



AN AMERICAN ROAD ORIGINAL



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Wherever you are in the world, the dream of the open road is the same—the wind in your hair, the sun on your face, and that feeling of freedom that can't be matched. At **SUPER 8 BY WYNDHAM** you've got a standing invitation to come in and experience it firsthand.

From the moment you walk through our doors, you'll feel it—it's an ambience that extends the magic of your road trip, a welcome that makes you feel like you've always belonged, and a SuperStart® breakfast that fuels you up. Whether the road ahead is light and breezy or excitingly unpredictable, we know the spirit of those who drive it is as strong as ever. And we'll be there every step of the way, no matter the ultimate destination.

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

AUTHENTIC

HEART: HOW YOU FEEL

DEPENDABLE

HAND: WHAT WE DELIVER

SPIRIT

THE GUEST

SUPER 8 GUESTS AREN'T PLANNERS—THEY DON'T 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



BEING RECOGNIZED HAS ITS ADVANTAGES



SUPER 8 IS EVERYWHERE—THERE IS 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.

*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 COMPANY² 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.

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AUTHENTIC, TRUSTED, AND TRUE, **SUPER 8** IS THE AUTHORITY IN DELIVERING VALUE AND HOSPITALITY ACROSS THE GLOBE. TODAY, THERE ARE MORE **SUPER 8** HOTELS THAN ANY OTHER ECONOMY BRAND IN THE WORLD.



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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