



PROTOTYPE GUIDE

WoodSpringFranchise.com



A proven extended stay operating model.
Three powerful new principles.

WoodSpring Suites Chicago Darien
Darien, IL



Simple. Reasonable. Real.

The extended stay concept started in 1975 with one simple idea: Create a place designed for guests who want to stay for more than a night, a long weekend or even a week. A place that felt less like a stopover 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 to help ensure the hotels in our brand are high quality and well-maintained.

His concept was a hit.

In the following 14 years, our brand grew to more than 240 hotels in  states. And now as a member of the Choice Hotels® family of brands, we have the backing of a proven hospitality leader with 75+ years of experience in the industry and a commitment to the extended stay segment.

We are WoodSpring Suites®.



SIMPLICITY THROUGH EFFICIENCY

Imagine a hotel destination that's priced right, designed with purpose, and poised for profitability. The WoodSpring Suites brand offers exactly the amenities extended stay guests expect at exactly the value they want, with nothing excessive to get in the way. With the help of exhaustive research, we've stripped

away unnecessary extras and infused form, function, and beauty into what's left. It's an experience that's uncluttered, unencumbered, and unmatched in the industry. It's an entirely new take on simplicity.

THE DIFFERENCE IS IN THE DETAILS

- Wood-like vinyl floors in rooms and lobby areas create an upscale look and feel for guests, while also providing durability and easy maintenance for operators.
- Adjacent washers and dryers in the back of the house facilitate an easier transfer of laundry between machines, increasing productivity.
- Wall-hung furniture makes the rooms faster and easier to clean, one of many features that contribute to a low overall maintenance cost.
- Operational efficiencies enable a much lighter staffing model than in typical hotels, typically between 6 and 8 full time equivalent employees.

WoodSpring Suites Color Schemes

Cool



Warm



Neutral



DESIGN AND UTILITY IN PERFECT HARMONY.

Local Flavor

Customized local black and white artwork provides a sense of home and place.

Gathering Place

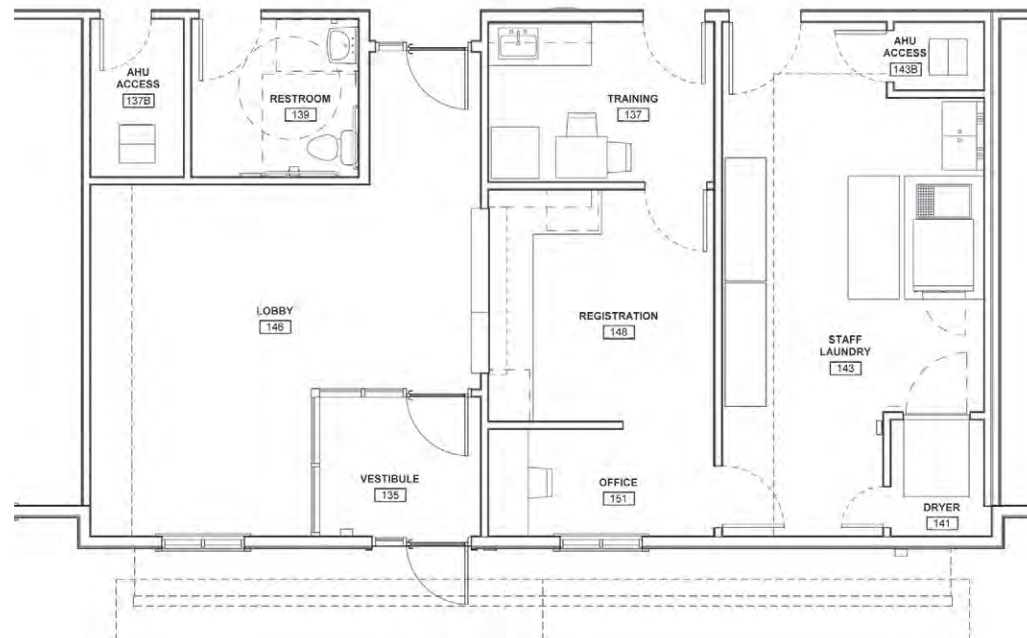
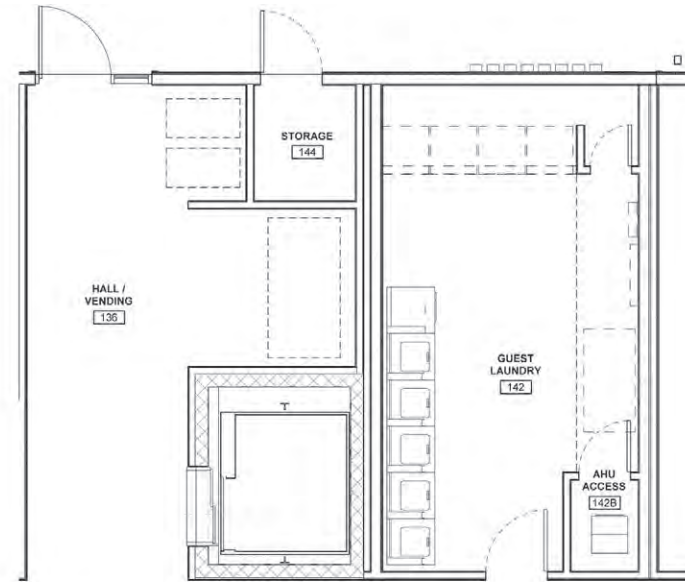
Thoughtful communal table in lobby provides a place for guests to meet and greet.

