



YOUR BASE CAMP FOR ADVENTURE

Travelodge
BY WYNDHAM



FRIENDLY



RELIABLE



ADVENTURE

ICONIC

- + High performing brand with 126% RevPAR Index against the economy segment¹

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 company²

AWARD-WINNING

- + With over 70 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row³

Learn more at wyndhamdevelopment.com

A sign of success

“ Since it first opened its doors in 1940, Travelodge by Wyndham 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@wyndham.com



FRIENDLY A recognizable and reassuring icon with over 430 locations in North America



RELIABLE Trusted among hardworking travelers with a 63% revenue contribution via central system channels¹



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



TYPE

Conversion



GEOGRAPHY

North America



CATEGORY

Economy



AMENITIES (typical)

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



LOCATION

Urban & Suburban
(near National Parks)



GUESTS

Leisure travelers



ROOMS

40-100

TRAVELODGE FRANCHISE FEES¹

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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