



MICROTEL

INN & SUITES BY WYNDHAM

A PROUD MEMBER OF THE
WYNDHAM HOTEL GROUP

WYNDHAM
HOTEL GROUP



MICROTEL INN & SUITES BY WYNDHAM

Consistently Outstanding

Microtel® Inn & Suites By Wyndham is an award-winning chain of more than 315 hotels throughout the United States and in Canada, Mexico, South America and the Philippines. Microtel is also the only prototypical, all new-construction brand in the economy segment. For the guest, this means a consistent experience featuring award-winning contemporary guest room and public area designs. For developers, Microtel provides hotel operators low cost of construction combined with support and guidance from groundbreaking to grand opening, as well as low cost of ongoing operations. Positioned in the upper end of the economy segment, all properties offer complimentary continental breakfast, free wired and wireless Internet access and free local and long-distance calls.

Efficient Prototypes

Our prototype has been value engineered and efficiently designed. Compact, with built-in furniture and less-elaborate décor, the prototype features limited meeting space and downsized lobbies, reducing the cost to build. Because there is no wasted space, Microtel is an excellent choice for developing smaller sized properties: 1-1.5 acres is all it takes, compared to 2-2.5 acres for other chains. Finally, you can be up and running in as little as 180 days.

Award-Recognized

“Highest in Guest Satisfaction among Economy/Budget Hotel Chains, Ten Years in a Row.”* This comprehensive study examines eight key guest satisfaction measures: Overall Guest Satisfaction, Reservations, Check-In/Check-Out, Guest Room, Food & Beverage, Hotel Services, Hotel Facilities, Cost & Fees. And the recognition doesn't end there:

- **Entrepreneur Magazine** ranked Microtel the number one budget chain in the U.S. in 2004.
- **Business Travel News** in their 2006, 2005, 2004, 2003, 2002 and 2001 Hotel Chain Survey ranked Microtel the Number One Brand in the Budget Market.
- **Market Metrix Hospitality Index** 2008 Winner for highest customer satisfaction among all economy hotels.

*Microtel received the highest numerical score among economy/budget hotels in the proprietary J.D. Power and Associates 2002-2011 North America Hotel Guest Satisfaction Index StudiesSM. 2011 study based on responses from 61,313 guests measuring 11 economy/budget hotels and measures opinions of guests who stayed in a hotel May 2010-May 2011. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2010-May 2011. Your experiences may vary. Visit jdpower.com. ©2012 Microtel Inn & Suites by Wyndham Franchising, Inc. All rights reserved. All Microtel hotels are independently owned and operated.

THE WYNDHAM ADVANTAGE

Wyndham Hotel Group

Microtel is a key part of Wyndham Hotel Group. Wyndham Hotel Group, part of the Wyndham Worldwide family of companies, encompasses more than 7,210 hotels and more than 612,900 rooms on six continents. Wyndham Hotel Group's diverse array of hotel brands are positioned in virtually every market segment, all backed by the strength and resources of Wyndham Hotel Group.

Wyndham Rewards

Wyndham Rewards®, the company's point-based guest loyalty program, is the largest in the lodging industry based on the number of participating hotels. Wyndham Rewards increases guest frequency and retention by enabling travelers to earn and/or redeem at the greatest number of hotels (6,500+) in the hotel industry. Since its introduction in 2004, Wyndham Rewards has acquired over 20 million members and has over 8 million active members, with one of the highest levels of member activity in the industry.



Development, Planning and Construction

Wyndham Hotel Group and Microtel will help you maximize your hotel investment with a full range of service and support programs.

- Pre-design consultation with your architect or contractor
- Concept site plan development based on prototypical building design
- Delivery of value-added prototype to your architect
- Assistance with sourcing construction and architectural professionals
- Review of progress plans and completed plans
- Scheduled construction site visits to identify project milestones

Additional project management services are available (fee may apply).

Operational Support From Field and Headquarters Professionals

- Special assistance for new hotels to accelerate availability on all distribution channels
- Orientation support for owners and general managers new to Wyndham Hotel Group
- Dedicated support services to provide answers, information and solutions
- On-site consultation to address revenue opportunities and guest retention

Global Sales Team

Our focus is always on building the relationships that help deliver the business, all around the world. Acting as an extension of your sales team, our Global Sales Department consists of hospitality professionals around the world and provides revenue-building support in key segments:

- Group – meetings, incentive, conferences and exhibition (MICE), corporate, association and group inside sales
- Specialty Market – transportation, sports, diversity, government, member benefits, and tour & travel
- Travel – travel management companies (TMC), consortia, tour and wholesale
- Corporate Transient – business travel and relocations



ADDING VALUE

Procurement - Strategic Sourcing

Strategic Sourcing is committed to lowering your costs while providing higher-quality products for an enhanced guest experience. We do this by leveraging the combined purchasing power of Wyndham Worldwide which includes Wyndham Hotel Group, Wyndham Vacation Ownership and Wyndham Exchange and Rentals. Through WynSource, our online purchasing tool, you can easily purchase operating supplies and equipment and effectively track spending.

Training

Wyndham Hotel Group's School of Hospitality Operations (SoHO) is a leading hospitality educator, focused on helping Wyndham Hotel Group's family of franchised and managed hotels create exceptional experiences for their guests and employees. From general manager and owner orientations, to training for hotel staff and self-paced online courses, our goal is to help you attain relevant skills and knowledge and lead the way towards new possibilities and exceptional results. Our classes are led by experienced, knowledgeable trainers who are committed to creating a learning environment that provides opportunities to help broaden your skills and professional knowledge, whether you are new to the industry or a veteran.

Brand Marketing

Marketing Services including powerful promotions, advertising and public relations help drive consumers, travel agents and corporate meeting planners to your properties.

- National marketing and brand awareness programs
- Dynamic brand web site and online campaigns
- Cross-selling opportunities with other Wyndham Hotel Group brands
- 500 trained call-center professionals available 24/7/365
- Room sales facilitation through Global Distribution Systems (GDS), Online Travel Agencies (OTA) and Brand Websites
- Monitoring, consultation and loading of rates and inventory to stay competitive in the marketplace





FOR DEVELOPMENT
OPPORTUNITIES,
CONTACT US TODAY:

800.758.8999

whgdevelopment.com