

# Fairfield<sup>®</sup>

BY MARRIOTT



## FAIRFIELD BY MARRIOTT

# A Proven Performer

Fairfield represents an opportunity to develop an upper-midscale hotel powered by Marriott International's top revenue-generating and operational engines. Its 30+ year legacy of performance offers owners and franchisees a highly efficient economic model that delivers strong results.

A proven performer, Fairfield is the second largest Marriott International brand based on number of hotels, and is growing rapidly. The brand consistently exceeds goals across key metrics including guest satisfaction, RevPAR, Marriott channel contribution and owner satisfaction.

The prototype has been designed to deliver speed to market and flexibility whether the hotel is located in an urban, secondary or tertiary market, and its innovative model enables owners to adapt to site requirements and local market needs.

Fairfield warmly welcomes guests with friendly service and comfortable spaces – offering them the flexibility to work, rest and maintain their balance while on the road.

## DISTRIBUTION (Q2 2022)

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GLOBAL	Units	Rooms
Open	1,232	122,311
Pipeline	366	44,455

  

U.S. & CANADA	Units	Rooms
Open	1,131	107,289
Pipeline	271	25,302

## LOYAL CUSTOMER BASE

Average percentage of Loyalty Programme Contribution to occupancy at Fairfield is 48.8%

## LOWER COST BOOKINGS

Marriott's channels generate 68.7% of Fairfield reservations



## GUIDING PRINCIPLES OF THE EMEA DESIGN

- The Fairfield prototype has been thoughtfully designed and considered for the EMEA region, delivering a product that is easily constructed, forward thinking, and adaptable
- Fairfield represents a distinctive proposition which is financially competitive to build and operate, delivering consistent quality for our guests and proven value for our owners
- The new localised prototype is ideally designed for primary to tertiary markets

## MODERN CALM DESIGN PHILOSOPHY

- The Fairfield design style is simple, timeless, and contemporary
- It brings together an effortlessly relaxed and efficient hotel design which takes cues from its heritage and nature, fused with a modern, calm and contemporary aesthetic

## GUEST EXPERIENCE

- Our signature welcome wall creates a calm and inviting first impression, and social pods provide a warm arrival experience
- The Social Market food & beverage concept offers a selection of cold & ambient food retail, with hot à la carte items in selected hotels
- A complimentary healthy breakfast provides a nutritious start to the day
- The spacious lobby provides a transitional space from morning to night, and comfy seating offers a calm space to socialise in the evening
- A well-appointed gym in select hotels allows guests to maintain their fitness routine
- Guests have access to an ironing room with two ironing stations and space for an optional steamer
- The Corner Market is a 24/7 retail outlet empowering guests' choice while serving as an auxiliary revenue stream

