



# THE HOTEL *next door*

  
**BAYMONT®**  
BY WYNDHAM





# THE HOTEL *next door*

At **BAYMONT BY WYNDHAM**, we know how comforting it is to feel like you're in familiar territory, especially when you're away from home. Just like popping in to see the next door neighbors, we don't believe in pomp and circumstance here—just warm, inviting hospitality and an experience as real as your grandmother's apple pie.

We pride ourselves in our ability to connect with our guests. Whether you're a family, a small business owner, or a championship soccer team, we make it our priority to understand your needs and do whatever we can to make your stay exceptional. We call it good old hometown hospitality. So come on in and relax—we've got you covered.





# OUR VOICE

Warm and laid-back. We deliver a neighborly welcome that our guests will want to experience again and again.

HEAD: HOW YOU THINK *relaxed*

HEART: HOW YOU FEEL *hometown*

HAND: WHAT WE DELIVER *neighbor*



# THE GUEST

BAYMONT GUESTS TEND TO PLAN AHEAD. WHETHER TRAVELING FOR BUSINESS OR PLEASURE, THEY THINK LONG AND HARD ABOUT THEIR TRIPS. PART OF THE FUN IS SEEKING AND SHARING ADVICE WITH OTHERS—THEY LIKE TO KNOW THEIR OPTIONS, BUT THEY’RE ALSO CREATURES OF HABIT. THEY WANT TO TRUST THAT THEY’LL HAVE A GOOD EXPERIENCE.

