



# AN AMERICAN ROAD ORIGINAL

AUTHENTIC  
DEPENDABLE  
SPIRIT

## RECOGNIZABLE

- + The largest economy hotel brand in the world by number of properties, with nearly 75% brand awareness<sup>1</sup>

## 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>2</sup>

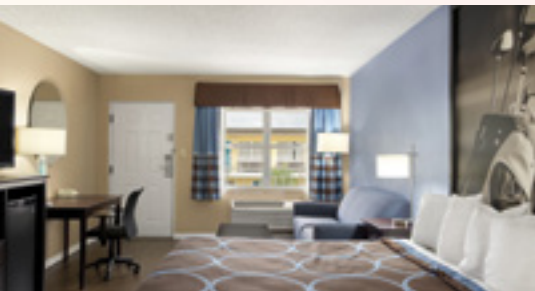
## AWARD-WINNING

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

# BEING RECOGNIZED HAS ITS ADVANTAGES

“**Super 8** is the world’s largest and most recognized economy brand. There is unparalleled power in the yellow-and-red sign with 57% of guests<sup>4</sup> deciding their accommodation on the same day they arrive; the trustworthy **Super 8** sign is a powerful business driver. Join me in the brand that is elevating economy.”

— MIKE MUELLER | Brand Leader | [mike.mueller@wyn.com](mailto:mike.mueller@wyn.com)



## AUTHENTIC.

Fresh, consistent design, including distinctive guest room artwork, drives performance above 100% of RevPAR index<sup>5</sup>



## DEPENDABLE.

Super 8 is the world’s largest economy brand, accounting for 16% of all economy segment hotels<sup>6</sup>



## SPIRIT.

Over 2,850 locations, including over 1,700 in North America



### TYPE

New Construction & Conversion



### GUESTS

Leisure & business road trippers



### GEOGRAPHY

Global



### ROOMS

Typically 50-100, with an average of 65



### CATEGORY

Economy



### AMENITIES

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



### LOCATION

Every Major Highway

## SUPER 8 FRANCHISE FEES<sup>7</sup>

INITIAL FEES	Greater of \$25,000 or \$250 per rm
ROYALTY FEE	5.5% of GRR
MARKETING FEE	3.0% 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

Days Inn

Super 8

Howard Johnson

Travelodge

Knights Inn

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