



**BRILLIANTLY
EFFICIENT**



BRILLIANTLY EFFICIENT

At **MICROTEL BY WYNDHAM**, we know you've got a busy schedule. Whether you're gearing up for back-to-back meetings or need time to relax and unwind, what you want from your hotel is a seamless stay.

Every **MICROTEL** is purpose-built, making it the only all new construction hotel chain in the Economy segment. With every detail considered at every touch point, we're able to minimize wasted space most hotels neglect, while creating a consistent, high-quality product that is engineered to make your visit more efficient and productive.

It's easy to get settled in our smartly designed guest rooms, so you can do more, see more, or just relax more. It's why we're a consistent leader in the economy category.

Modern, smart design. Genuine, streamlined service. Brilliantly efficient.



OUR VOICE

Our brand voice is stylish in its simplicity.
We are efficient in design and service.
Everything is considered and brilliantly planned.

01

HEAD: HOW YOU THINK

→ **SIMPLE**

02

HEART: HOW YOU FEEL

→ **SMART**

03

HAND: WHAT WE DELIVER

→ **EFFICIENCY**

THE GUEST

MICROTEL IS THE BRAND FOR TRAVELERS WHO ARE LOOKING FOR A SIMPLE AND STREAMLINED EXPERIENCE THAT STILL FEELS STYLISH AND MODERN. CURIOUS AND CREATIVE, THEY ENJOY THE SIMPLE PLEASURES IN LIFE AND RELY ON THE FAMILIARITY OF **MICROTEL** TO ENSURE THAT THEIR TRAVEL EXPERIENCE STAYS SEAMLESS. FOR THESE GUESTS, EARNING LOYALTY POINTS IS A VALUABLE ADDED BONUS.

THE PROPERTY



TYPE
New Construction



GUESTS
Practical, savvy business & leisure travelers



CATEGORY
Economy



LOCATION
Urban & Suburban



GEOGRAPHY
North America & Asia Pacific



ROOMS
50–100



AMENITIES (typical)

- Complimentary continental breakfast
- Complimentary Wi-Fi
- Meeting room (optional)
- Fitness room (optional)
- Pool (optional)
- Expanded breakfast area (optional)
- Customizable features



AN AWARD-WINNING OPPORTUNITY



MICROTEL IS A VALUED WYNDHAM REWARDS HOTEL. THE CUTTING-EDGE PROTOTYPE ALLOWS FOR SHORT CONSTRUCTION TIMES AND LOW STARTUP COSTS,* AN ATTRACTIVE FEATURE FOR DEVELOPERS AND AN IMPORTANT ATTRIBUTE FOR OWNERS. AND, AS A PURE NEW-BUILD BRAND, **MICROTEL** HAS DEVELOPED A PORTFOLIO OF CONSISTENTLY HIGH-QUALITY PROPERTIES.

RESEARCH SHOWS THAT MICROTEL PERFORMS STRONGLY

on the personality and atmospheric drivers that its audience cares about, making it an attractive option in the modern economy segment.

MICROTEL benefits from ties to the Wyndham name as well as the connection to Wyndham Rewards®; a valuable loyalty program is important to this brand's audience.

*Microtel Inns & Suites Franchising, Inc. Franchise Disclosure Document dated April 1, 2018.

A POWERFUL PARTNERSHIP

MICROTEL COMBINES AN AWARD-WINNING PRODUCT WITH THE STRONG BRAND EQUITY OF WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY² THAT INCLUDES OVER 8,500 PROPERTIES.

MICROTEL OWNERS HAVE THE COMMITMENT AND SUPPORT

of a world-class hospitality organization and experienced team, as well as access to services designed to help optimize the business, including:

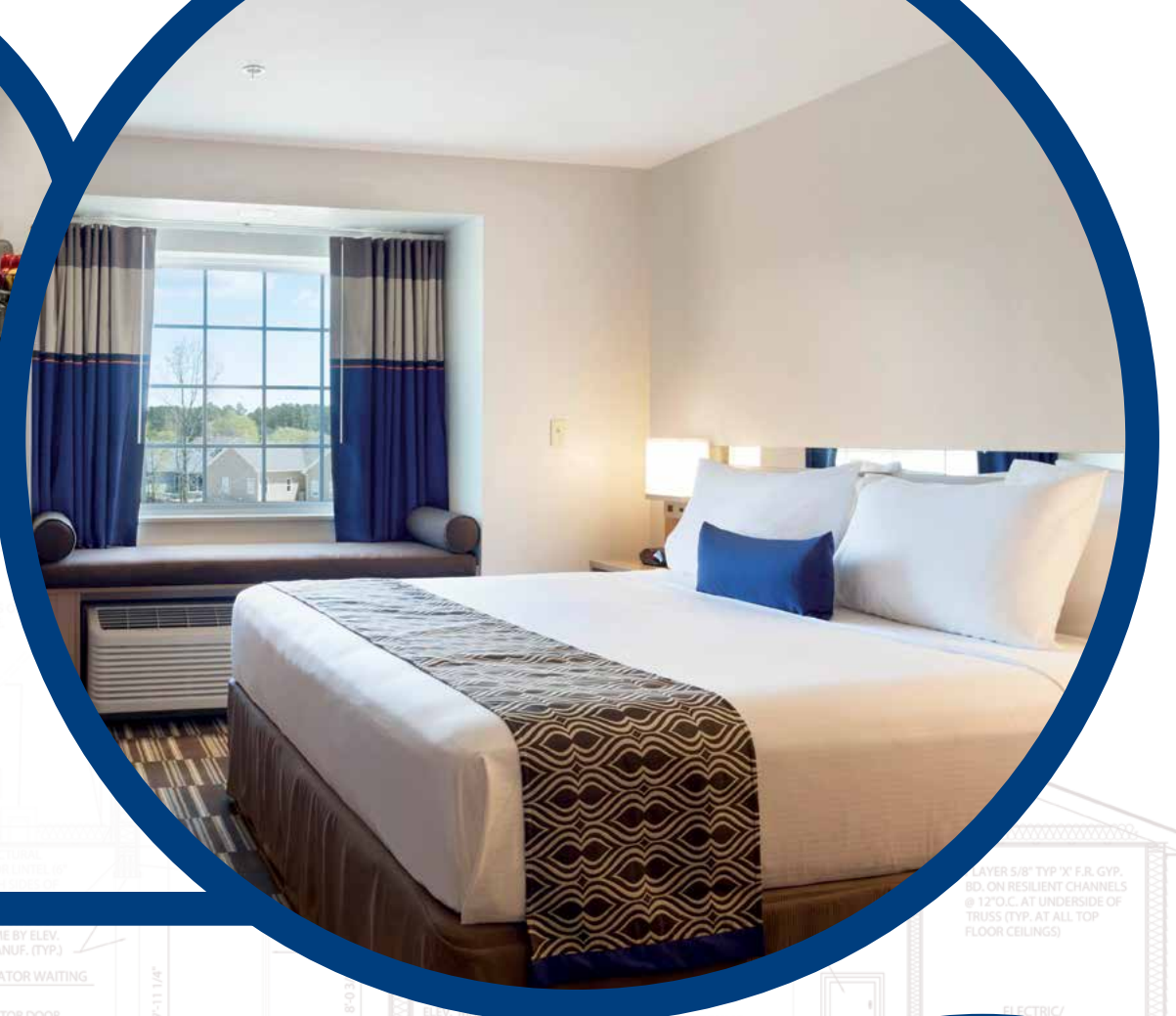
- ⊕ Strategic sourcing
- ⊕ Global sales organization
- ⊕ Revenue management
- ⊕ Marketing and distribution services
- ⊕ Brand operations support
- ⊕ Best-in-class training
- ⊕ Participation in Wyndham Rewards loyalty program, ranked one of the Best Travel Rewards Hotel Programs by *U.S. News and World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

We're invested in keeping our name relevant and meaningful to guests. And, as an owner, you'll reap the benefits as we grow our brand name. We also help owners take advantage of distribution and scale opportunities in a way that suits their investment in the brand and the growth of their business.



BRILLIANTLY EFFICIENT

EVERYTHING IS CONSIDERED AT EVERY TOUCH POINT. WITH A SMART DESIGN AND AWARD-WINNING SERVICE, **MICROTEL** CONTINUES TO BE THE LEADER IN THE ECONOMY CATEGORY, OVER-DELIVERING ON BOTH GUEST AND OWNER EXPECTATIONS.



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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