# THE PROPERTY



## TYPE

New Construction & Conversion



## GUESTS

Leisure & business travelers looking for the familiar



## CATEGORY

Midscale



## LOCATION

Small-town, Suburban



## GEOGRAPHY

North America & Latin America



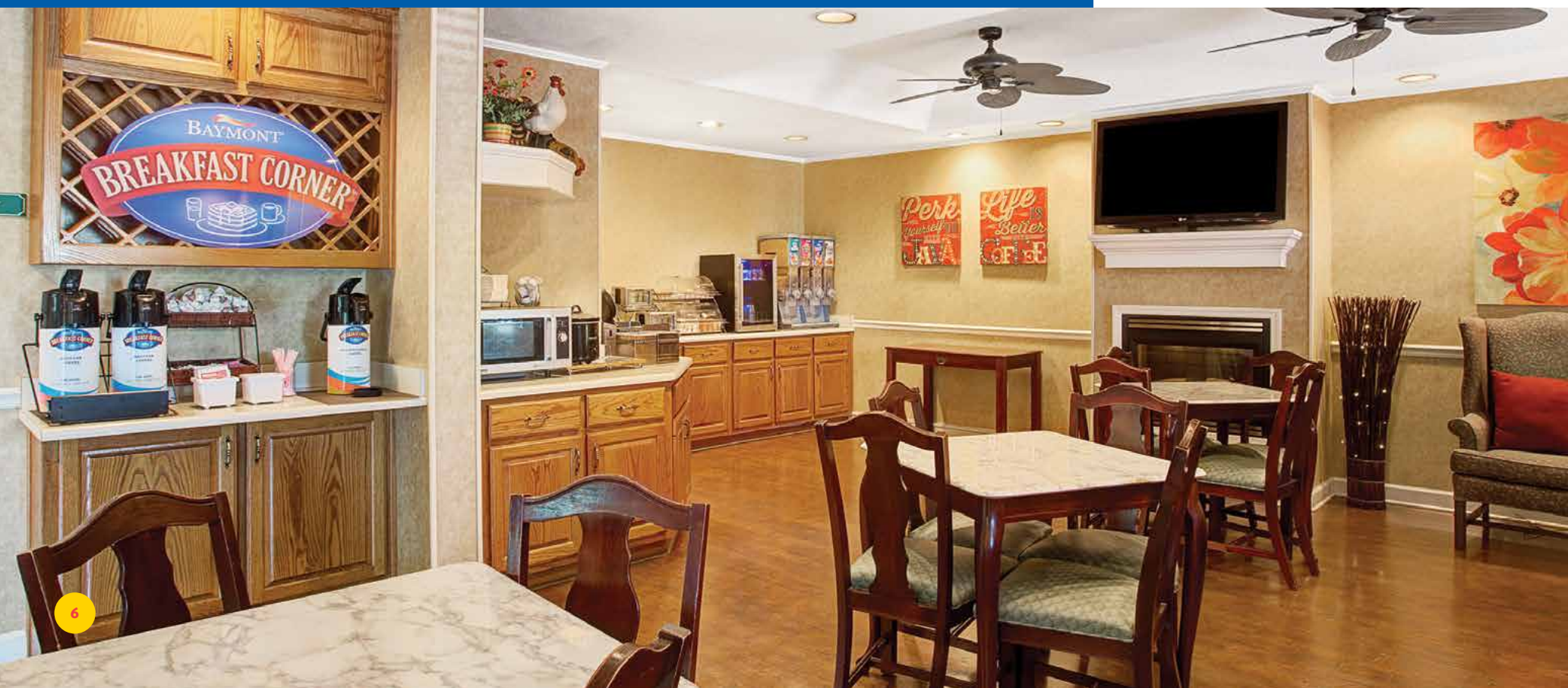
## ROOMS

50-150



## AMENITIES (typical)

- Two+ story hotels, with five percent suites
- Fitness room
- Business center
- Free high-speed internet
- Baymont Breakfast Corner™, including waffles
- Freshly baked cookies at check-in during the week





# POISED FOR SUCCESS



**BAYMONT** HAS PROVEN ITS ABILITY TO IDENTIFY AND STRATEGICALLY DEVELOP THE IDEAL MIDSCALE PROPERTY IN THE RIGHT LOCATIONS. THE BRAND'S TREMENDOUS GROWTH IS BUILT UPON SERVING AS AN EFFECTIVE MIDSCALE SOLUTION TO ENTER NEW MARKETS.

**WITH ITS SIGNATURE HOMETOWN HOSPITALITY AND VALUABLE EXTRAS,** such as free high-speed wireless internet and breakfast corner with waffles, **BAYMONT** guests feel at home no matter where they travel. These guests have a great appreciation and loyalty for familiar brands they trust and will keep coming back.

Additionally, as an owner, you have the flexibility to design your property in a way that keeps it competitive in the marketplace.

# A POWERFUL PARTNERSHIP

**BAYMONT** IS A MEMBER OF WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY<sup>2</sup> THAT INCLUDES OVER 8,500 PROPERTIES.

**WE COMBINE THE SUPPORT OF A WORLD-CLASS HOSPITALITY ORGANIZATION** with a flexibility designed to meet the needs of entrepreneurial owners.

Owners have full access to an experienced team as well as several in-depth services designed to help optimize the business, including:

