

# ANG BALL ROAD



## OUR VOICE

Our brand voice is authentic, welcoming, and relatable to the wide range of guests attracted to the familiar SUPER 8 brand icon, from the college students on their first road trip to the family visit and from the crew staying on a long-term contract to the independent business owner on a cross-country expedition.

HEAD: HOW YOU THINK

**HEART: HOW YOU FEEL** 

HAND: WHAT WE DELIVER

SPINIT



# THE GUEST

THINK TOO FAR IN ADVANCE WHEN THEY HIT THE ROAD. IN FACT, OVER 50% OF GUESTS DECIDE THEIR ACCOMMODATION ON THE SAME DAY THEY ARRIVE; THEREFORE THE TRUSTWORTHY SUPER 8 SIGN IS A POWERFUL BUSINESS DRIVER.

# THE PROPERTY



#### **TYPE**

New Construction & Conversion



#### **GUESTS**

Leisure & business road trippers



#### **CATEGORY**

Economy



#### **LOCATION**

Every Major Highway



#### **GEOGRAPHY**

Global



#### **ROOMS**

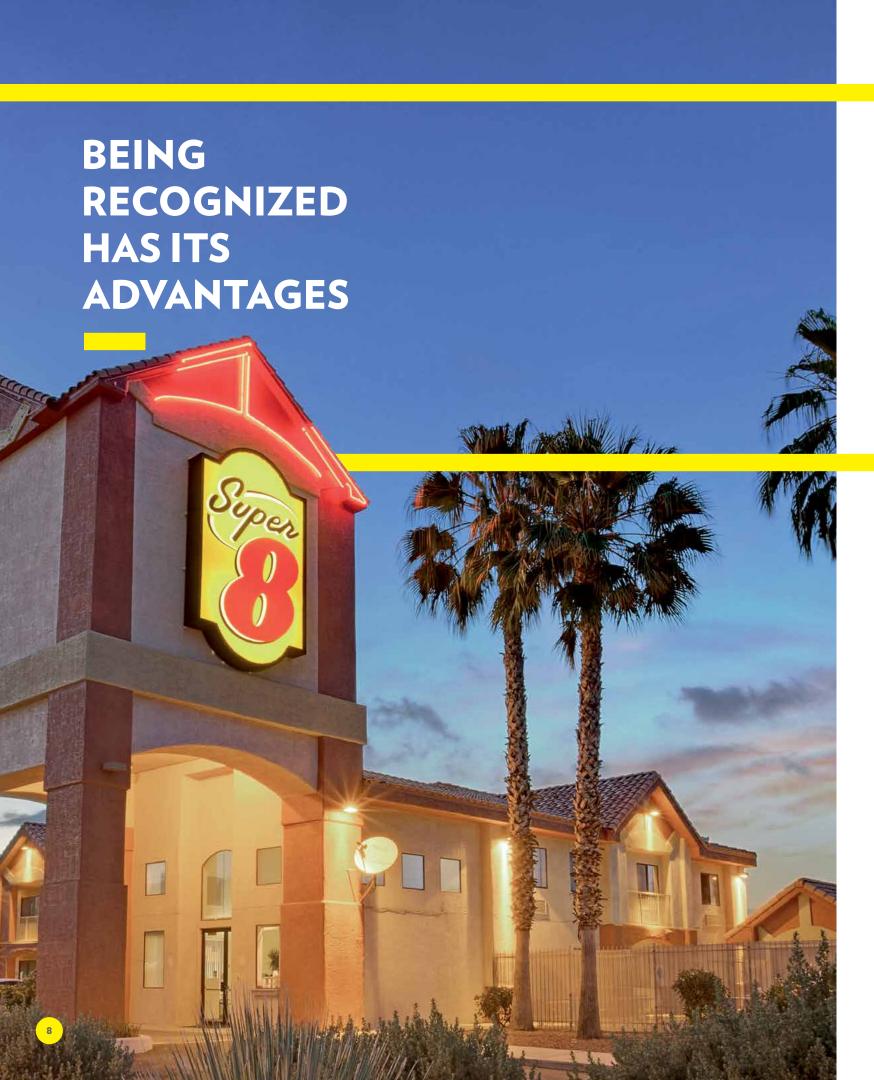
Typically 50–100, with an average of 65



#### **AMENITIES** (typical)

- 1- to 3-story buildings
- Interior or exterior corridors
- Free continental breakfast with hot item
- Complimentary high-speed internet





UNPARALLELED POWER IN THE YELLOW-AND-RED SIGN THAT REPRESENTS AN ICONIC AMERICAN BRAND. AND THE BRAND LEVERAGES THIS FOOTPRINT INTO HIGH AWARENESS SCORES THAT SHOWS IT IS ALWAYS TOP OF MIND FOR PROSPECTIVE GUESTS WHEN THEY CHOOSE WHERE TO STOP FOR THE NIGHT.

