



## Company Backgrounder

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There's no one else like us. Wyndham Hotel Group is a hotel industry giant with an unmatched presence of more than 8,400 hotels and approximately 728,200 rooms in 80 countries. We're a hospitality powerhouse, with iconic brands united by the richest and simplest rewards program in the business.

Wyndham Hotel Group is in the midst of a strategic transformation laser-focused on our brands, technology and marketing. Our transformation mission is simple: elevate the experience everyday travelers, wherever they go, however they choose to stay. We're reimagining hotels generations grew up with creating new experiences travelers crave. That's because we believe travelers deserve great experiences and real value, and our portfolio – strengthened by our bench of economy and midscale hotels - delivers just that.

Our brands include: Super 8®, Days Inn®, Howard Johnson®, TRYP by Wyndham®, Ramada Worldwide®, Ramada Encore, Microtel Inn & Suites by Wyndham®, Hawthorn Suites by Wyndham®, Wingate by Wyndham®, Travelodge®, Knights Inn®, Baymont Inn & Suites®, Wyndham Garden®, Wyndham Hotels and Resorts®, Wyndham Grand®, Dazzler® Hotels, Esplendor® Boutique Hotels, The Trademark Hotel Collection®, AmericInn® and Dolce Hotels and Resorts®.

The blue thread that ties them all together is Wyndham Rewards®, the richest and simplest rewards program in the business. Wyndham Rewards has revolutionized the loyalty landscape, offering members a simple-to-use, generous points earning structure along with a flat, free night redemption rate – the first of its kind for a major rewards program. Wyndham Rewards® members – over 54.7 million and counting – have the chance to earn and redeem points for hundreds of rewards options around the world every day.

Headquartered in Parsippany, N.J., with offices around the globe in London, Shanghai, Buenos Aires, Dubai and other cities, Wyndham Hotel Group employs over 7,500 associates worldwide.

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## Facts and Figures

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- Domestic system comprises more than nine percent of the U.S. hotel room supply
- Sold more than 135,370,000 room nights in 2016
- Days Inn<sup>®</sup>, Ramada<sup>®</sup> and Super 8<sup>®</sup> brands have approximately 80 percent consumer awareness in the U.S.

<b>System Census by Region<sup>1</sup>:</b>	<b>Hotels</b>	<b>Rooms</b>
U.S.:	5,726	440,132
Canada:	509	39,791
Mexico:	40	5,743
South America:	136	14,718
Central America, Caribbean:	22	3,814
Europe:	380	52,543
Africa:	8	1,211
Middle East:	45	8,516
Asia:	1,518	159,027
Pacific:	38	2,700
<b>Total:</b>	<b>8,422</b>	<b>728,195</b>

<b>System Census by Brand<sup>1</sup>:</b>	<b>Hotels</b>	<b>Rooms</b>
Baymont Inn & Suites:	483	38,301
Days Inn:	1,773	142,460
Dolce Hotels and Resorts:	20	4,621
Hawthorn Suites by Wyndham:	110	10,690
Howard Johnson:	356	42,250
Knights Inn:	362	22,006
Microtel Inn & Suites by Wyndham:	337	24,420
Ramada:	850	118,875
Super 8:	2,867	178,690
Travelodge:	436	31,615
TRYP by Wyndham:	118	17,131
Wingate by Wyndham:	154	14,104
Wyndham Hotels and Resorts:	111	27,985
Wyndham Garden:	115	18,154
Wyndham Grand:	41	12,360
Dazzler Hotels:	13	1,621
Esplendor Boutique Hotels:	10	606
The Trademark Hotel Collection:	64	10,429
AmericInn:	202	11,877
<b>Total:</b>	<b>8,422</b>	<b>728,195</b>



Approachable by Design

Check in to the Outstanding

Travel is the best excuse to enjoy the grand things in life, and Wyndham Grand Hotels and Resorts offers truly unforgettable travel experiences. A leader in guest reviews with an average rating of 4.28 versus the competition’s 4.15\*, Wyndham Grand is decidedly not pretentious, but approachable by design featuring pristine guestrooms, relaxing spas, one-of-a kind dining experiences, and more. Located in some of the world’s most sought after destinations, including Shanghai, Istanbul, Doha, Salzburg, Chicago and Orlando, local culture and style are infused into our hotels, creating distinct environments for remarkable travel experiences.

Family Time Comes First

Wyndham Grand is in the business of making memories. That’s why we’ve created *Reconnected, a Wyndham Grand Family Experience*, challenging kids and parents to achieve the seemingly impossible: putting the phone away. Addressing the dire need for quality time over screen time – because 54% of kids think their parents check their phones too often and 32% say they feel “unimportant” when they do – Reconnected is an escape from the pull of technology and everyday distractions, a chance to press pause on the moment and simply celebrate being together.

Created in collaboration with the Food Network Chef Duff Goldman; a Fort Architect; and The Nocturnals author Tracey Hecht; Reconnected combats the negative effects of smartphones on families by creating experiences for collaborative play during downtime in the hotel room, be it building the ultimate blanket fort, creating shadow-puppets or taking a literary adventure with *The Nocturnals: Mysterious Abductions*. Learn more at [www.wyndhamgrand.com/reconnected](http://www.wyndhamgrand.com/reconnected).

