

# THE EVOLUTION OF MICROTEL BY WYNDHAM

Introducing the Moda prototype

The **only 100% new construction** economy brand – redesigned to deliver even more. With a new **modern value-engineered prototype** and robust support model, Microtel by Wyndham offers developers the opportunity to **drive returns that rival midscale without the midscale costs.**



**NEW**

MODERN DESIGN AND  
SCALABLE PROTOTYPE

**OPTIMIZED**

DESIGN FOR EFFICIENCY  
AND SAVINGS

**ACCELERATED**

SUCCESS FOR DEVELOPERS  
WITH EXPANDED SUPPORT

# CONSISTENT BRAND PERFORMANCE

**122%**

REVPAR INDEX IN THE ECONOMY SEGMENT<sup>1</sup>

**\$75**

POWERFUL ADR RIVALS MIDSCALE<sup>1</sup>

**#1**

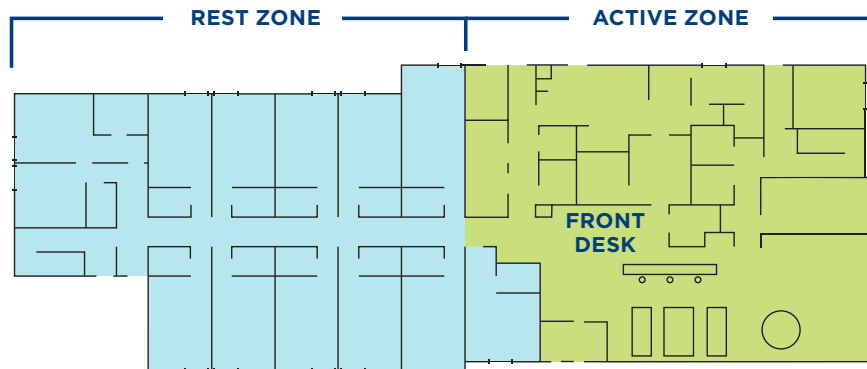
EXCELLENT CUSTOMER SERVICE REVIEWS<sup>2</sup>

**100%**

ALL-NEW CONSTRUCTION ECONOMY BRAND

## WE BELIEVE IN SMART DESIGN

- **Scalable design**, 3-4 floors with 59-82 rooms standard
- **Simplified** framing and foundation reduces material and labor cost
- Guest rooms **4% bigger**, with a footprint over **25% smaller**
- **Over 70%** revenue producing square footage



New building layout **provides operational efficiencies** by combining all back-of-house elements behind the front desk, and creating zones that **mitigate noise and improve guest comfort**.

## HOTEL SPECS

### SQUARE FOOTAGE

3 floors = 25,000 gross ft<sup>2</sup>  
4 floors = 34,700 gross ft<sup>2</sup>

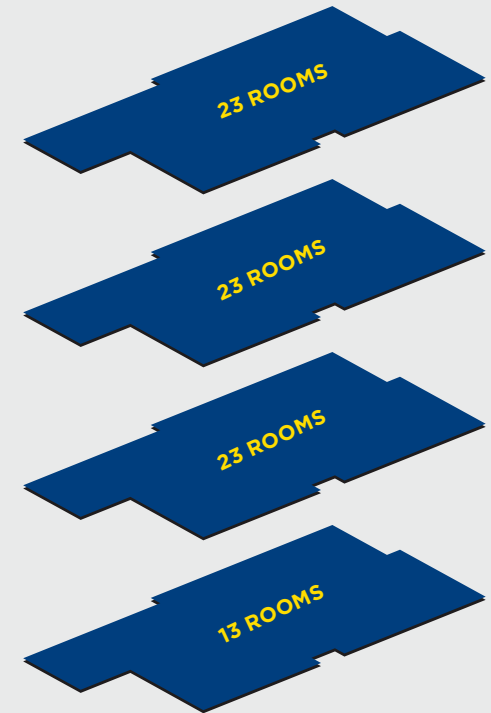
### PARKING RATIO

Lot size = 59,400 ft<sup>2</sup>  
82 parking spaces

### ADDITIONAL OPTIONS

Fitness room, indoor/outdoor pool, meeting room

**SITE AREA = 1.36 ACRES**



## WE SUPPORT OUR DEVELOPERS

Industry-leading new-construction expertise • Comprehensive support model through post-opening • Design informed by developer feedback



WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER

WYNDHAM



TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

★★★  
AmericInn

RAMADA

BAYMONT

MICROTEL  
BY WYNDHAM



Howard Johnson

Travelodge

VISIT [BUILDMICROTEL.COM](http://BUILDMICROTEL.COM) OR CALL **800-889-9710**

<sup>1</sup>Microtel Inns & Suites Franchising, Inc. Franchise Disclosure Document Dated April 1, 2018 as amended July 17, 2018. <sup>2</sup>As compared to other economy brands using leading guest survey platform as of YE 2018. This is not an offer. Federal and certain state laws regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document, a copy of which can be obtained by contacting Wyndham Hotels & Resorts at 22 Sylvan Way, Parsippany, NJ 07054. Most hotels are independently owned and operated with the exception of certain hotels managed or owned by an affiliate of the company. © 2019 Wyndham Hotels & Resorts, Inc. All rights reserved. Microtel Inns and Suites Franchising, Inc.