WoodSpring Suites Louisville Airport
Louisville, KY

LOBBY FLOOR PLANS

A Warm Welcome

Lobby layout creates the feel of a “space inside a space” with residential accents, all while keeping in mind operational efficiency.



**SETTLING IN
DOESN'T MEAN
SACRIFICING
ROUTINE.**

A photograph of a modern gym interior. In the foreground, a treadmill is partially visible on the left. In the center, there is a Precor elliptical machine. To the right, a multi-station weight machine is visible, along with a rack of colorful exercise balls. The gym has a clean, bright atmosphere with recessed ceiling lights and a window with blinds in the background. The floor is a mix of light-colored carpet and dark green rubber matting.

Be Well

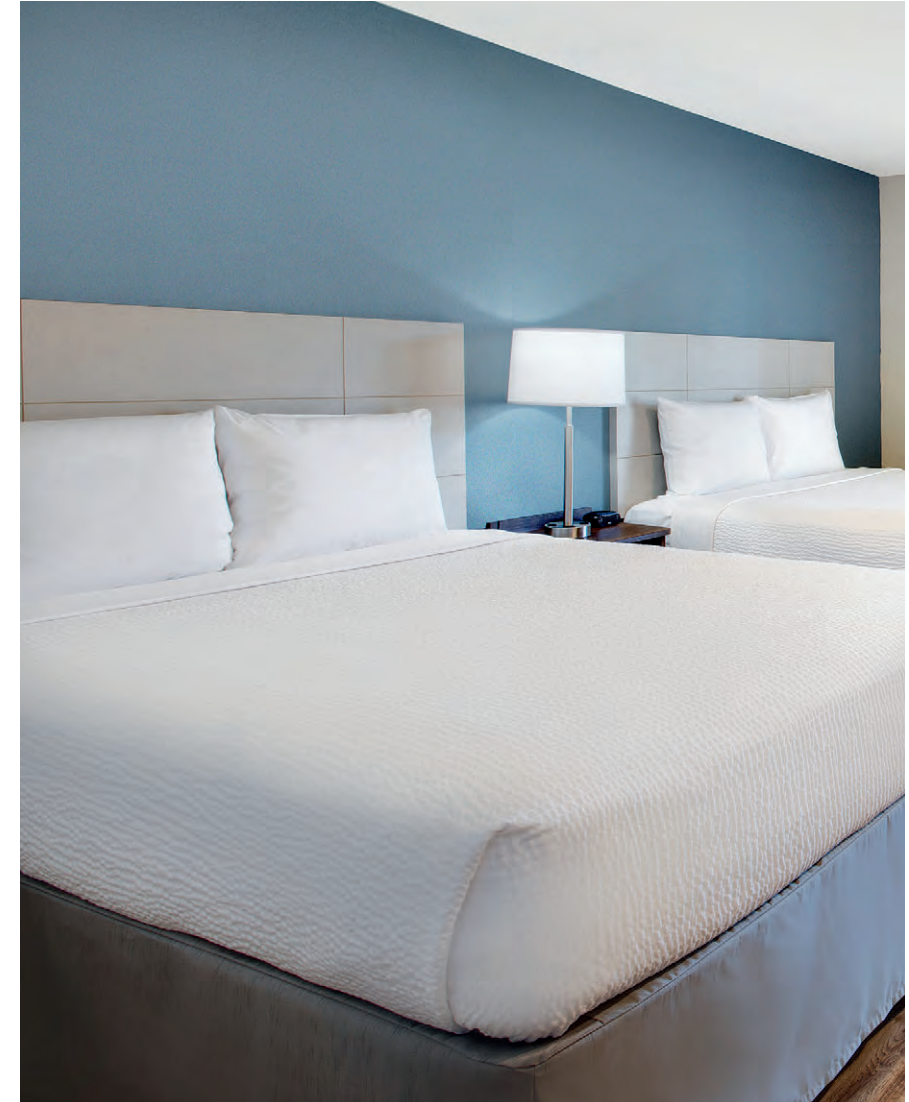
Amenities like a clean, modern gym help keep mind and body in balance.