System Census as of 12/31/17:

	Hotels	Rooms
North America:	12	3,375
EMEA:	9	2,339
Asia Pacific:	18	6,198
LATAM:	2	448
<b>Total:</b>	<b>41</b>	<b>12,360</b>

Website:

[www.wyndhamgrand.com](http://www.wyndhamgrand.com)

Social Media:



\*Sources include Hotels.com, Expedia, Booking.com, Priceline, Qunar and TripAdvisor



## Inspire Discovery

Dolce Hotels and Resorts foster inspiration through shared experiences. Fully managed by hospitality veteran Wyndham Hotel Group, Dolce's unique take on the art of hospitality celebrates the idea that there is always more to learn and discover.

### Meetings Done Differently

At Dolce, guests break the ice on a snowy peak in Aspen or with a chilled cocktail in Provence. That's because this brand does meetings differently. Dolce is the leader in meetings and group accommodation, a reputation well earned by delivering service in purposefully designed spaces. Its stimulating environments welcome creativity and are fully equipped with the latest technology and amenities so every event is a success. Dolce is not only certified by the International Association of Conference Centers (IACC), but is also a pioneer creating the IACC-standard Complete Meetings Package (CMP), which is now embraced by hotels worldwide.

### Unique Experiences

Home to more than 600,000 square feet - more than 13 American football fields - of meeting space, Dolce hosts nearly 100,000 events welcoming four million meeting clients each year. In addition to state-of-the-art meeting rooms, nourishment hubs offering local cuisine, and breathtaking vistas, Dolce has cornered the market on nontraditional teambuilding experiences that educate, connect and inspire guests - with options like bicycle building, 'concoctioneering,' beekeeping and reforestation.

### Inspiration at play

Dolce's full-service resorts welcome vacationers in some of the world's most awe-inspiring destinations: Napa Valley, Calif.; Aspen, Colo.; Chantilly and Provence, France; and Sitges, Spain. Amenities like championship-caliber golf courses, rejuvenating spas, and spectacular wineries, along with energizing activities like sailing, horseback riding, bicycling, and hiking, are embraced by vacationing couples, families and business guests alike. In fact, Dolce's golf courses are so popular for both business and vacationing travelers that on average, approximately 5,500 lost golf balls are recovered from each resort golf course per year.

### System Census as of 12/31/17:

	Hotels	Rooms
North America:	14	3,421
EMEA:	6	1,200
<b>Total:</b>	<b>20</b>	<b>4,621</b>

### Website:

[www.dolce.com](http://www.dolce.com)

### Social Media:





Comfort Perfected

**Welcome to Wyndham: A Distinct Experience**

You can count on Wyndham Hotels and Resorts to give you what you really need out of your hotel stay: a good night's sleep. The namesake of the world's largest hotel company, Wyndham connects with guests by delivering comfort that exceeds expectations. From smartly detailed guest rooms, to beautifully appointed lounge areas, to distinct dining options and well-designed meeting spaces, Wyndham hotels offer all the features expected at a world-class hotel.

Wyndham is a popular upscale, full-service hotel choice in major urban and resort destinations around the world and is a top choice among Wyndham Rewards® members representing five out of the top 10 most redeemed hotels in the Wyndham Hotel Group portfolio.

**System Census as of 12/31/17:**

	<b>Hotels</b>	<b>Rooms</b>
North America:	37	11,089
EMEA:	15	2,799
Latin America: (includes Mexico)	31	6,511
Asia Pacific:	28	7,586
<b>Total:</b>	<b>111</b>	<b>27,985</b>

**Website:**

[www.wyndham.com](http://www.wyndham.com)

**Social Media:**





### Travel at Ease

Wyndham Garden® focuses on what matters most to deliver stress-free, easy travel. With a lens on the little details, guests find peace of mind when traveling for business or pleasure.

Wyndham Garden's strong footprint is growing where Generation X and Millennial travelers want to be. Wyndham Garden hotels feature a combination of excellent service, best-in-class amenities, and technology. With flexible meeting spaces, inviting lobbies, welcoming lounges and complementary high speed internet access, Wyndham Garden hotels fulfill guests' desires.

Wyndham Garden's new global hotel prototype is designed to make travel easier and more carefree while delivering greater returns for hotel owners through operating efficiencies. Conveying the promise of a garden with natural materials and pops of green, the new offering surpasses the segment by creating an upscale experience by incorporating modern architecture, abundant natural light, functional design and an all-day inclusive culinary concept.

#### System Census as of 12/31/17:

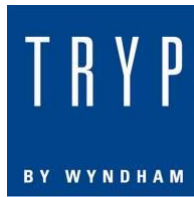
	Hotels	Rooms
North America:	72	11,931
EMEA:	16	2,312
Latin America: (includes Mexico)	24	3,335
Asia Pacific:	3	576
<b>Total:</b>	<b>115</b>	<b>18,154</b>

#### Website:

[www.wyndham.com](http://www.wyndham.com)

#### Social Media:





### Powered by the City

There's no better way to get to know a city than experiencing it like a local. TRYP by Wyndham celebrates the spirit of the urban traveler by offering an insider's look at a city's uniqueness. You can find us in the heart of the world's most exciting cities – the ones on your travel bucket list – like Abu Dhabi, Brisbane, Barcelona, New York City, Paris, and Sao Paulo. Our Mediterranean sass and urban flair energizes travelers with an inimitable style that delivered lifestyle hospitality before it was the trend.

