as they are receiving or caring for someone receiving specialty medical treatments or rehabilitation services. By understanding the budgets and practical needs of longer staying guests, **WoodSpring Suites locations attract and support talent that's a real asset to your community.**



A typical medical assignment lasts a minimum of 13 weeks.

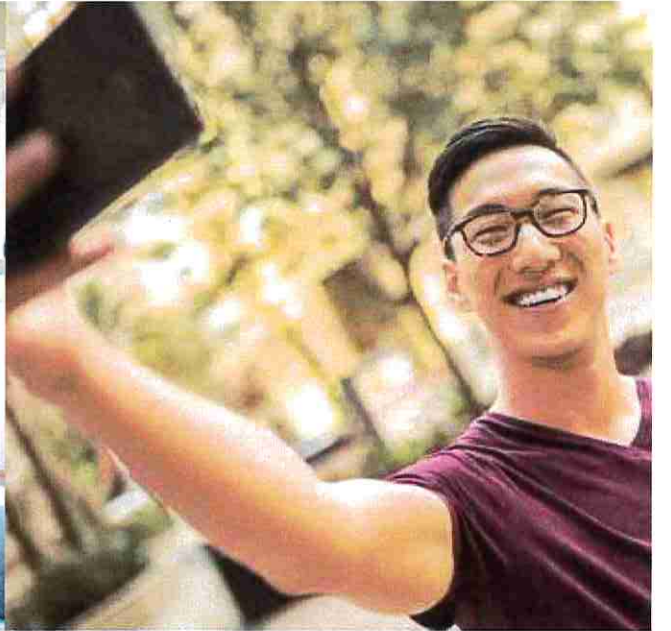
That could be more than three months of business, discretionary, and tax dollars coming in to your local economy.













The WoodSpring Suites brand has a sales team dedicated to winning business from **major national corporations**, who agree to make us their first choice in hotels when their employees need lodging. Our team is focused on businesses that require long-term accommodations and amenities not provided by a traditional hotel. These workers may represent a **steady, repeat source of revenue** for us and for your area.

When we serve guests well, we also serve your community well—that's how we do better.



# 3. WHAT WE BELIEVE




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The experience WoodSpring Suites hotels provide—both for guests and owners—can be summarized in four words:

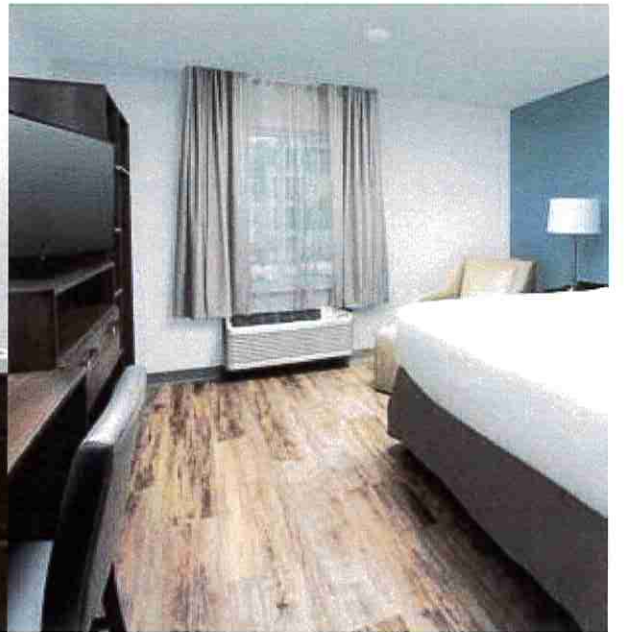
**It's Simple. Done Better.®**

Though brief, these four words speak volumes. They attest to the critical eye and creative mind we apply to everything we do. We ask ourselves: *Is this as straightforward as it can be?* And: *Is this as good as it can be?*

**When business owners franchise with us, they know that we'll work tirelessly to ensure the answer to those questions is always: Yes.**









## **It's Simple. Done Better.<sup>®</sup>**

To us, this isn't just a saying. It's a promise we make to every guest and every community where we build a WoodSpring Suites.

## **We keep it reasonable.**


We offer a great value by doing the basics really well, in an unpretentious environment.

## **We keep it simple.**

We make the experience straightforward and hassle-free for guests.

## **We keep it real.**

We are always welcoming, responsive, and respectful.









# 4. HOW WE WORK WITH YOU



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From the beginning of the entitlement process to the day-to-day running of the hotel, we've fine-tuned every aspect of how we work. Everything that we do is designed to help our franchise owners improve their bottom line and the communities they serve.

When we're planning a property, **we take the time to study your city's development vision, building codes, even traffic patterns.** Likewise, we allow for variations in the hotel facades and have multiple signage options to comply with local development codes.









During construction, the WoodSpring Suites team works hard to keep the project running smoothly and quickly.

Our ready-to-build prototype design expedites construction, which usually takes nine to 12 months. This efficient timeline ensures that the people, businesses, and streets around the hotel experience very little disruption.

**Our services and support continue after a hotel is up and running—and for its entire lifespan.**

**We require every hotel to uphold rigorous brand standards.**



**We conduct an annual assessment of the property and equipment to pinpoint any fixes needed.**



**We mandate a fixed portion of revenues go to hotel upgrades and regular maintenance every year.**



**Franchisees have an inspection checklist for regular property evaluations.**





For franchise owners and management teams, we offer ongoing support—everything from learning initiatives to sourcing assistance, revenue reviews to tech services. And to help keep the income stream steady, WoodSpring Suites has a sales and marketing team dedicated to winning—and keeping—guests' business for the long term.