WoodSpring Suites Baltimore White Marsh
Nottingham, MD



It's Simple. Done Better.®

This is a place where functionality always trumps formality. Guests won't find anything gaudy, excessive, or unnecessary in their suites. They will find warm, nature-inspired color palettes and comfortable surroundings.







WoodSpring Suites Minneapolis Fridley
Fridley, MN

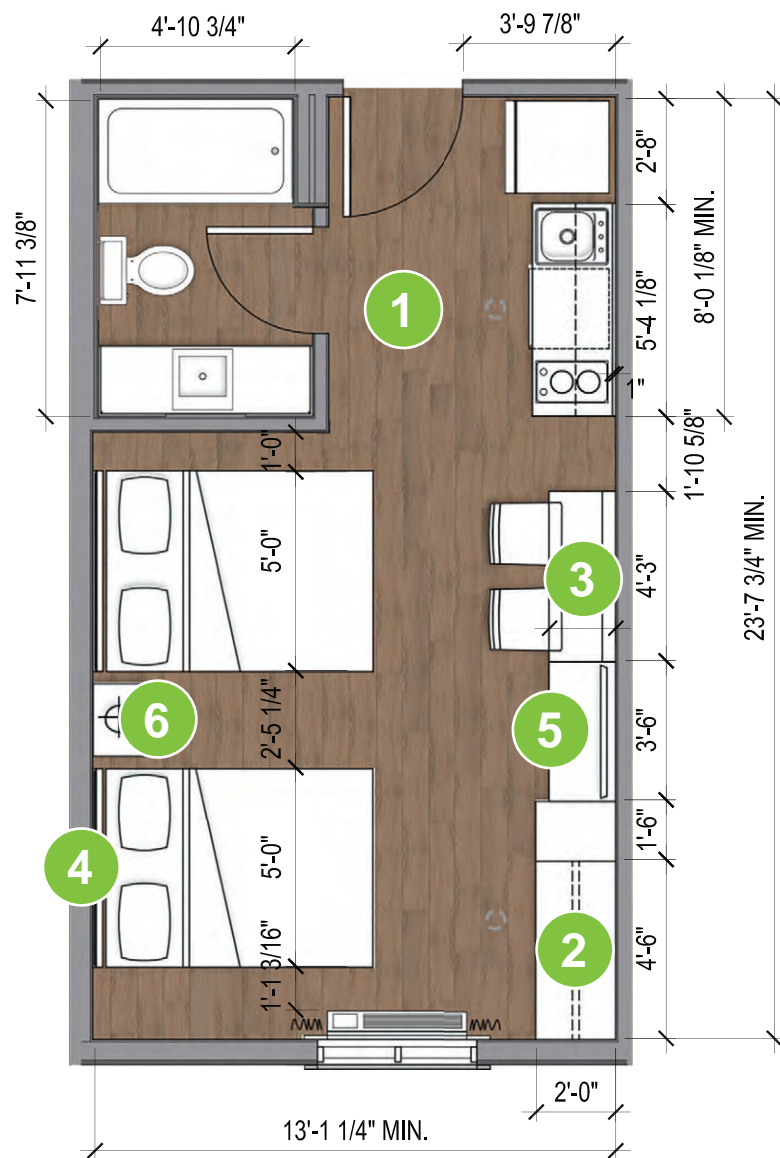
WoodSpring Suites Queen Suite



- 1** WOOD-LIKE VINYL FLOORING
- 2** CLOSET AND STORAGE CUBBY
- 3** WALL-MOUNTED DESK AND MOVABLE DINING TABLE
- 4** PAINTED ACCENT WALL
- 5** WALL-MOUNTED DRESSER WITH OTTOMAN BELOW
- 6** LOUNGE CHAIR
- 7** NIGHTSTAND WITH TABLE LAMP



WoodSpring Suites Baltimore White Marsh
Nottingham, MD



WoodSpring Suites Double Queen Suite

- 1** WOOD-LIKE VINYL FLOORING
- 2** CLOSET AND STORAGE CUBBY
- 3** DESK/DINING TABLE
- 4** PAINTED ACCENT WALL
- 5** WALL-MOUNTED DRESSER
- 6** NIGHTSTAND WITH TABLE LAMP



**A Kitchenette in
Every Suite**

All guests have the freedom