- TRYP by Wyndham is for travelers who want to really know a city. Whether in Madrid, Mexico City, or Buenos Aires, travel experiences should be **authentic**. Hotels are staffed by locals who help uncover the side of the city that's not in guidebooks - the newest restaurants, the best places to shop and the latest nightlife – and all the best ways to tap directly into the spirit of the city.
- Tapas? Yes, please. One of the trademark features and the heart of every TRYP hotel is the **Plaza Central**, a social lobby brought to life with its tapas-style Gastro bar and dynamic atmosphere. It's the perfect place for an aperitif or a nightcap.
- If you prefer to work out in the comfort of your own room, our **Fitness Rooms** come equipped with exercise machines and a complimentary fitness kit including a t-shirt and shorts.
- Love a good bathrobe? Travelers looking for a little something more can opt for a **Premium Room**, engineered with comfy extras including bathrobe and slippers, premium amenities, and better views.
- We've got bunk beds. Amaze your little ones with a hotel room for the modern family or excite your group of friends. The **Family Room**, complete with bunk beds for kids and a larger bed for parents, comes with everything you need included from kid-sized trinkets, dental kits, bottle warmers and even baby gear.

Whether you want to find the best bar in Bogota, appreciate art in Antwerp or go dancing in Düsseldorf, we'll help you discover your destination the way only an insider knows how.

#### System Census as of 12/31/17:

	Hotels	Rooms
North America:	5	614
EMEA:	90	13,233
Latin America:	19	2,873
Asia Pacific:	4	411
<b>Total:</b>	<b>118</b>	<b>17,131</b>

#### Website:

[www.tryphotels.com](http://www.tryphotels.com)

#### Social Media:





**Modern Life in Balance**

**Designed for the Connected Traveler**

Wingate by Wyndham® is the hotel for travelers who seek balance in work, life, and everything in between offering what's needed to stay connected, on-schedule, productive and ready for whatever comes next.

Spacious guest rooms are 100% smoke-free and furnished with ergonomic workspaces, free in-room Wi-Fi, and flat screen televisions. Wingate boasts complimentary services including inviting lobbies, welcoming lounges, a hot breakfast buffet, well-equipped fitness centers, and flexible meeting spaces.

**A Leader in Guest Satisfaction**

Wingate excels in providing guest satisfaction and our scores prove it. Business and leisure travelers rank Wingate #1 and high above the competition in well-respected sources including J.D. Power, *Parents Magazine*, *Money Magazine* and *Business Travel News*.

Wingate is building momentum and interest among guests and developers. Wingate is growing its footprint in exciting markets including Miami, Nashville, Denver and NYC.

**System Census as of 12/31/17:**

	<b>Hotels</b>	<b>Rooms</b>
North America:	153	13,928
Latin America: (includes Mexico)	1	176
<b>Total:</b>	<b>154</b>	<b>14,104</b>

**Website:**

[www.wingatehotels.com](http://www.wingatehotels.com)

**Social Media:**







**Stay Longer. Stay Better.**

Hawthorn Suites by Wyndham is Wyndham Hotel Group's benchmark extended-stay brand. Our guest rooms are a home away from home for travelers. Regardless of the length of stay, Hawthorn crafts the most welcoming experiences for guests – encouraging them to stay longer, stay better.

**Familiar Comforts**

Maintaining a routine is crucial for the extended-stay traveler. Whether that means squeezing in a workout or eating a healthy meal, Hawthorn helps guests feel their best. With energizing fitness centers, complimentary healthy breakfast options, in-room kitchens encouraging home-style cooking, free Wi-Fi and on-site laundry facilities, Hawthorn features many of the familiarities of home including spacious one and two-bedroom suites, designed to help travelers relax and prepare for whatever the day ahead has in store. Weekday social hours inspire insightful interaction among guests.

**Homemade @ Hawthorn®**

A new chef-driven in-room cooking program designed for guests to feel at home when hitting the road for long stretches. Hawthorn Suites by Wyndham tapped acclaimed culinary minds [Chef Hari Nayak](#) – a New York-based chef, restaurateur, author and culinary consultant – and [Chef James Rigato](#) – owner of the award-winning The Root Restaurant & Bar and Mabel Gray in Michigan – to create exclusive flavor-driven recipes designed for hotel living that anyone can make, even when away from home.

Each chef crafted seasonal recipes featured in the program's e-cookbook is available at [www.hawthorn.com/homemade](http://www.hawthorn.com/homemade). All meals – such as sloppy joe tostadas, rigatoni with kale and pecorino, and salad with chickpeas, broccoli slaw and coconut – were designed to be easily prepared in Hawthorn Suites' fully equipped in-suite kitchens.

**Perfect for Every Kind of Guest**

Whether traveling solo or with the whole family, Hawthorn welcomes all, including Fido, thanks to a 100% pet friendly policy. Traveling with a group? Hawthorn was recognized as the Best Extended Stay Brand at the 2015 American Group Travel Awards.

