

A
smile
IN EVERY
TOWN



optimistic
happy
community



ICONIC

- + An original American franchise, offering a business opportunity that embodies the American Dream

SMARTER

- + First hotel group to partner with Sabre's leading SynXis Property Manager at scale with Infor's integrated revenue management module

SCALE

- + Impressive scale and purchasing power of world's largest hotel group¹

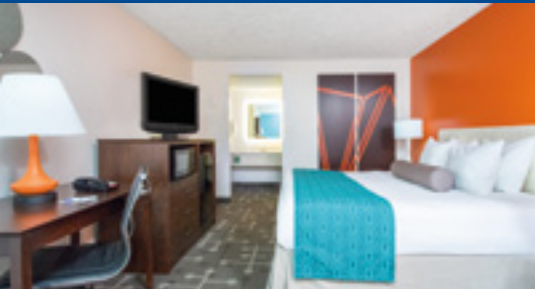
AWARD-WINNING

- + With 53 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row²

REWARDING ENTREPRENEURSHIP

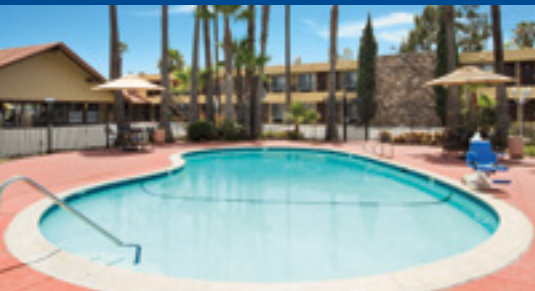
“Founded by **Howard Johnson** in 1925, the brand has been forward thinking since its inception offering every owner a recognizable piece of heritage and a sense of pride. Owners benefit from the strong awareness and powerful geographic footprint of an established, classic brand. Built on the memory of its iconic orange roofline, road trips and ice cream, the **Howard Johnson** brand has the foundation to build an emotional connection that delivers results.”

— CYNTHIA LIU | Brand Leader | cynthia.liu@wyn.com



OPTIMISTIC.

A bright future reinforced by the “Renew” hotel room design, appealing to multigenerational customers, building loyalty, reinforcing brand history, and maximizing return on investment



HAPPY.

Owners benefit from the positive brand recall and powerful global geographic footprint of an established and iconic brand



COMMUNITY.

As a recognizable part of American heritage, Howard Johnson helps create a sense of community in every town



TYPE

New Construction & Conversion



GUESTS

Mostly family-oriented leisure travelers



GEOGRAPHY

Global



ROOMS (typical)

50-100



CATEGORY

Economy (North America only)



AMENITIES (typical)

- High-speed internet
- 2- to 5-story buildings
- Most hotels have interior corridors
- Breakfast area
- In-room coffeemaker
- Expanded cable TV
- Pool
- Kids stay free



LOCATION

Urban & Suburban

HOWARD JOHNSON FRANCHISE FEES³

INITIAL FEES	Greater of \$35,000 or \$350 per rm
ROYALTY FEE	4.5% of GRR
MARKETING FEE	4.0% of GRR

WYNDHAM
HOTEL GROUP

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER
HOTELS

WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
HOTEL COLLECTION

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA
WORLDWIDE

BAYMONT
INN & SUITES

MICROTEL
BY WYNDHAM

DaysInn

Super 8

Howard Johnson

Travelodge

Knights Inn

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