Attending to every detail of every project from start to finish—that's how we do better.





# 5. WHAT WE BUILD



We carefully design each property to fulfill our brand promise. Here are some of the thoughtful features you can expect from WoodSpring Suites:

**All-new construction means every WoodSpring Suites hotel is well-built, good-looking, and smart-functioning**

**Multiple signage designs and sizes work with your city's codes**

**Concrete curbing coordinated with the drainage and grading plan minimizes runoff and erosion**

**Windows, lighting, HVAC systems, water heaters, and appliances are energy efficient**

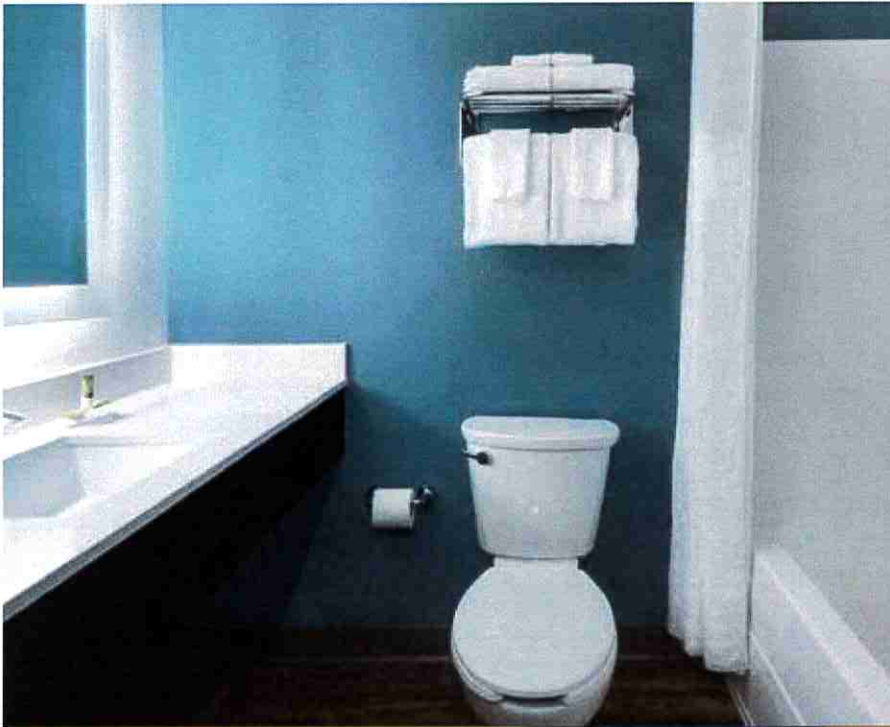
**Security lighting, consistent with the USDOE L Z2 requirements or better, and security cameras for public spaces**

**One key per room keeps guest access controlled**

**Parking lots include one space for each guest room—including ADA-compliant spots near the entrances**







# 6. HOW WE HELP YOUR COMMUNITY

We want every guest who stays at a WoodSpring Suites hotel to feel they're getting a great value—and we want every community we build in to feel the same. When a WoodSpring Suites hotel joins your town, our positive impact is as broad as it is lasting.

A typical build employs around 300 contractors and professionals, and spends approximately **\$1.3 million** with local equipment and material suppliers.

When construction is complete, each WoodSpring Suites location creates full-time, part-time, and contract-based jobs. Ongoing maintenance and property updates also provide regular work for local vendors.





Guests of a WoodSpring Suites hotel bolster your community's economy as well. Because our occupancy rates have remained consistent and stable, **local businesses enjoy a steady stream of people purchasing gas, food, and supplies.**

And, by saving money on affordable hotel rooms, customers at WoodSpring Suites hotels have more discretionary income to spend. Your community may also receive consistent tax revenue from the majority of guests who stay at a WoodSpring Suites hotel.

**Bringing more jobs, spending, and tax dollars into your local economy—that's how we do better.**

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“The manager at WoodSpring Suites Austin Georgetown, and her staff [provided] incredible support to St. David's Georgetown Hospital during the recent unprecedented winter weather event in Texas. Because of the prolonged period of snow, ice and record low temperatures, dozens of hospital employees stayed at the nearby WoodSpring Suites to ensure that we had sufficient staff to care for our patients. Over the course of the week, hospital staff were able to get hot showers and some uninterrupted sleep before starting their next shifts...the hospital staff had clean, safe rooms.”

**Hugh Brown, CEO**  
**St. David's Georgetown Hospital**



# HOW DO WE MAKE YOUR COMMUNITY BETTER?

By giving down-to-earth people a place to stay,  
we serve as a helping hand and a ready resource.  
By embracing simplicity, we work as efficient and  
effective partners to city leaders and developers.  
By increasing jobs, investment opportunities, and  
spending, we act as a bolster to your area's economy.

**We become part of the story of your  
community. That's how we do better—  
and that's what we do best.**



*It's Simple. Done Better.*







WoodSpring Suites Minneapolis Fridley  
Minneapolis, MN





Find out more about WoodSpring Suites:  
[ChoiceHotelsDevelopment.com/WoodSpring](https://ChoiceHotelsDevelopment.com/WoodSpring)

Choice Hotels International  
1 Choice Hotels Circle #400, Rockville, MD 20850

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