



YOUR
BASE CAMP
FOR ADVENTURE

Travelodge



FRIENDLY



RELIABLE



ADVENTURE

ICONIC

- + Rich in history with 65% brand awareness¹

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 group²

AWARD-WINNING

- + With 53 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row³

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A SIGN OF SUCCESS

“ Since it first opened its doors in 1940, **Travelodge** 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 brand recognition. **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. ”

— JOHN HENDERSON | Brand Leader | john.henderson@wyn.com



FRIENDLY.

A recognizable and reassuring icon with over 400 locations in North America



RELIABLE.

Trusted among hardworking travelers with 124% RevPAR index and 61% in central system contribution⁴



ADVENTURE.

Versatile in location and hotel type with over 65% of locations near National Parks and attractions



TYPE

Conversion



GUESTS

Leisure travelers



GEOGRAPHY

North America



ROOMS

40-100



CATEGORY

Economy



AMENITIES

- In-room coffee
- High-speed internet
- Continental breakfast
- Most hotels have pools



LOCATION

Urban & Suburban
(near National Parks)

TRAVELODGE FRANCHISE FEES⁴

INITIAL FEES	Greater of \$35,000 or \$350 per rm
ROYALTY FEE	4.5% of GRR
MARKETING FEE	4.0% 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

DaysInn

Super 8

Howard Johnson

Travelodge

Knights Inn

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