to get cooking.

WoodSpring Suites Nashua Merrimack
Merrimack, NH



A Great Bed
and Beyond

Elevated, lightweight bed frames make storage easy for guests, and cleaning easy for staff.

Always Open-Minded

Our research revealed that both guests and staff prefer open storage for the aesthetic, ease of use, and maintenance benefits. So, we listened.

*WoodSpring Suites queen bed suite

PRODUCT GUIDE

AMENITY	STATUS
Fitness room	Optional
Free internet	Standard
Conversion  ice store	Optional
Enhanced lobby with communal table	Optional
Guest laundry	Standard
Training room	Standard
100% smoke free	Recommended, but Optional
Extended stay guest housekeeping	Every 2 weeks
Enhanced in-room design elements	Optional
Quartz kitchen counter tops	Optional
40 inch flat panel TVs	Standard
Dishwashers	Optional
Deluxe queen room suites	Standard
Deluxe king room suites	Optional
Pets	Pet Friendly

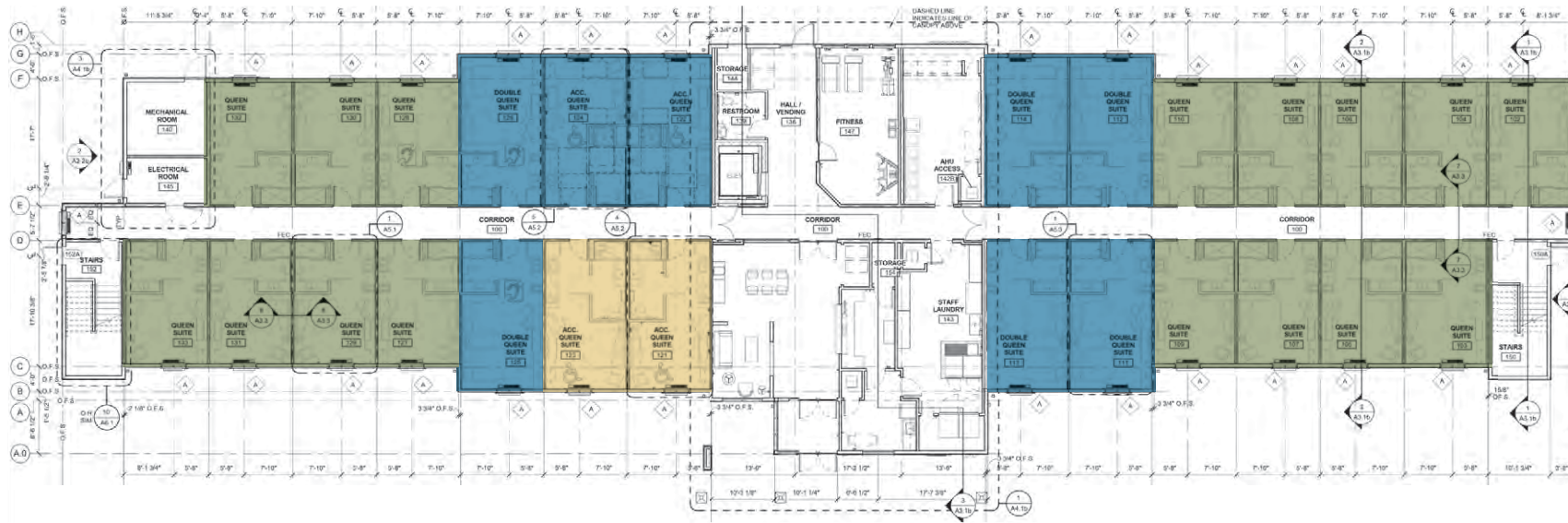
WoodSpring Suites Nashua Merrimack
Merrimack, NH