Hawthorn is the only extended-stay brand offering twice the reward points as other extended stay brands. For every qualified stay at participating Wyndham Rewards hotels, guests get 10 points for every dollar or 1,000 points, whichever is more. The longer guests stay, the more they earn.

**System Census as of 12/31/17:**

	<b>Hotels</b>	<b>Rooms</b>
North America:	103	9,986
EMEA:	7	704
<b>Total:</b>	<b>110</b>	<b>10,690</b>

**Website:**

[www.hawthorn.com](http://www.hawthorn.com)

**Social Media:**





**Brilliantly Efficient**

Microtel Inn & Suites by Wyndham® is the purpose built, award-winning, economy segment leader. Consistently over-delivering on both guest and owner expectations, it's the only all new-construction brand in its segment. With an established footprint of more than 335 hotels globally, the brand prides itself on being an innovator, offering a midscale experience at an economy price.

While maximizing on size, we don't compromise on quality. Consistently ranked best-in-class by organizations like The Harris Poll®, Microtel's rich award-recognized heritage is backed by 14 J.D. Power honors – the most of any hotel brand in the economy/budget segment. In addition, nearly 35 percent of the brand's hotels across North America have received TripAdvisor Certificate of Excellence honors.

**Smart, Modern, Efficient Prototype**

- Designed for peak efficiency and built to minimize wasted space most hotels neglect, creating a consistent, high-quality product
- A modernized common area built into the lobby presents an inviting space for guests to socialize or stay productive
- Laundry room placement adjacent to the front desk allows for streamlined operations and multitasking
- Shorter construction times (approximately 9 – 12 months on average from ground break)
- Low startup costs provide an attractive feature for developers and an added value for owners
- Customizable amenities and optional upgrades such as a pool, fitness center or meeting room allow a more dynamic product and an attractive option in the economy segment
- Optional "Micro Marts" with for-purchase snacks, light meals, soft drinks and sundries

**Efficient Accommodations**

- Wall-hung furniture maximizes cleaning time by 20%
- Suites with 25 percent more space feature an efficient kitchenette design, dual desks and pullout couch

**System Census as of 12/31/17:**

	<b>Hotels</b>	<b>Rooms</b>
North America:	319	22,868
Asia Pacific:	13	957
Latin America: (includes Mexico)	5	595
<b>Total:</b>	<b>337</b>	<b>24,420</b>

**Website:**

[www.microtelinn.com](http://www.microtelinn.com)

**Social Media:**





## Sample the World

### Painting the World Red

Ramada Worldwide is making moves on a global scale. With 850 mid- and upper-midscale full-service hotels spanning 64 countries, it's one of the most recognized hotel brands in the world. Ramada's deep passion for delivering meaningful hospitality shines through its charming pops-of-red at every hotel touchpoint, from bright-red accent walls and flush lighting to rosy seat cushions and blushing bed toppers.

### Full-service Hospitality in Every Locality

Guests choose Ramada because it's one of the few hotels offering full-service hospitality around the globe. Most feature an on-site restaurant, lounge or complimentary continental breakfast, as well as meeting rooms, business services, fitness facilities and Wi-Fi. With the most airport locations globally, it's a preferred choice of world travelers. Ramada's attentive and caring staff speaks nearly 80 local languages, including the top ten most spoken global tongues. Guests know they can venture to the edge of the earth, or simply to the edge of town, always finding familiarity in Ramada.

### Ramada Invites Guests to Join its Global Community

Today, Ramada offers more personalized service with more authentic guest experiences. It's showcasing the uniqueness of each hotel through new, regionally-inspired designs and décor, local flavors and contemporized staff uniforms. These passion-filled, personalized touches are what make staying at a Ramada so memorable, and what guests most look forward to when joining Ramada's global community.

#### System Census as of 12/31/17:

	Hotels	Rooms
North America:	442	51,165
EMEA:	172	26,400
Latin America: (includes Mexico)	37	4,499
Asia Pacific:	199	36,811
<b>Total:</b>	<b>850</b>	<b>118,875</b>

#### Website:

[www.Ramada.com](http://www.Ramada.com)

#### Social Media:





### The Hotel Next Door

**Hey there, neighbor.** Come on in and relax. When you pop in to any of our more than 450 Baymont Inn & Suites hotels across North America, you'll find one thing stands out from other midscale hotels: good, old-fashioned service. We may be branching out from our Midwestern roots – we've tripled in size since joining Wyndham Hotel Group, landing us on *Entrepreneur Magazine's* Top Fastest Growing Franchises of the Year in 2017 – but we're still holding tight to our Midwestern values.

**We call it hometown hospitality.** We don't believe in pomp and circumstance here -- just warm, inviting service. Our hometown hospitality is grounded in our ability to connect with everyone who walks through our doors. When you enter our hotels, you're welcomed by the aroma of freshly baked cookies, free Wi-Fi and comfortable, relaxing guestrooms. You'll also find warm waffles for breakfast while enjoying the company of your Hometown Host, a friendly smile who ensures you're feeling right at home when you're at Baymont.