#### SUPER 8 HAS DECADES' WORTH OF BRAND AWARENESS

from serving generations of guests across America and beyond. Today, aided awareness of the brand stands at 75%.\* Owners are encouraged to develop a brand for people who—much like the owners themselves—know a good deal when they see one.

SUPER 8 owners will also benefit from a set of turnkey tools and services to help optimize their operations and revenues.

<sup>\*</sup>Source: Last 4 QTR average ending Q4 2017 Phoenix BASE

# A POWERFUL PARTNERSHIP

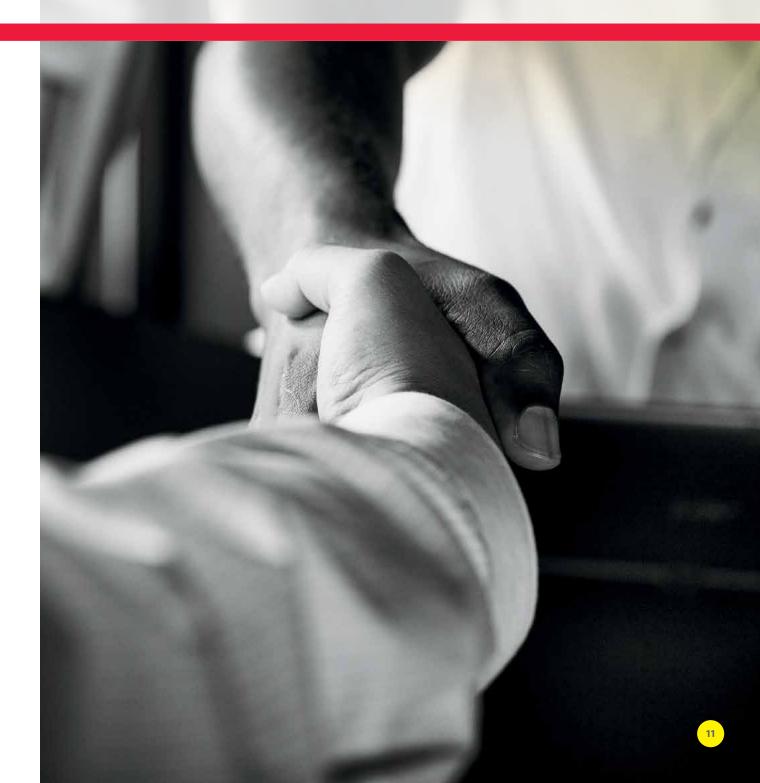
SIZE HAS ITS ADVANTAGES. TODAY, THERE ARE MORE SUPER 8
HOTELS THAN ANY OTHER ECONOMY BRAND IN THE WORLD.
IN ADDITION, SUPER 8 IS A MEMBER OF WYNDHAM HOTELS &
RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL
FRANCHISE COMPANY<sup>2</sup> THAT INCLUDES OVER 8,500 PROPERTIES.

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® loyalty program, ranked one of the Best Travel Rewards Hotel Programs by U.S. News and World Report.¹

We partner with our owners to help turn **SUPER 8**'s high brand awareness into consistent revenue by maintaining a clear brand focus, enhancing brand equity, and making the brand even more meaningful to the next generation of travelers. 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.







### 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.



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 Hotel Group at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated with the exception of certain hotels managed or owned by an affiliate of the company. © 2018 Wyndham Hotel Group, LLC. All rights reserved. Super 8 Worldwide, Inc. (MNREG#F-339)

MICRÓTEL

BAYMONT

RAMADA

AmericInn

Travelodge

Howard Johnson

WYNDHAM GARDEN

HAWTHORN