



## La Quinta Inns & Suites Ends 2009 with Strong Growth, Exceeding Expectations

### Brand Adds 81 New Hotels in 23 States, Executes Contracts Internationally and in the U.S. and Reports Significant Year over Year Guest Satisfaction Increases

**DALLAS (Jan. 8, 2010)** - La Quinta Inns & Suites, the fastest-growing select service brand in the hotel industry, opened 81 hotels in 23 states during 2009. La Quinta also executed 55 new franchise agreements, grew the brand internationally, continued to enjoy significant increases in guest satisfaction numbers and expects its strong pace of growth to continue and accelerate during 2010.

Here are highlights of La Quinta's 2009 growth:

1. **La Quinta opened 81 hotels in 23 states** and now has close to 800 properties in 46 states across the country. All hotels opened in 2009 were franchised locations with the exception of one corporate-owned, Chicago Downtown and almost all were new construction. A complete list of the newly opened La Quinta hotels is at the conclusion of this press release.
2. **La Quinta executed 55 new franchise agreements**, representing approximately 3,800 rooms. 62% of these new agreements were with multiple property owners who already owned a La Quinta hotel, indicating a strong confidence and satisfaction in the brand. La Quinta's pipeline remains robust and contains more than 200 new properties, 97% of which are new construction projects.
3. **La Quinta continues to outperform in all areas of customer service** reporting a 3.2% annual improvement in Satisfied Intent to Return versus the prior year (86.44% versus 83.99%); close to a 4% improvement in product quality (85.8% versus 82.7%); and a dramatic improvement in service quality (more than 89.5%).
4. **According to Smith Travel Research**, the foremost source of hotel performance trends, La Quinta experienced an aggressive 2.2% growth of market share through November and the weekly reports since have shown even more favorable results.
5. **The brand continues to grow internationally** - La Quinta executed 13 contracts in Panama, its first entry in that market, and three new contracts in Mexico, all in new, high-profile locations. La Quinta expects to make additional announcements regarding international expansion in the weeks ahead.

Rajiv Trivedi, La Quinta's Executive Vice President and Chief Development Officer said, "In a year that had challenges and uncertainty for the industry, La Quinta's results once again demonstrate that not only is the brand's growth accelerating - but we continue to raise the quality of our product and our guest experience." He concluded, "Through an unrelenting focus on **people, product and performance**, we continue to innovate, expand, penetrate new markets - and support our franchisees. We expect to continue to sharing more good news throughout 2010."

La Quinta's franchising program was launched in 2001 and since then has signed more than 600 franchise agreements. The brand is approaching 800 hotels, with 216 in the pipeline. It experienced rapid expansion throughout 2009, including new franchise agreements and developments in Panama and Mexico. Its rapid pace of growth makes La Quinta a top franchise choice and the industry leader in the select service segment. La Quinta was named the fastest-growing brand in the industry in 2008 and was selected as the top brand for franchisee ROI two years running (2007 and 2008).

"We are pleased with our 2009 performance, which met and exceeded expectations, even amidst challenging times," said Wayne Goldberg, President and Chief Executive Officer. He concluded, "We look forward to raising the bar even higher in 2010 and continuing to lead the industry as its premier select service brand."

#### About La Quinta

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to close to 800 hotels in 46 states, Canada and Mexico under the La Quinta Inn® and La Quinta Inn & Suites® brands. For reservations or more information about La Quinta, please visit [www.LQ.com](http://www.LQ.com) or call 1-800-SLEEPLQ. Follow La Quinta Inns & Suites on Twitter at [www.twitter.com/LQ](http://www.twitter.com/LQ) or become a Facebook

fan at [www.facebook.com/laquinta](http://www.facebook.com/laquinta).