EXTENDED STAY. IMMEDIATE WOW.

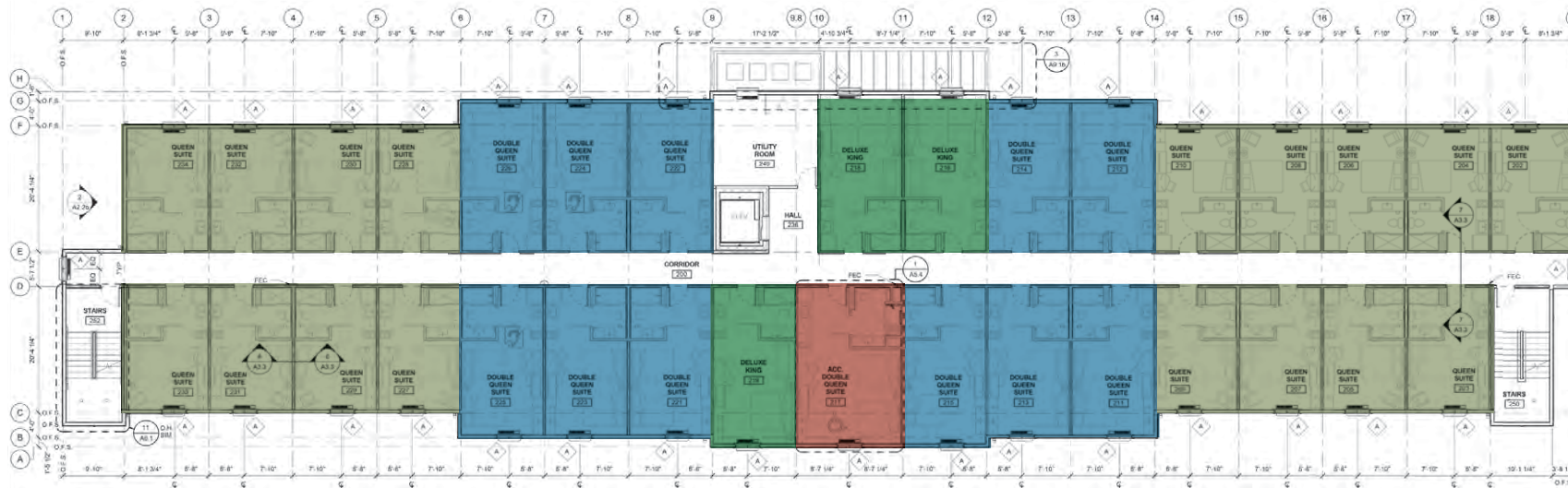
Even as they drive up, guests will be welcomed by natural tones and textures. Follow it up with a friendly greeting and useful amenities, and WoodSpring Suites feels close to home, no matter where home is.

