Bursting with a vibrant social atmosphere and a competitive price point, travelers around the globe are seeking the Aloft experience. With 130 hotels across 20 countries and 5 continents, Aloft has taken the industry by storm, stealing market share and gaining third-party recognition while its raving brand fan base continues to grow. The time to build is now. Let’s go.

Key Competitors:
Hilton Garden Inn, Hyatt Place

Record Growth
With 130 hotels across 20 countries and more in the pipeline, increasing guest and owner demand is driving expansion globally.

Fast + Flexible Building Options
Highly effective and cost efficient design works for all building types: prototype, conversion, adaptive reuse and purpose build.
» Fully sourced, easy to use FF&E package
» Designed as a prototypical build for both guestroom and public space

Distribution*
Asia Pacific: 23 Hotels / 5,378 Rooms
CALA: 6 Hotels / 1,037 Rooms
Europe: 6 Hotels / 1,000 Rooms
Middle East & Africa: 4 Hotels / 1,131 Rooms
North America: 91 Hotels / 13,490 Rooms

Pipeline*
Asia Pacific: 22 Hotels / 4,314 Rooms
CALA: 9 Hotels / 1,285 Rooms
Europe: 8 Hotels / 1,593 Rooms
Middle East & Africa: 14 Hotels / 2,786 Rooms
North America: 88 Hotels / 11,631 Rooms

Franchise Hotel Performance**
Average Occupancy Rate: 76.1%
Average Daily Room Rate: $136.39
RevPAR: $103.84
Average RevPAR Index: 106.0

Starwood Preferred Guest contributed 49.4% occupancy
Central marketing delivery channels generated 78% of room revenue

Competitive Fee Structure**
Application: $60,000 plus $450 per room in excess of 150 rooms
License: 5.5% Gross Room Sales
Program: 4% Gross Room Sales including sales, marketing and other costs
Loyalty (SPG): 4.9% of qualified charges (0% for new hotel enrollment 1st stays) member-applicable charges

Cost To Build**
Cost/Key: 136 keys/$96,000-$143,000

*2017 Aloft Franchise Disclosure Document. For all other costs and fees, refer to the FDD
Clean, contemporary architecture houses open spaces that are alive with activity. The Re:mix lounge and pool table set the stage for innovative programming and can’t-miss events. Loft-like guestrooms, a vibrant social scene anchored by the W XYZ® bar, Re:fuel café and industrial design elements set Aloft apart from its competitors. Aloft is always evolving its design to accommodate the lifestyle of today’s modern traveler.

**Guestrooms:**
With increased efficiencies, an update to design and a more flexible in-room layout, the new guestroom is everything guests need and nothing they don’t. For conversions, options for both prototypical square layout & a shotgun-style room are in development.

**Re:mix & W XYZ® bar:**
Re:mix has been updated to include more zones and signature touch points like listening booths, to allow guests to mix it up over music and sip on seasonal cocktails at W XYZ® bar. Guests can catch can’t miss live acoustic concerts while snacking on our new menu of sharable plates with a twist.

**Re:fuel by Aloft:**
Introducing the next generation foodie fix at Aloft Hotels. From morning to midnight, guests have access to made-to-order fresh, nutritious and innovative food options. Breakfast is made easy with digital ordering kiosks, video entertainment screens and items prepared to take on the go.

**ALOFT HOTELS FRANCHISE DISCLOSURE:**
The data above reflects the performance for the 57 Aloft Hotels open and operating in North America for 24 months as of December 31, 2016, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 24 months preceding December 31, 2016. Of the 57 Aloft hotels, 26 (45.6%) achieved an average occupancy rate equal to or greater than 76.1%; 19 (33.3%) achieved an average daily room rate equal to or greater than $136.39; 19 (33.3%) achieved or exceeded the average RevPAR of $103.84; and 25 (43.9%) achieved an average RevPAR Index equal to or greater than 106%. There were 57 Aloft hotels open and operating in North America for at least two years as of December 31, 2016, and did not undergo any material renovations during that time. Of the 57 Aloft hotels, 33 (57.9%) achieved an average centralized marketing delivery contribution to revenue equal to or greater than 78%; and 25 (44%) achieved an average SPG contribution to occupancy equal to or greater than 49.4%. There is no assurance that you will do as well. OFFER AND SALE BY PROSPECTUS ONLY. See Item 19 of our Franchise Disclosure Document dated March 31, 2017, for additional details.