



→ **SIMPLE**

→ **SMART**

→ **EFFICIENCY**



**BRILLIANTLY  
EFFICIENT**

### **INNOVATIVE**

- + Uniquely designed prototype sets the benchmark for operational efficiency

### **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 group<sup>1</sup>

### **AWARD-WINNING**

- + With 53 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row<sup>2</sup>

# AN AWARD-WINNING OPPORTUNITY

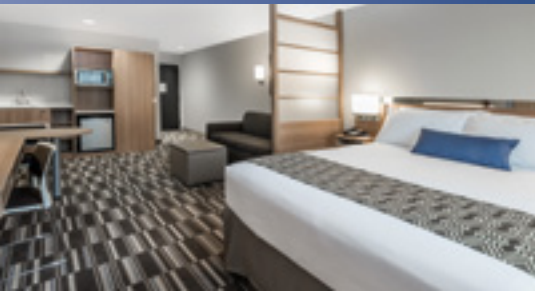
“Microtel’s cutting-edge prototype allows short construction times and low startup costs,<sup>3</sup> an attractive feature for developers and an important attribute for owners. As a pure new-build brand, **Microtel** has developed a portfolio of consistently high-quality properties, nearly 320 locations strong (and growing) throughout North America.”

— KERI PUTERA | Brand Leader | [keri.putera@wyn.com](mailto:keri.putera@wyn.com)



## SIMPLE.

Consistent product delivering some of the highest operating margins and a 118% RevPAR Index in the economy segment<sup>3</sup>



## SMART.

Only new construction, prototypically-designed hotel in which 82% of the building’s square footage is revenue generating



## EFFICIENCY.

An efficient brand that operates in the economy segment but delivers a midscale performance and experience



### TYPE

New Construction



### GEOGRAPHY

North America & Asia Pacific



### CATEGORY

Economy



### LOCATION

Urban & Suburban



### GUESTS

Practical, educated business & leisure travelers



### ROOMS

50-100



### AMENITIES

- Complimentary continental breakfast
- Complimentary Wi-Fi
- Meeting room (optional)
- Fitness room (optional)
- Pool (optional)
- Expanded breakfast area (optional)

## MICROTEL FRANCHISE FEES<sup>3</sup>

INITIAL FEES	Greater of \$40,000 + \$400 per rm
ROYALTY FEE	6.0% of GRR
MARKETING FEE	2.0% 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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