



YOUR  
**BASE CAMP**  
FOR ADVENTURE

**Travelodge**



**FRIENDLY**



**RELIABLE**



**ADVENTURE**

### ICONIC

- + Rich in history with 65% brand awareness<sup>1</sup>

### 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>2</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>3</sup>

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# A SIGN OF SUCCESS

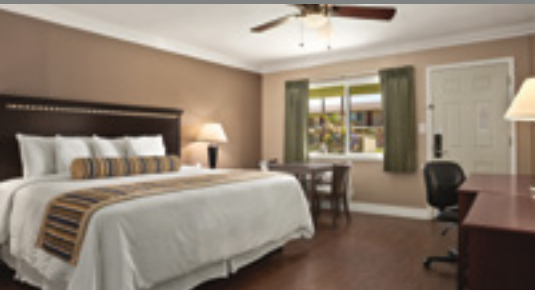
“ Since it first opened its doors in 1940, **Travelodge** has demonstrated the strong base equity needed to spread its California heritage story across the continent. From the sign to Sleepy Bear, the powerful heritage iconography is one of the key elements that contribute to brand recognition. **Travelodge’s** community of proud and engaged owners stand to benefit from strong word of mouth as the brand continues to connect with new travelers. ”

— JOHN HENDERSON | Brand Leader | [john.henderson@wyn.com](mailto:john.henderson@wyn.com)



## FRIENDLY.

A recognizable and reassuring icon with over 400 locations in North America



## RELIABLE.

Trusted among hardworking travelers with 124% RevPAR index and 61% in central system contribution<sup>4</sup>



## ADVENTURE.

Versatile in location and hotel type with over 65% of locations near National Parks and attractions



### TYPE

Conversion



### GUESTS

Leisure travelers



### GEOGRAPHY

North America



### ROOMS

40-100



### CATEGORY

Economy



### AMENITIES

- In-room coffee
- High-speed internet
- Continental breakfast
- Most hotels have pools



### LOCATION

Urban & Suburban (near National Parks)

## TRAVELODGE FRANCHISE FEES<sup>4</sup>

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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