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Brand Enhancement Includes the Introduction of Fairfield Inn & Suites

WASHINGTON - Jan. 19, 2000 - Marriott International, Inc. (MAR / NYSE) has announced that Fairfield Inn by Marriott is being positioned as a leading brand in the lower-moderate lodging segment. As part of the new positioning, the brand will be expanded to include a new product, Fairfield Inn & Suites by Marriott, reflecting a combination of both guestrooms and suites at existing and future locations. Working primarily with franchise companies, brand growth will focus on development opportunities with favorable market conditions.

Fairfield Inn & Suites will be solidly positioned in the lower-moderate tier with targeted average daily rates in the \$70 range. Modifications will include a variety of interior and exterior upgrades, as well as enhanced guestroom amenities to meet the expectations of travelers within the segment.

"From the very beginning, Fairfield Inn has been popular with customers looking for consistent, quality lodging at an affordable price," said Craig Lambert, senior vice president, select services lodging, Marriott International. "With these improvements, Fairfield has a strong future as an innovative brand that appeals to discriminating mid-tier business and leisure travelers."

Marriott consumer research confirms that while nearly two-thirds of Fairfield Inn's customers are mid-tier travelers, the current product does not completely leverage the full breadth of market opportunity for the brand. The Marriott marketing and distribution system is better suited to deliver in the moderate segment versus Fairfield's historic consumer positioning.

Fairfield franchisee Peyton Day, chairman and chief executive officer, Day Hospitality Group, adds, "We've found that the Fairfield Inn by Marriott name brings tremendous value to our lodging operations. Marriott's reservation system, sales support and frequent guest program is unmatched. This evolution of the Fairfield Inn brand gives us a superior product with a winning brand name."

"Marriott utilized the expertise of its franchise community in developing the new strategy for Fairfield Inn," said Joe Lavin, senior vice president of franchising for Marriott International. "Our franchisees have been with us every step of the way, and many of their ideas were incorporated into the design. The strategy is to connect Fairfield's existing portfolio with its new future positioning," added Lavin. "Existing property designs include a number of oversized guestrooms, which can easily be converted to suites."

The new prototype Fairfield Inn & Suites will offer uniquely designed suites, spacious guest rooms, an expanded lobby, exercise room and enhanced amenities such as a coffee maker, ergonomic desk chair, hairdryer and second telephone. Approximately 15 to 40 percent of a typical Fairfield Inn & Suites will be comprised of suites versus guestrooms. Prototype properties will cost \$3,000 more per room to develop.

Plans call for the majority of new development and a large number of existing properties to convert to the "inn and suites" concept according to required specifications. Marriott believes the new positioning of the Fairfield Inn brand will improve its economic proposition, making it the first option for sophisticated developers and franchisees in the lower-moderate segment.

Fairfield Inn also participates in the company's award-winning Marriott Rewards program, the world's largest frequent stay program with over 12 million members, offering more than 1,700 participating hotels worldwide. Members of the Marriott Rewards program account for approximately 25 percent of Fairfield Inn's overall business.

Reservations at Fairfield Inn by Marriott can be made nationwide by calling toll-free (800) 228-2800, a travel agent, or by visiting www.fairfieldinn.com.

MARRIOTT INTERNATIONAL, INC. is a leading worldwide hospitality company with over 1,900 operating units in the United States and 56 other countries and territories. Marriott Lodging operates and franchises hotels under the Marriott, Ritz-Carlton,

Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, SpringHill Suites and Ramada International brand names; develops and operates vacation ownership (timeshare) resorts under the Marriott, Ritz-Carlton and Horizons brands; operates executive apartments and conference centers; and provides furnished corporate housing through its ExecuStay by Marriott division. Other Marriott businesses include senior living communities and services, wholesale food distribution, and procurement services. The company is headquartered in Washington, D.C., and has approximately 140,000 employees. In fiscal year 1998, Marriott International reported total sales of \$8.0 billion.