**It's all about relationships.** The tremendous growth of Baymont Inn & Suites in the last 10 years is a testament to the close relationships we've built with our partners. It is the personal connection we have with every franchisee that has created the foundation of our success, and our long-term partnerships show it: nearly 30% of Baymont owners have been with the brand since it became part of Wyndham and more than 20% of the brand's franchisees own multiple Baymont hotels.

At Baymont Inn & Suites, our doors are always open, so stop in and stay awhile.

#### System Census as of 12/31/17:

	Hotels	Rooms
North America:	482	38,183
Latin America: (includes Mexico)	1	118
<b>Total:</b>	<b>483</b>	<b>38,301</b>

#### Website:

[www.baymontinns.com](http://www.baymontinns.com)

#### Social Media:





**A Fresh Burst of Energy**

**Good Morning, Sunshine!**

Just like the sun, our vibrant hospitality fuels the mind and body. With nearly 1,800 economy to upper-midscale global hotels, the sun has been shining on our doors and greeting guests in every possible travel destination from downtown to small town, beaches to backroads, and airports to amusement parks.

**Waking Up on the Bright Side**

It's always go-time at Days Inn. Our energizing Daybreak® breakfast offered across our U.S. and Canada hotels puts that extra pep in your step. Days Inn morning fuel includes fresh fruit, Dannon Light & Fit® yogurts, Kellogg's™ cereals and Quaker Oats® Oatmeal. We pour more than 40,000 cups of freshly-brewed coffee and nearly 52,000 cups of Florida's Natural® orange juice daily boosting guests' energy levels to the max. All of our hotels include DaysFitness<sup>SM</sup> Centers featuring treadmills, elliptical cross trainers and weights, or access to beaches or pools for refreshing swims. Most Days Inn hotels provide free Wi-Fi, plus some offer restaurants, bars and meeting space to round out holistically-healthy and productive stays.

**Built to Lead and Last**

With more than four decades of hospitality mastery under our belt, Days Inn thrives amid today's competitive landscape. Our brand is a leading performer in the economy segment with nearly 115 percent Average Daily Rate (ADR) index and nearly 102 percent RevPAR index at year-end 2016. With powerful brand recognition, robust marketing penetration and strong owner investment, the Days Inn brand and iconic logo have staying power as strong as the sun.

**System Census as of 12/31/17:**

	<b>Hotels</b>	<b>Rooms</b>
North America:	1,605	121,371
EMEA	60	3,811
Latin America:	5	387
Asia Pacific	103	16,891
<b>Total:</b>	<b>1,773</b>	<b>142,460</b>

**Website:**

[www.DaysInn.com](http://www.DaysInn.com)

**Social Media:**





## An American Road Original

### Our Story

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. With more than 2,800 Super 8 hotels across six countries and four continents—more than any U.S. based economy brand—the question isn't where you want to go but when.

The first Super 8 opened in Aberdeen in 1974—it's still there today—with a promise of a clean room, friendly service and a rate of just \$8.88 a night. Four decades and thousands of hotels later, our red and yellow sign serves as a calling card for one of the most trusted names in travel.

### An Authentic Experience

Walk through the doors of one of our hotels and you'll know you're at a Super 8. From the signature black and white, locally-inspired art to our spirited staff and the aroma of hot coffee available for free, 24 hours a day. Add in a great room; fast Wi-Fi and a SuperStart® breakfast with waffles and cinnamon rolls, and you have everything you need for your stay. Plus, book directly with Super 8 and you'll also get the opportunity to earn points with Wyndham Rewards—the world's simplest, most generous hotel loyalty program.

### Journey Onward

The spirit of Super 8 is stronger than ever and our journey is far from over. In the U.S. and Canada, we're elevating economy by transforming the look and feel of approximately 1,800 hotels with the biggest guest room redesign in our history—plus even more innovation is on the way.

And while we're still *An American Road Original*, today we are global—from record setting growth in China, where we open on average one hotel every day, to our more recent expansion into countries like Brazil, Saudi Arabia and Germany. Our mission: bring the dream of the open road to all.

System Census as of 12/31/17:	Hotels	Rooms
North America:	1,732	105,187
EMEA:	4	627
Latin America:	4	350
Asia Pacific:	1,127	72,526
<b>Total:</b>	<b>2,867</b>	<b>178,690</b>

### Website:

[www.super8.com](http://www.super8.com)

### Social Media:





## A Smile in Every Town

### Our Story

Ice cream. Family vacations. Clam strips. Happiness. For nearly a century, Howard Johnson has played a special role in helping generations of families create memories that last a lifetime. It's a proud tradition that continues today, thanks to over 350 Howard Johnson hotels spanning over a dozen countries worldwide.

Named after our founder—the father of modern day franchising—the Howard Johnson brand originated in 1925, when an optimistic Howard D. Johnson created and sold his own ice cream out of a small apothecary in Quincy, Mass., just outside of Boston. The ice cream was unlike anything customers had ever had and, because of its success, Johnson soon found himself the owner of ice cream concession stands running up and down the Massachusetts's coast. Over the course of several decades, Johnson would go on to grow that business—thanks in large part to his franchising model—into an orange roofed empire of both restaurants as well as hotels, creating the cherished brand that so many know and love today.

