

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 with Infor's integrated revenue management module

## SCALE

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

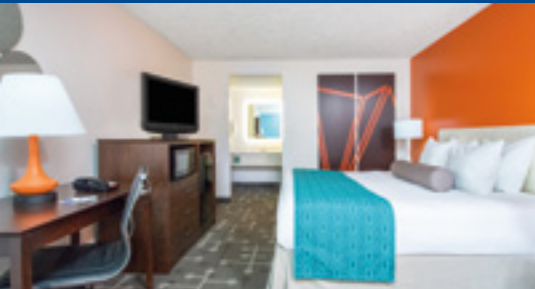
## AWARD-WINNING

- + With 53 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row<sup>2</sup>

# REWARDING ENTREPRENEURSHIP

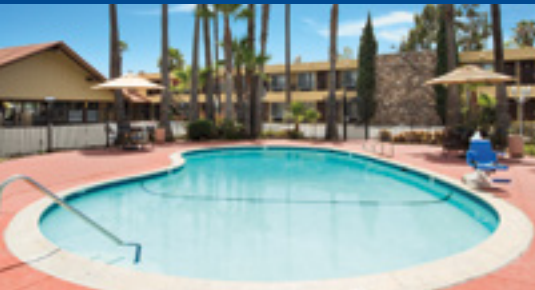
“Founded by **Howard Johnson** in 1925, the brand has been forward thinking since its inception offering every owner a recognizable piece of heritage and a sense of pride. Owners benefit from the strong awareness and powerful geographic footprint of an established, classic brand. Built on the memory of its iconic orange roofline, road trips and ice cream, the **Howard Johnson** brand has the foundation to build an emotional connection that delivers results.”

— CYNTHIA LIU | Brand Leader | [cynthia.liu@wyn.com](mailto:cynthia.liu@wyn.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



### GUESTS

Mostly family-oriented leisure travelers



### GEOGRAPHY

Global



### ROOMS (typical)

50-100



### 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

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