

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

#### SCALE

- + Impressive scale and purchasing power of the world's largest hotel franchise company<sup>1</sup>

#### AWARD-WINNING

- + With over 70 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row<sup>2</sup>

# 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 by Wyndham** brand has the foundation to build an emotional connection that delivers results.”

— CLEM BENCE | Brand Leader | [clement.bence@wyndham.com](mailto:clement.bence@wyndham.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



## GEOGRAPHY

Global



## 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



## GUESTS

Mostly family-oriented leisure travelers



## ROOMS

50-100

## HOWARD JOHNSON FRANCHISE FEES<sup>3</sup>

**INITIAL FEES** ▶ Greater of \$350 per room or \$38,000 (New Construction)/\$35,000 (Conversion)

**ROYALTY FEE** ▶ 4.5% of GRR

**MARKETING FEE** ▶ 4.0% of GRR

**WYNDHAM**  
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn

RAMADA

BAYMONT

MICROTEL  
BY WYNDHAM

Days Inn

Super 8

Howard Johnson

Travelodge

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<sup>1</sup>Based on number of hotels. <sup>2</sup>U.S. News & World Report, a Best Hotel Rewards Program, 2018-19. <sup>3</sup>Howard Johnson International, Inc. Franchise Disclosure Document dated March 31, 2019.