### Never Far from Home

Staying with Howard Johnson means never having to feel like you're too far from home. Expect warm, friendly service and thoughtful amenities like free Wi-Fi and a complimentary Rise & Dine breakfast. Want to make the most of your stay? Every Howard Johnson hotel participates in Wyndham Rewards, the award-winning guest loyalty program that lets you earn points towards free nights with each and every stay.

### Celebrating the Past, Looking to the Future

Howard Johnson is classic Americana and our heritage is one that will forever be remembered thanks to a lasting presence, not just in the minds of our guests, but also in pop culture. Did you know that Dior once inspired the design of our staff uniforms or that Kennedy White House decorator Sister Parish first introduced the turquoise color found in our logo? That celebrities like Lily Tomlin, Rachel Ray and Gene Hackman all count themselves as former Howard Johnson staff? And yet, for as proud as we are of our storied past, and the traditions and values that we've built along the way, it's just one piece of who we are today.

Stay with one of our newest hotels and not only will you find a look and feel that pays tribute to the classic mid-century modern designs that helped make us famous, but also modern art, stylish and functional furniture (think colorful lamps with plenty of outlets and USB plugs) and as always, a healthy dose of orange and turquoise.

Today, Howard Johnson reaches far beyond our American roots to embrace what has grown to become a truly global brand. Our hotels span four continents and are present in countries including Argentina, Brazil, Peru, India and China. While our global footprint continues to expand, our commitment to our guests and the communities we serve remains unchanged—because a warm, friendly experience and honest hospitality never go out of style.

### System Census as of 12/31/17:

	Hotels	Rooms
North America:	247	19,480
EMEA:	2	243
Latin America: (includes Mexico)	46	2,756
Asia Pacific:	61	19,771
<b>Total:</b>	<b>356</b>	<b>42,250</b>

### Website:

[www.hojo.com](http://www.hojo.com)

### Social Media:





## Your Basecamp for Adventure

### Our Story

Whether you carefully plot your course or prefer bounding off toward the great unknown, everyone has their own sense of adventure and needs a basecamp—a place that starts you off on the right foot each morning and gives you somewhere to rest your head at night. With more than 400 hotels across North America, Travelodge is that basecamp.

Known for its laid back, California roots, Travelodge got its start as a budget brand with a focus on function over frills and making sure that, despite its low rate, the basics were always executed well. It worked too. Travelodge—then spelled TraveLodge—quickly became a hit. And, while the brand has grown and evolved significantly since, one thing hasn't changed: the promise of friendly service, a great night's sleep and a low, affordable rate.

### Rest and Refuel

Every adventure is better when you're fueled up, rested and ready to go and that's exactly what you get when you stay with Travelodge hotels. More than just a comfortable room, expect amenities like in-room coffee; fast, free, reliable Wi-Fi and a daily complimentary continental breakfast. Plus, select hotels offer even more, everything from swimming pools and fitness centers to pet-friendly rooms and car charging stations. Better still, every Travelodge hotel participates in Wyndham Rewards, the award-winning guest loyalty program that lets you earn points towards free nights with each and every stay.

### Charting a Course

Travelodge is all about helping travelers chart a course for adventure and later this year, for the first time in our history, we'll expand outside of North America opening our first hotel in Brazil. A major milestone for one of travel's most well-known and beloved brands.

But that's not all. Back in the U.S, we're helping energize new adventures in America's national parks for generations of guests to come with our official support as a sponsor of the National Parks Conservation Association. It's a natural fit for a brand where one out of every two hotels is located within 25 miles of a National Park and for whom the beloved Sleepy Bear has served as the ambassador of adventure since 1954.

<b>System Census as of 12/31/17:</b>	<b>Hotels</b>	<b>Rooms</b>
North America:	436	31,615
<b>Total:</b>	<b>436</b>	<b>31,615</b>

### Website:

[www.travelodge.com](http://www.travelodge.com)

### Social Media:







## Basic Essentials

### Just Right

With more than 350 hotels across North America, Knights' hotels are conveniently located close to nearly 80% of the United States' 50 most-visited cities. No matter the route taken, spontaneous travelers know they will receive no fuss accommodations at the best value.

Knights Inn caters to a widely unmet need in hospitality – no-frills accommodations with the benefit of a powerful rewards program. Guests enjoy low, nightly rates while earning Wyndham Rewards® loyalty points redeemable at more than 30,000 hotels, condos and homes.

### Own Your Opportunity

The brand's established credibility and simple business model make it an attractive choice for entrepreneurs. Owners and operators believe in its value and distinctive characteristics uncommon for the segment including:

- Inexpensive cost of entry;
- Short-form license agreement; and
- Competitive terms.

In addition, the unique, flat-fee approach is perfect for entry-level investors. Approximately one-third of Knights' franchisees are first-time hotel owners, validating the brand's attainable opportunities for entrepreneurs and earning a Top 10 rank for hotel franchises in *Entrepreneur Magazine's* Top Franchises list. Owners start with Knights Inn and stay with Knights Inn, fostering loyalty to this deeply-rooted brand for future generations.

Backed by a world-class hospitality organization, Knights Inn provides ongoing support services that improve property performance and quality, while bringing value to owners' assets and investments.

