



AN AMERICAN ROAD ORIGINAL

AUTHENTIC
DEPENDABLE
SPIRIT

RECOGNIZABLE

- + The largest economy hotel brand in the world by number of properties

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 company¹

AWARD-WINNING

- + With over 70 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row²

Being recognized has its advantages

“Super 8 by Wyndham is the world’s largest economy brand. There is unparalleled power in the yellow-and-red sign with over 50% of our guests deciding their accommodation on the same day they arrive; the trustworthy Super 8 sign is a powerful business driver. Join me in the brand that is elevating economy.”

— MIKE MUELLER | Brand Leader | mike.mueller@wyndham.com



AUTHENTIC Fresh, consistent design, including distinctive guest room artwork



DEPENDABLE Super 8 is the world’s largest economy brand, accounting for 13% of all economy segment hotels³



SPIRIT Over 2,800 locations, including over 1,700 in North America



TYPE

New Construction
& Conversion



GEOGRAPHY

Global



CATEGORY

Economy



AMENITIES (typical)

- 1- to 3-story buildings
- Interior or exterior corridors
- Free continental breakfast with hot item
- Complimentary high-speed internet



LOCATION

Every Major Highway



GUESTS

Leisure & business
road trippers



ROOMS

Typically 50-100,
with an average of 65

SUPER 8 FRANCHISE FEES⁴

INITIAL FEES ▶ Greater of \$250 per room or \$28,000 (New Construction)/\$25,000 (Conversion)

ROYALTY FEE ▶ 5.5% of GRR

MARKETING FEE ▶ 3.0% of GRR

WYNDHAM
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER

WYNDHAM

TRYP

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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