



VALUE. HONEST. PEACE OF MIND.

Developed specifically for the Europe & Middle East market, Marriott International's new Four Points Express conversion-friendly brand offers a light operational and design model, enabling owners to capitalize on growing consumer demand in the midscale segment, while taking advantage of Marriott International's powerful operational engines and proven expertise.

Whether for work or leisure, our guests are busy and on the move. They need a comfortable and affordable place to rest and recharge. They expect an easy, uncomplicated stay and don't want to spend extra on services they don't need. Clean, comfortable, and in a convenient location, Four Points Express delivers a seamless experience, all for the right price.

KEY COMPETITORS

Ibis	Premier Inn
Ibis Styles	Ramada
Motel One	Best Western

FOUR POINTS
express
BY SHERATON



COMPETITIVE ADVANTAGES

- Classic **select** brand in the midscale tier
- **Competitive** bundled affiliation cost
- **Flexible design standards** suitable for conversion opportunities
- **Franchise model**
- **Offers consumers** value, convenience, and assurance
- Owners benefit from the **power of the distribution system, loyalty program, and Marriott International's wealth of experience** in Europe and the Middle East without extensive refurbishment requirements

To learn more about development opportunities with Four Points Express, please visit [MarriottDevelopment.com](https://www.marriottdevelopment.com).

FOUR POINTS EXPRESS™

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The midscale traveler is highly price and value conscious.

Location and price for a specific trip type are key decision-making drivers. Our brand promise has been tailored to meet the guests' needs and the cost model enables both an effective pricing strategy and meaningful growth, which will significantly increase distribution and provide guests with more choice in terms of locations to stay.

Four Points Express is conversion-friendly, offering owners the ability to join Marriott Bonvoy and benefit from the power of Marriott International's distribution system and loyalty program without extensive refurbishment requirements.

The brand offers a fast entry option into Marriott International's powerful platform while providing all the key elements midscale guests value.

ABOUT THE BRAND

POSITIONING

Stay Effortlessly.

BRAND MISSION

We provide a comfortable hotel where business and leisure travellers can rest, assured.

VALUE PROPOSITION

Value • Convenience • Assurance

CORE BELIEF

We believe that an efficient, clean, and affordable space is vital to making every trip a success.

DESIGN APPROACH

- Friendly, effective, peace of mind
- Clean, comfortable aesthetic
- Consistent design signatures provide character

ABOUT THE PRODUCT

BRAND TIER

Midscale

PRODUCT REQUIREMENTS

- Food & beverage: Breakfast required, lunch and dinner optional. Retail optional.
- Guestrooms: 14-22sqm.
- Quality essentials: good shower, bed, and connectivity
- Fitness: Allowed if existing
- Public space: Design signatures
- Meeting Rooms: Boardroom optional

STRUCTURE

- Global distribution through Marriott International channels
- Traditional franchise model
- Ease of conversion enabled by flexible design standards

MORE POWER TODAY. MORE VALUE TOMORROW. OWN THE FUTURE.

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