### **List of New La Quinta Hotels Opened in 2009**

<b>Open Date</b>	<b>Type</b>	<b>Design</b>	<b>Location</b>	<b># Rooms</b>
02/02/09	New Construction	La Quinta Inn & Suites	Lake Worth, TX	71
02/23/09	Conversion	La Quinta Inn & Suites	Dublin-Pleasanton, CA	91
02/25/09	New Construction	La Quinta Inn & Suites	Lawton, OK	82
02/26/09	New Construction	La Quinta Inn & Suites	Livingston, TX	57
03/02/09	New Construction	La Quinta Inn & Suites	Rome, GA	48
03/05/09	Conversion	La Quinta Inn	Acworth, GA	44
03/12/09	New Construction	La Quinta Inn & Suites	Woodway, TX	99
03/19/09	New Construction	La Quinta Inn & Suites	Mt. Pleasant, TX	89
03/25/09	New Construction	La Quinta Inn & Suites	Satsuma, AL	79
03/26/09	New Construction	La Quinta Inn & Suites	Mascoutah, IL	85
03/31/09	New Construction	La Quinta Inn & Suites	Ft. Walton Beach, FL	68
04/06/09	Conversion	La Quinta Inn & Suites	Glen Burnie, MD	127
04/14/09	New Construction	La Quinta Inn & Suites	Chicago, IL	241
04/28/09	Conversion	La Quinta Inn & Suites	Canton, OH	98
05/05/09	New Construction	La Quinta Inn & Suites	Stillwater, OK	77
05/11/09	New Construction	La Quinta Inn & Suites	Ardmore Central, OK	71
05/12/09	New Construction	La Quinta Inn & Suites	Tucumcari, NM	66
05/29/09	New Construction	La Quinta Inn & Suites	Bridge City, TX	62
06/04/09	New Construction	La Quinta Inn & Suites	New Iberia, LA	67
06/11/09	New Construction	La Quinta Inn & Suites	Port Arthur, TX	63
06/16/09	New Construction	La Quinta Inn & Suites	Tulsa Airport, OK	72
06/30/09	Conversion	La Quinta Inn & Suites	Williamsburg, VA	119
07/02/09	Conversion	La Quinta Inn & Suites	Lexington South/Hamburg, KY	72
07/08/09	New Construction	La Quinta Inn & Suites	Waxahachie, TX	83
07/09/09	New Construction	La Quinta Inn & Suites	Fargo, ND	90
07/09/09	New Construction	La Quinta Inn & Suites	Horn Lake, MS	65
07/09/09	New Construction	La Quinta Inn & Suites	Jacksonville, TX	62
07/09/09	New Construction	La Quinta Inn & Suites	Forest Hill, TX	65
07/16/09	New Construction	La Quinta Inn & Suites	Stonington, CT	75
07/20/09	New Construction	La Quinta Inn & Suites	Sulphur Springs, TX	65
07/23/09	New Construction	La Quinta Inn & Suites	DFW Airport West Eules, TX	71
07/30/09	New Construction	La Quinta Inn & Suites	Macon West, GA	67
07/31/09	New Construction	La Quinta Inn & Suites	Houston Channelview, TX	91
08/13/09	New Construction	La Quinta Inn & Suites	Decatur, TX	71
08/31/09	Conversion	La Quinta Inn & Suites	North Olmsted, OH	103
08/31/09	New Construction	La Quinta Inn & Suites	Hutchins, TX	65
09/04/09	New Construction	La Quinta Inn & Suites	Woodward, OK	80
09/09/09	Conversion	La Quinta Inn & Suites	Salem, OR	113
09/17/09	New Construction	La Quinta Inn & Suites	Fresno Northwest, CA	72
09/17/09	New Construction	La Quinta Inn & Suites	Ennis, TX	67
09/17/09	New Construction	La Quinta Inn & Suites	Lumberton, TX	56
09/30/09	New Construction	La Quinta Inn & Suites	Ely, NV	73
10/02/09	New Construction	La Quinta Inn & Suites	Big Spring, TX	73

**List of New La Quinta Hotels Opened in 2009 continued**

Open Date	Type	Design	Location	# Rooms
10/09/09	New Construction	La Quinta Inn & Suites	New Caney, TX	55
10/15/09	New Construction	La Quinta Inn & Suites	Hawaiian Gardens, CA	53
10/15/09	New Construction	La Quinta Inn & Suites	Searcy, AR	71
10/20/09	New Construction	La Quinta Inn & Suites	Sebring, FL	77
11/05/09	New Construction	La Quinta Inn & Suites	Woodlands NW, TX	60
11/12/09	New Construction	La Quinta Inn & Suites	Tupelo, MS	70
11/20/09	Conversion	La Quinta Inn & Suites	Tulare, CA	69
11/30/09	Conversion	La Quinta Inn & Suites	Tampa Central, FL	75
11/30/09	New Construction	La Quinta Inn & Suites	Houston Bush Intl Airport E, TX	78
12/01/09	Conversion	La Quinta Inn & Suites	Rochester South, NY	111
12/03/09	New Construction	La Quinta Inn & Suites	Dumas, TX	72
12/04/09	New Construction	La Quinta Inn & Suites	South Grand Prairie, TX	74
12/08/09	New Construction	La Quinta Inn & Suites	JFK (S. Ozone), NY	62
12/09/09	New Construction	La Quinta Inn & Suites	Burleson, TX	77
12/17/09	Conversion	La Quinta Inn & Suites	San Francisco Airport West, CA	100
12/17/09	New Construction	La Quinta Inn & Suites	Alvin, TX	64
12/18/09	New Construction	La Quinta Inn & Suites	Ada, OK	70
12/18/09	New Construction	La Quinta Inn & Suites	Cedar Park, TX	75
12/18/09	New Construction	La Quinta Inn & Suites	Bryant, AR	72
12/22/09	Conversion	La Quinta Inn & Suites	Conover, NC	155
12/22/09	New Construction	La Quinta Inn & Suites	Abilene Southwest, TX	67
12/22/09	New Construction	La Quinta Inn & Suites	Panama City Beach, FL	90
12/22/09	New Construction	La Quinta Inn & Suites	Hillsboro, TX	65
12/22/09	New Construction	La Quinta Inn & Suites	Columbus, TX	50
12/23/09	Conversion	La Quinta Inn & Suites	Danbury, CT	181
12/23/09	New Construction	La Quinta Inn & Suites	Joshua, TX	68
12/23/09	New Construction	La Quinta Inn & Suites	Conway, AR	67
12/28/09	New Construction	La Quinta Inn & Suites	Moreno Valley, CA	57
12/28/09	New Construction	La Quinta Inn & Suites	McKinney, TX	79
12/29/09	Conversion	La Quinta Inn & Suites	Louisville East, KY	60
12/29/09	New Construction	La Quinta Inn & Suites	San Antonio - La Canterra, TX	67
12/29/09	New Construction	La Quinta Inn & Suites	Union City, GA	70
12/30/09	Conversion	La Quinta Inn & Suites	Kennewick, WA	64
12/30/09	New Construction	La Quinta Inn & Suites	Gun Barrel City, TX	64
12/30/09	New Construction	La Quinta Inn & Suites	Brooklyn, NY	73
12/30/09	New Construction	La Quinta Inn & Suites	Bozeman, MT	52
12/31/09	Conversion	La Quinta Inn & Suites	Columbus, OH	61
12/31/09	Conversion	La Quinta Inn & Suites	Davis, CA	51

**Contact:**

Teresa Ferguson

214-492-6937

[teresa.ferguson@laquinta.com](mailto:teresa.ferguson@laquinta.com)