





Reflects our origins, a laid-back and pragmatic California spirit. Always friendly, we are ready with advice to help our guests find their next adventure.



HEAD: HOW YOU THINK
FRIENDLY



HEART: HOW YOU FEEL

RELIABLE



HAND: WHAT WE DELIVER

ADVENTURE

THE GUEST

TRAVELODGE IS THE BRAND FOR HARDWORKING
TRAVELERS WHO WANT A BREAK FROM THE NORM
AND A BIT OF ADVENTURE.

THE PROPERTY



TYPE

Conversion



GUESTS

Hardworking leisure travelers



CATEGORY

Economy



LOCATION

Urban & Suburban (near National Parks)



GEOGRAPHY

North America



ROOMS

40-100



AMENITIES (typical)

- 1- to 2-story hotels
- In-room coffee
- High-speed internet
- Continental breakfast
- Most hotels offer leisure facilities



TRAVELODGE HAS BUILT A HIGH LEVEL OF
AWARENESS AROUND ITS STRONG WEST
COAST-FOCUSED FOOTPRINT. THE BRAND
HAS DEMONSTRATED THE STRONG BASE
EQUITY NEEDED TO SPREAD ITS CALIFORNIA
HERITAGE STORY ACROSS THE CONTINENT.



FROM THE SIGN TO SLEEPY BEAR,

the powerful heritage iconography is one of the key elements that contribute to **TRAYELODGE**'s

brand recognition.
Guests also appreciate rewards programs, so Wyndham Rewards® will help win them over.

TRAVELODGE's

community of proud and engaged owners stand to benefit from strong word of mouth as the brand continues to connect with new travelers.

A POWERFUL PARTNERSHIP

TRAVELODGE 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 TRAVELODGE'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.









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 GRAND

















WYNDHAM GARDEN



















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.

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