



## FACT SHEET

### BRAND HIGHLIGHTS

- Brand influenced revenue of 64% of Country Inns & Suites reservations\*
- Dedicated sales team
- Club Carlson<sup>SM</sup> members' average length of stay 10% higher than nonmembers and 34.6% average share of occupancy
- 2 years positive Net Promoter Score<sup>®</sup> (NPS<sup>®</sup>): 53.5%
- 6+ years positive RevPAR growth

### OUR BRAND

Country Inns & Suites By Carlson<sup>SM</sup> offers warm hospitality, attentive service and exceptional amenities that our guests love. As a leading upper-midscale brand with 530+ properties worldwide, Country is a smart investment built with the future in mind.

### OUR SERVICE PHILOSOPHY

Treating guests like family is the foundation of our brand. It starts with instilling our values to forge personal connections. That's why each team member participates in our Be Our Guest Service Excellence Training Program when they join our Country family.

### EXCEPTIONAL SERVICES AND AMENITIES

Country Inns & Suites hotels feature free Wi-Fi access, a fitness center, a business center, and comfortable spaces that are naturally warm and inviting. We make guests feel at home with distinctive amenities including:

#### COMPLIMENTARY BE OUR GUEST BREAKFAST

Our free breakfast offers hot and fresh favorites – from waffles to build-your-own yogurt parfaits. Plus, it's served on classic dining ware – real plates, real silverware – just like home.

#### READ IT & RETURN LENDING LIBRARY<sup>SM</sup>

Our signature Read It & Return Lending Library extends our sense of community and bringing people together. Through our exclusive partnership with Penguin Random House, we offer current titles across multiple genres. Guests can borrow, read at their leisure and return titles on their next visit to any Country location.

#### BEEKMAN 1802 WHITE WATER COLLECTION

Created exclusively for Country Inns & Suites by the popular lifestyle enterprise Beekman 1802, these quality bath products (shampoo, conditioner, lotion and shower gel) are a practical way to add some unexpected indulgence to every stay.

### DESIGN ATTRIBUTES

- Classic design that makes our guests feel at home with a modern, clean and welcoming aesthetic inspired by nature
- Ability to modify design elements where necessary so that final product conveys a relaxing sense of home for each region
- Natural daylight floods communal interior spaces, connecting internal and external areas

**“Country Inns & Suites felt more like a home away from home.”**

Country Inn & Suites, Cortland, NY, Guest

**Invest and grow with us today!**

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## REVENUE OPTIMIZATION TOOLS

- Revenue Management System – industry-leading revenue optimization technology and rate shopping tools that help maximize hotel revenue
- Revenue Optimization Performance Enhancement Services (ROPES) – customized program that helps lift RevPAR through hotel-level revenue management support
- Demand Marketing – revenue-driving program designed to increase occupancy during down periods by developing guest offers for hotel-specific need dates
- eStandby® – automated upsell tool that provides incremental revenue and an enhanced guest experience by offering guests the ability to stand by for a discounted room upgrade
- Redirected Call Program (RCP) – optional call-forwarding program that captures and maximizes revenue opportunities

## NEW BUILD COST PLAN\*

Flexible prototype that can adapt to multiple geographic locations

Cost per key: starting at \$79,000 (approximate cost, excluding real estate)

Development cost, including FF&E (excluding land): starting at \$6.5M

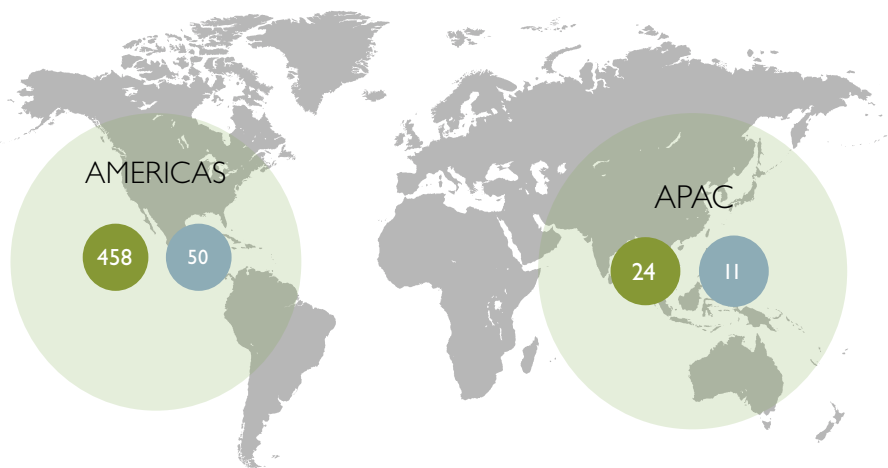
## FEES\*\*

- Initial license fee: \$50,000 or \$450 per rentable guestroom, whichever is greater (\$10,000 is the application fee)
- Royalty fee: 5% of gross room revenue
- Marketing fee: 2.5% of gross room revenue
- Reservation fee: 1.25% of gross room revenue

## DEVELOPMENT INCENTIVES

- New development incentives for current owners
- Key money loans for qualifying hotels\*

## DISTRIBUTION



● OPEN (482)

● UNDER DEVELOPMENT (61)

**“Country Inns & Suites – this brand brings collaboration to life, relative to its competitive set. Their team of experts are easy to work with and very responsive to our needs. Together, we work to optimize our hotels’ profitability.”**

Vinay Patel, Owner of Country Inn & Suites

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