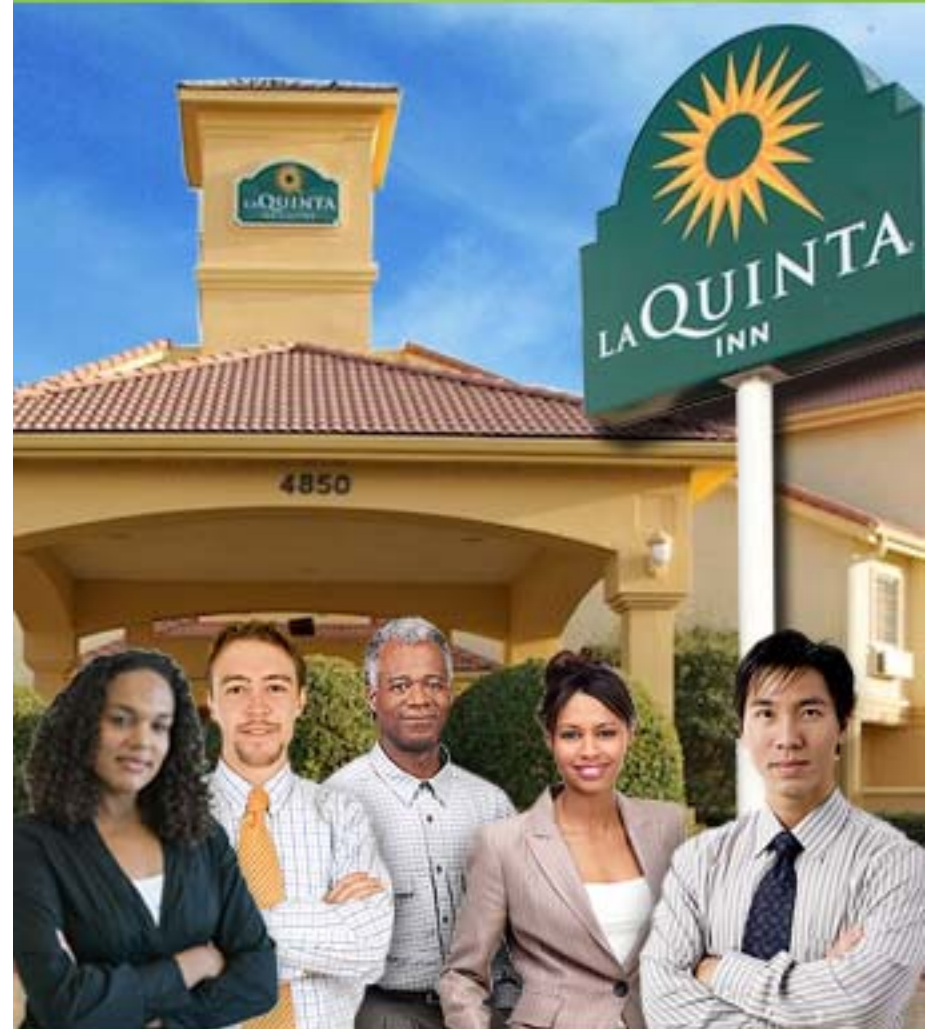


LQ Management L.L.C.

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States, with over 70,000 rooms. Based in Dallas, Texas with 9,000 plus employees nationwide, La Quinta operates and provides franchise services to more than 650 hotels in the U.S., Canada and Mexico under La Quinta Inn and La Quinta Inn & Suites brands.

Enjoy consistently clean and comfortable guest rooms and suites with many of the frills you would expect at higher priced hotels, such as free breakfast and free high speed Internet access, all at some of the most affordable and competitive rates anywhere.

