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A Unique Development Opportunity.

The Candlewood Suites extended stay model drives profitability with:

- A low ratio of team-member-to-guest for increased operating margins
- Occupancy rates far exceeding transient hotels
- Backyard sales with a definable customer base
- A clean, uncomplicated extended stay hotel choice offering convenience and good value
- Focused guest services
- Attractive, easy-to-manage investment with a level of quality you can take pride in
- The systems and support of IHG

If you would like to know more about why so many franchisees are choosing the Candlewood Suites brand, please contact our development team:

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A Unique Investment.





2011

Candlewood Suites brand becomes the official hotel partner of the NHRA® and sponsor of Kalitta Motorsports for the 2011 NHRA® Full Throttle® Drag Racing Series.

200th Candlewood Suites hotel opens in Rocky Mount, North Carolina.

First Candlewood Suites hotel opens in Canada outside the US in Montreal, Canada. Candlewood Suites brand announces its latest prototype design featuring a comfortable residential look and feel with a new exterior design and paint scheme, an expanded lobby and environmentally-friendly amenities.

2007

250th Candlewood Suites hotel opens in Kalamazoo, Michigan.

2009





Brand Hallmarks

The Candlewood Suites brand strives to provide more space and functionality that guests want to be able to tend to their personal needs during their stay. When guests experience Candlewood Suites hotels, they can expect to be in control of their priorities and make themselves right at home.

The brand's spacious studio and one-bedroom suites feature a fully equipped kitchen, large workspace, and a comfortable recliner. Plus, a list of signature amenities allow guests to live, work, and relax on their own terms while away from home for an extended stay.

Candlewood Suites hotels provide guests with services and features specifically designed for the independent, extended stay traveler. Guests can take advantage of the Candlewood Cupboard and grab a snack or ready-to-prepare meal, quickly paying on the honor system. They appreciate the value and convenience of the Candlewood Gym and free guest laundry.



Hotel Amenities

At Candlewood Suites hotels, team members strive to provide guest with all the essentials they need for an extended stay at great value. Guests are given the room to be themselves but team members are always on hand to assist when needed.

In-Suite Kitchen

Eating out every meal can get old fast. At Candlewood Suites hotels, our in-suite kitchens feature a full size refrigerator/freezer with ice maker, cook-top stove, microwave, dishwasher, pots, pans, dishes, and yes, even the kitchen sink. So whether guests are in the mood to microwave a quick snack or whip up an elaborate dinner, everything they need is close at hand.

Workspace

The large workspace provides guests lots of elbow room to spread out enabling maximum functionality while on the road. There is also a comfortable desk chair with overhead lighting positioned to provide just the right illumination. With the coffee maker nearby, guests can brew up a pot and be good to go whenever they need to.

Free Local Calls & High-Speed Internet Access

Sometimes, hotel guests use their suite as a temporary office as well as a home. That's why hotel suite amenities such as free local telephone calls and two phone lines with a dataport are provided. Candlewood Suites hotels feature high-speed Internet access, absolutely free.

Candlewood Cupboard®

With the Candlewood Cupboard only steps away, guests can pick up a variety of snacks, easy to prepare meals, beverages, and even toiletry items whenever they want. The honor payment system means they don't have to dig for change. They simply fill out a purchase slip and drop it in the payment slot. The Candlewood Cupboard features our convenient Brown Bag Breakfast that includes a choice of breakfast menus for one fixed cost. So it's easy to grab breakfast the night before or get it to go early in the morning.

Brand Growth

The Candlewood Suites brand leads the growth charge with more hotels in the pipeline than any other brand in the mid-scale extended stay segment. Coupled with more than 312 hotels already open, the brand has strong and ever increasing distribution. IHG brands have scale in the largest markets, the portfolio has measurable performance, and each brand works hard for our owners, winning guest loyalty, building momentum, and outperforming their market segments and categories.

Brand History

1995

Candlewood Suites brand founded by Jack DeBoer, the pioneer of the extended stay segment.

IHG acquires the Candlewood Suites brand from Candlewood Hotel Corporation for \$15m.

2006

Expansion plans into Canada announced. Candlewood Suites brand introduces its proprietary bedding collection, Comforts of Home™ including an 'E-Z Skirt' and unique duvet cover, both designed with care for guests and housekeepers alike. Announced plans for the first mid-priced extended stay hotel in New York City.

The first Candlewood Suites hotel opens in Wichita, Kansas, US.

1996

The Candlewood Suites brand is ranked highest in guest satisfaction among extended stay hotel chains, according to the North America Hotel Guest Satisfaction Index StudySM. The brand launches the national 'Candlewood Cares' program, which provides a free suite for the night to anyone forced out of their homes due to fire or damage caused by severe weather. Candlewood Suites brand is named best in customer satisfaction in America-based Market Metrix Hospitality Index survey.







The Extended Stay Hotel Group Within **IHG**

The Extended Stay Hotel Group within IHG

Blending the powerful engine of the world's largest hotel company with a segment-specific focus, The Extended Stay Hotel Group within IHG delivers extended stay performance excellence and expertise. With nearly 500 hotels, we have a proven track record of successful extended stay performance through utilization of our extended stay operating model. The unique development process and support offered to our extended stay brands include:

- Connecting new owners with existing owners prior to license execution allowing for sharing of insights and best practices
- Segment specific Regional Sales Directors provide local sales support, including identification of demand generators and advice on account strategies
- Area Managers provide one-to-one support to Owners and Operators to maximize revenue and market share
- Hotel Opening Manager dedicated to the segment works with you from the moment of license execution through ramp up of your property
- Extended Stay Owner Certification provides a curriculum focused on driving profitability through the extended stay operating model
- Dedicated Extended Stay Plan Review Consultant provided to guide you through the entire development process
- On-site post opening debrief to gain feedback on extended stay development process and continue best practices

EXTENDED - STAY
OWNER
 CERTIFICATION



Extended Stay Owner Certification

Be assured that when you invest in IHG extended stay brands, IHG will invest in your education to learn the keys to owning a successful extended stay hotel. IHG provides the industry's only extended stay owner certification program, designed specifically for new Candlewood Suites franchisees, demonstrating the differences between the extended stay model and a traditional hotel operation. This orientation will be centered on the guest profile, product differences, pricing strategies, sales focus, staffing levels, and management team criteria you will need to employ in order to ensure a successful ramp-up of your hotel.