FIRST FLOOR PLAN SCALE

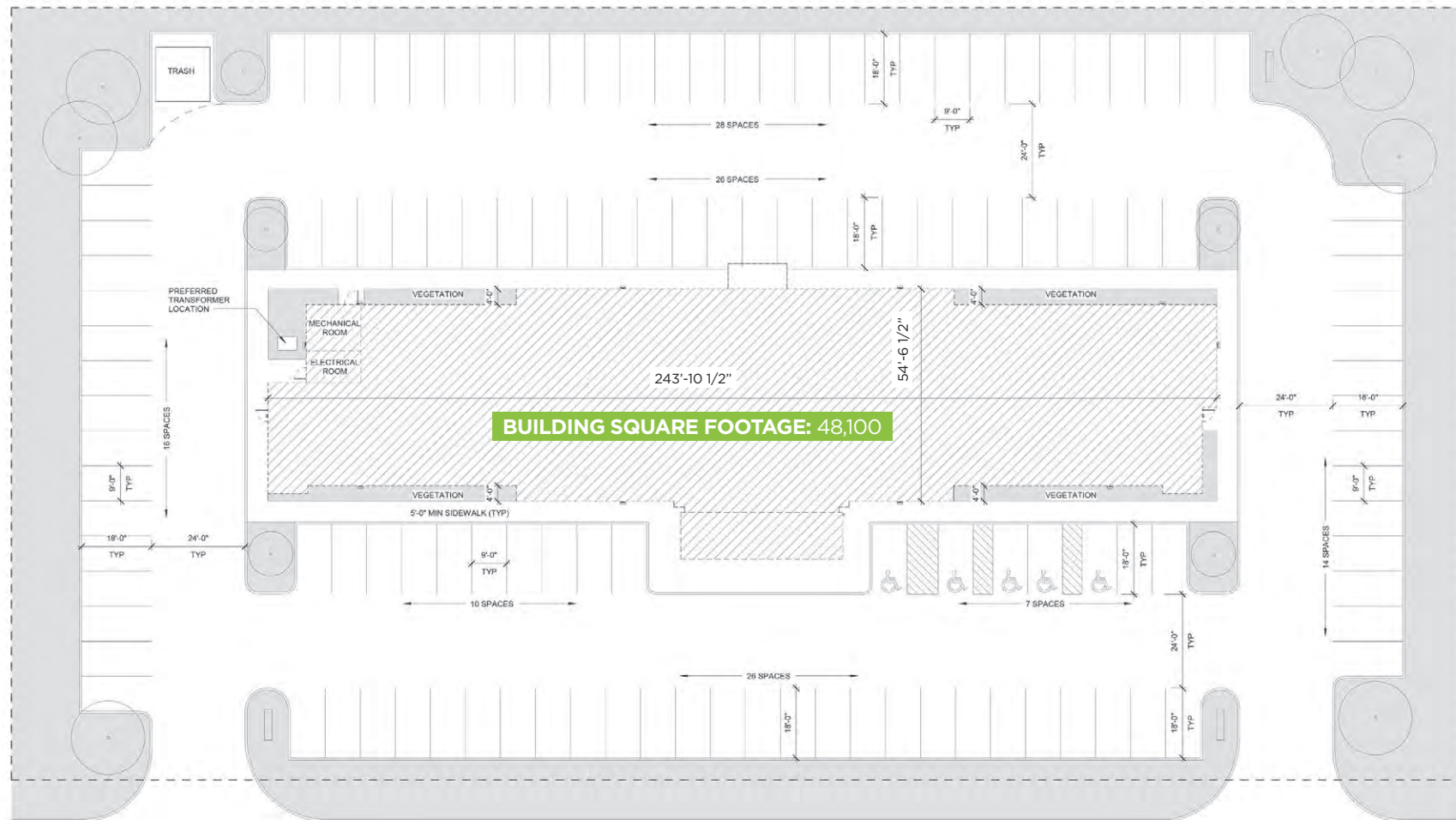


- QUEEN BED SUITE (67)
- ACCESSIBLE QUEEN BED SUITE (4)
- ACCESSIBLE TWO QUEEN BED SUITE (2)
- TWO QUEEN BED SUITE (39)
- DELUXE QUEEN BED SUITE (10)
- ACCESSIBLE DELUXE QUEEN BED SUITE (1)

SECOND THROUGH FOURTH FLOOR PLAN SCALE



123 ROOMS



WoodSpring Suites® sites need at least 83,550 square feet. Construction attributes include:

- 83,550 sq feet site (approximately 2 acres)
- Parking for 125 cars
- 48,100 sq feet building

Simple. Reasonable. Real.

All statistics are from Choice Hotels International, Inc. internal data.

This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: WoodSpring Suites #F-4823. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850 or at development@choicehotels.com.

Choice Hotels International
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