System Census as of 12/31/17:	Hotels	Rooms
North America:	362	22,006
<b>Total:</b>	<b>362</b>	<b>22,006</b>

### Website:

[www.KnightsInn.com](http://www.KnightsInn.com)



Dazzler Hotels represent the perfect synthesis of functional aesthetics, comfortable spaces, and quality service, enabling guests to make the most of their time and be their best selves.

Distinguished by strategic locations at the nerve center of cities on main avenues, near dining hot spots, and bustling commercial districts, each hotel provides a sanctuary for its guests, regardless of whether traveling for business or for leisure. Dazzler Hotels are currently located in Buenos Aires, New York, Montevideo, Asuncion, Florida, Campana, Lima and Puerto Madryn.

<b>System Census as of 12/31/17:</b>	<b>Hotels</b>	<b>Rooms</b>
Latin America:	13	1,621
<b>Total:</b>	<b>13</b>	<b>1,621</b>

**Website:**  
[www.dazzlerhoteles.com](http://www.dazzlerhoteles.com)



A new concept in boutique accommodations, Latin American-born Esplendor Hotels blend design and the avant-garde with unique guest experiences. Using an innovative eye, the brand transforms and restores historical, architectural jewels through a modern lens that combines on-trend details with distinct comforts reflective of each hotel's unique surroundings.

Located throughout Argentina, Uruguay, Costa Rica and Peru, the hallmarks of Esplendor include intimate hotels in aspirational destinations with a sophisticated style, premium rooms, and unique art collections.

<b>System Census as of 12/31/17:</b>	<b>Hotels</b>	<b>Rooms</b>
Latin America:	10	606
<b>Total:</b>	<b>10</b>	<b>606</b>

**Website:**

[www.esplendorhoteles.com](http://www.esplendorhoteles.com)

# TM

## TRADEMARK

HOTEL COLLECTION

### Define Your Independence

The Trademark Hotel Collection is a soft-branded collection of upper-midscale and above hotels with fierce independent spirit and individuality.

Trademark makes it easier for the everyday traveler to find truly unique hotel experiences outside of the luxury options currently available to them. Just as no two travelers are alike – Trademark hotels are equally distinctive. Built on the principle that travel is deeply personal, the collection of landmark, independent hotels will enable guests to experience the destination on their terms.

The Trademark Hotel Collection is made up of independent entrepreneurs who have built an iconic hotel in their communities. The brand invites hoteliers who operate landmark, 3 - 4 star hotels to maintain their individual spirit while taking advantage of Wyndham's scale, distribution, services and loyalty program.

#### System Census as of 12/31/17:

	Hotels	Rooms
North America:	12	1,827
EMEA:	52	8,602
<b>Total:</b>	<b>64</b>	<b>10,429</b>



**AmericInn**  
America's Welcoming Neighbor

### **Hospitality the AmericInn Way**

Guests seeking genuine, personal service and high-quality hotel experiences in the midscale market choose AmericInn®. We live by the stars and the stripes, and we're the warm retreat travelers look forward to at the end of the day. Midwesterners know AmericInn for its classic American values, like treating every guest like a neighbor in its community and weaving home into every stay, and this kindness is why guests choose AmericInn time and again.

### **Satisfaction, Style and Comfort**

With a contemporary look, versatile design and low cost of construction, AmericInn is ideal for any size market. Curb appeal, consistency and guest satisfaction are our specialties; 85 percent of the brand is new construction and 88 percent of the portfolio consistently earns a 4 or higher TripAdvisor ranking, assuring travelers a pleasant and comfortable stay complete with hot breakfast, high-speed wireless internet, fresh stacks of newspapers and warm java on the house.

### **Growth Spree: From the Midwest to Mainstream USA**

More of America will soon be experiencing the patriotic charm of AmericInn's Minnesotan beginnings as Wyndham focuses on growing the brand from a Midwest player to a national name. Catering to families, business travelers, sports teams and groups, AmericInn already blankets 21 states and is expanding beyond its Midwestern roots, pacing strongly to surge its 200-plus hotel footprint in 2018.

### **System Census as of 12/31/2017:**

	<b>Hotels</b>	<b>Rooms</b>
North America:	202	11,877
<b>Total:</b>	<b>202</b>	<b>11,877</b>

### **Website:**

[www.AmericInn.com](http://www.AmericInn.com)

### **Social Media:**





## The World's Most Generous Loyalty Program

Named a best hotel rewards program for the past three consecutive years by *U.S. News and World Report*, Wyndham Rewards® is an award-winning guest loyalty program offering members a generous points earning structure along with a flat, free night redemption rate—the first of its kind for a major rewards program.

With more than 25,000 redemption options across hotels, condos and homes, and nearly 55 million<sup>1</sup> members worldwide, the program is built around the following pillars:

- **go free<sup>SM</sup>**  
Redeem a free night at any of more than 25,000 hotels, condos or homes for just 15,000 points per bedroom per night.
- **go fast<sup>SM</sup>**  
Want to redeem your points sooner? Stay longer for less? Book a night for just 3,000 points plus some cash for each bedroom per night.
- **go get 'em<sup>SM</sup>:**  
For every qualified stay, members earn 10 points for every dollar spent or a minimum of 1,000 points per stay, whichever is more. Available at all Wyndham Rewards hotels and select condos, members will soon be able to earn points on stays at additional condos and homes in the near future.