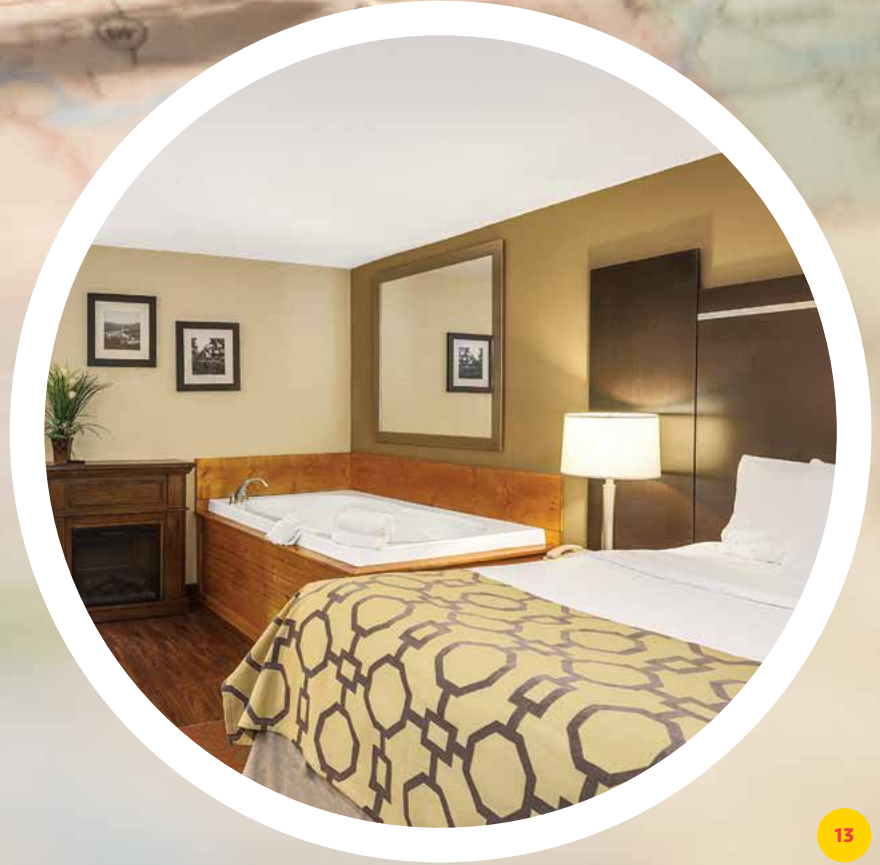
- + Strategic sourcing
- + Global sales organization
- + Revenue management
- + Marketing and distribution services
- + Brand operations support
- + Best-in-class training
- + Participation in Wyndham Rewards<sup>®</sup> loyalty program, ranked one of the Best Travel Rewards Hotel Programs by *U.S. News and World Report*.<sup>1</sup>

Wyndham Hotels & Resorts partners with our owners to leverage **BAYMONT'S** brand awareness and clear brand focus to enhance brand equity and attract the next generation of travelers. Owners can also take advantage of distribution and scale opportunities in a way that suits their investment in the brand and the growth of their business.




# THE HOTEL NEXT DOOR

AS THE HOTEL NEXT DOOR, **BAYMONT** DELIVERS HOMETOWN HOSPITALITY EVERY DAY WITH OUR COMFORTABLE ROOM DESIGN, FRIENDLY SERVICE, BAYMONT BREAKFAST CORNER™, AND FRESHLY BAKED COOKIES.







# TOGETHER, LET'S BUILD A GREAT BUSINESS BY REDEFINING HOSPITALITY

**WE'RE IN THE BUSINESS OF MAKING MEMORIES.** IT IS OUR RESPONSIBILITY TO HELP GUESTS GET THE MOST OUT OF THEIR TRIP, AND THIS UNDERLIES THE PROMISE WE MAKE TO CONSISTENTLY DELIVER WHAT EACH AND EVERY GUEST NEEDS. TO THAT END, WE HAVE DESIGNED OUR HOTELS AND AWARD-WINNING REWARDS PROGRAM TO KEEP GUESTS HAPPY, COMFORTABLE, AND EAGER TO RETURN TO OUR BRANDS AND OUR PROPERTIES.

## THEY FIND US BECAUSE WE KEEP IT **SIMPLE**—

each of our hotels supplies the comforts they need in the places they want to be.

## THEY STAY WITH US BECAUSE WE'RE **ATTAINABLE**—

we have designed our hotel experiences to help everyone everywhere create special memories that last a lifetime.

## AND THEY COME BACK, TIME AND AGAIN, BECAUSE WE'RE **GENEROUS**—

each of our hotels offers priceless hospitality through our warm greetings, a welcoming atmosphere, and the little details that bring the magic of travel to life while always making it feel like home.

## WHETHER GUESTS ARE TAKING A ROAD TRIP WITH OLD FRIENDS OR ON ESSENTIAL TRAVEL FOR BUSINESS, CREATING GREAT GUEST MEMORIES IS THE KEY TO OUR SUCCESS STORY,

and the sum of these magical memories powers the growth of our portfolio. Together, we will strive to deliver more revenue, more customers, more brand loyalty, and more award-winning hospitality.





## WYNDHAM

HOTELS & RESORTS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn

RAMADA  
WORLDWIDE

BAYMONT  
INN & SUITES

MICROTEL  
BY WYNDHAM

Days Inn

Super 8

Howard Johnson

Travelodge

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