Driving Operational Performance through Experiential Learning



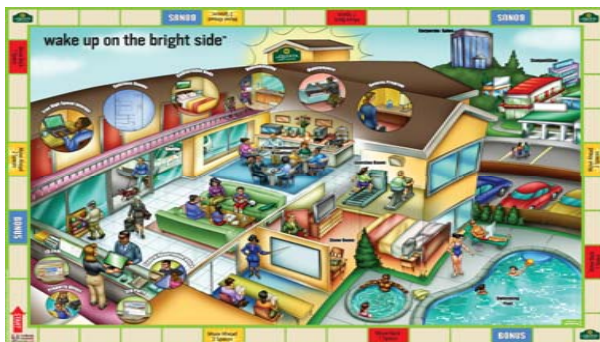
LQUniversity

LQUniversity takes a decidedly process oriented, operational approach for all training, communications and projects. This means we provide on-going performance reporting for our standard company-wide programs. In addition, when designing a new performance improvement solution or presented with a problem, LQUniversity first determines the operational metric to be improved. A solution is then created and piloted, along with a reporting infrastructure to accurately gauge the initiative-based improvement.

Experiential Learning at La Quinta

At La Quinta, experiential learning has proven successful in positively impacting operational performance. LQUniversity has learned how to make learning fun for our employees while achieving serious business results.

When LQUniversity was challenged to support our hotels in proactively preventing problems and resolving them quickly, we deployed Buddy's Challenge...Prevent It and Solve It. In this new and innovative Monopoly-style game, Front Desk Sales Representatives, Maintenance Team Members, and Housekeeping Supervisors use a La Quinta Hotel Knowledge Map to openly discuss and answer a series of questions to create a renewed understanding and shared knowledge of how to prevent and solve guest problems to increase guest satisfaction. The goal of Buddy's Challenge was to decrease problems experienced and problems unresolved as measured by Medallia, our guest survey tool.



The *Wake up on the Bright Side* La Quinta Knowledge Map is a 5 x 7 foot game board. This map has been repurposed for all delivery mediums including experiential learning, eLearning and on-the job training.

Experiential Learning Activity Example



During Buddy's Challenge...Prevent It and Solve It, learners participate in an activity called Small Details, Big Problems. In this example, we demonstrate how the small act of turning on an alarm clock during cleaning can turn into a big problem for the guest when they are awakened suddenly in the middle of the night.

Driving Business Results at La Quinta

By using existing operational metrics and simple Excel spreadsheets, LQUniversity demonstrated how to drive operational performance through experiential learning.

To support the implementation of Buddy's Challenge, LQUniversity created the Buddy's Challenge Trainer Scorecard. This scorecard measured reduction of problems experienced and unresolved by hotel, region and trainer. It extracted Medallia guest survey data bi-weekly and regionally ranked the trainers who were best overall and most improved. \$14,000 was awarded 90-days post training to the top three training teams. These combined efforts resulted in exceeding our annual Guest Satisfaction goal and greatly reduced problems experienced and problems not resolved over prior year.

% Problems Experienced			Problems Not Resolved			Total	
Overall Ranking	Var to PY	Var to Prior Year Ranking	Overall Ranking	Var to PY	Var to Prior Year Ranking	Combined Best Overall Rank	Combined Most Improved Rank
12	-0.3%	10	10	-7.7%	6	13	7
5	-3.3%	6	11	-2.7%	9	9	5
2	-9.3%	2	12	6.7%	16	7	10
14	2.5%	15	6	6.2%	15	10	16
6	2.7%	16	2	-22.0%	1	2	8
10	-3.7%	5	5	4.3%	13	8	10
16	-0.3%	12	8	2.2%	11	14	14
15	-0.3%	11	14	4.3%	14	15	15
4	-1.1%	9	7	-5.0%	8	4	8
3	-2.1%	8	3	-9.5%	5	1	3
1	-5.6%	4	8	-14.4%	3	3	1
8	-2.9%	7	12	3.3%	12	10	13
13	-6.4%	3	16	-0.4%	10	15	3
11	1.3%	13	1	-19.5%	2	5	5
9	2.3%	14	4	-10.0%	4	6	10
6	-16.9%	1	15	-6.3%	7	12	2

With a staff of four Corporate trainers, La Quinta uses Hotel Managers to deliver experiential training events. To keep these managers motivated to achieve our organization's goals, the Trainer Scorecard is distributed bi-weekly and gives them an opportunity to earn bonuses based on how well their learners performed after training.