## Member Levels

Member Levels is an “elite” program for the everyday traveler, offering all members unique perks and access to the industry's first-ever experience enhanced redemption awards.

- **go free<sup>SM</sup> PLUS and go fast<sup>SM</sup> PLUS**  
Redeem points for a stay in one of Wyndham Rewards' top 25 global destinations and receive—for no extra points—access to special discounts and savings on unique local experiences. The added value of these awards ranges from \$5 per award night at the program's base level (Blue) up to \$150 per award night at the highest level (Diamond).
- **Four Distinct Levels**  
In addition to industry-first redemption benefits like *go free* PLUS and *go fast* PLUS, Wyndham Rewards offers a host of other member perks, including free Wi-Fi, late check-out, early check-in, room upgrades, welcome amenities and more.
  - **Blue:** Members receive 10 points per dollar or 1,000 points on all qualified stays, *go free* award nights with no blackout dates, free Wi-Fi and rollover nights that never expire. Redeeming in one of our top destinations? Celebrate with a PLUS award of \$5 per award night towards a local experience—from theme parks and city tours to mini golf and more.
  - **Gold:** After just five qualifying nights, enjoy all the perks of Blue, plus a preferred room, late check-out, dedicated member services and a \$10 PLUS award for each night redeemed in a top destination.
  - **Platinum:** Stay 15 qualifying nights and receive all the perks of Gold, plus early check-in, 3,000 point annual bonus<sup>2</sup>—enough to redeem a *go fast* award—exclusive Avis® and Budget® car rental upgrades, and a complimentary Platinum status match with Caesars Entertainment through their Total Rewards® program.

<sup>1</sup>Membership as of December 31, 2017

<sup>2</sup>Annual point bonus available only for members who have met the level's qualifying stay requirements or card holders of the \$75 annual fee Wyndham Rewards Visa.

- **Diamond:** Stay 40 qualifying nights and enjoy all the perks of Platinum along with a 6,000 point annual bonus<sup>2</sup>, suite upgrades, a welcome amenity, the ability to gift Gold to a friend and the program's most generous *go free* PLUS award: redeem in a top destination and receive two free tickets to incredible, local experiences valued at up to \$150 per award night—from a pizza tour in New York City to a desert safari in Dubai. Diamond members are also eligible for a complimentary Diamond status match with Caesars Entertainment through their Total Rewards program.

### Auctions

The newest enhancement to Wyndham Rewards, auctions allow members to use their points to bid on a variety of packages and experiences from not only Wyndham but partners like Caesars Entertainment, Six Flags, and more. Auctions range from tickets to local attractions and shows to VIP getaways and start around 10,000 points with incremental bids of 1,000 points. Complementing traditional auctions, members may also use their points to secure entries into sweepstakes for one-of-a-kind packages and experiences for just 100 points per entry.

### Earning/ Redeeming Points:

Wyndham Rewards members may earn points by staying at participating Dolce Hotels and Resorts®, Wyndham Grand®, Wyndham Hotels and Resorts®, Wyndham Garden®, Wingate by Wyndham®, Hawthorn Suites by Wyndham®, TRYP by Wyndham®, Ramada®, Days Inn®, Super 8®, Baymont Inn & Suites®, Microtel Inn & Suites by Wyndham®, Howard Johnson®, Travelodge®, Dazzler® Hotels, Esplendor® Boutique Hotels, The Trademark Hotel Collection® and Knights Inn® Hotels. Additionally, members may also earn points with the Wyndham Rewards Visa® Card, Wyndham Vacation Ownership, or by renting cars through Avis® and Budget® car rentals.

Members may redeem their points at WyndhamRewards.com or over the phone at 1-866-Wyn-Rwds (1-866-996-7937) for a variety of reward options, including free hotel nights, airline travel, resort vacations, event tickets and gift cards for leading retailers and restaurants.

### Air and Rail Partners:

Members can choose to earn Travel Partner currency with many North American partners including Aeromexico, Aeroplan®, American Airlines®, Frontier Airlines®, Hawaiian Airlines®, United Airlines® and Amtrak®, as well as international travel partners including Air Berlin, Air China, China Eastern, Czech Airlines, Hainan Airlines, JetPrivilege, PAYBACK, Qatar Airways, Saudia, Turkish Airlines and Miles & More, the frequent flyer program of Lufthansa®, Austrian Airlines, Swiss International Air Lines and other airlines.

**Membership:** 54.7 million<sup>1</sup>

### Website:

[www.WyndhamRewards.com](http://www.WyndhamRewards.com)

### Social Media:



<sup>1</sup>Membership as of December 31, 2017

<sup>2</sup>Annual point bonus available only for members who have met the level's qualifying stay requirements or card holders of the \$75 annual fee Wyndham Rewards Visa.

**Press Contacts**

If you're a journalist interested in finding out more information about Wyndham Hotel Group and its brands or scheduling an interview with one of our executives, please reach out to:

**Media Hotline**

+1 (973) 753-6590

[whgcomm@wyn.com](mailto:whgcomm@wyn.com)

**Off-Hours and Urgent Inquiries**

Dial +1 (973) 679-9820 and leave a message with the live operator. A member of the Communications team will return your call.