

A  
*smile*  
IN EVERY  
TOWN



*Howard Johnson*<sup>®</sup>





A  
*smile*  
IN EVERY  
TOWN



In every **HOWARD JOHNSON**, no matter the city or town, we hope your stay leaves you with the same unforgettable souvenir—smiles that last a lifetime.

You can count on us when your family wants to take a trip without feeling like they've gone too far from home. It's the same warm, friendly experience we've offered for decades—because we know that honest hospitality never goes out of style.

Whether it's your first time here or you've lost count, you'll feel right at home as a part of our **HOWARD JOHNSON** community.



*You can count on us*  
when your family wants to take  
a trip without feeling like  
they've gone too  
far from home.





## OUR VOICE

Our brand voice has brought smiles to guests since our first hotel opened in 1954. **HOWARD JOHNSON** evokes fond memories to anyone who hears the venerable name—and strives to help new guests create their own.

**HEAD:** HOW YOU THINK  
*optimistic*

**HEART:** HOW YOU FEEL  
*happy*

**HAND:** WHAT WE DELIVER  
*community*



# THE GUEST

**HOWARD JOHNSON** GUESTS LOOK FOR TWO THINGS FROM THEIR VACATION—FUN AND RELAXATION. THE FUN PART IS THE MEMORIES THEY MAKE WHILE TRAVELLING, AND THAT’S WHY THEY LIKE TAKING JOURNEYS IN GROUPS; THEY ALSO LOOK FORWARD TO MEETING NEW PEOPLE ALONG THE WAY. THE RELAXATION PART IS IN THE PLANNING. WHEN IT COMES TIME TO DECIDE, GUESTS ARE LOYAL TO THE BRANDS THEY KNOW AND LIKE, AND OFTEN STAY WITH THE BRANDS THEY GREW UP WITH.

# THE HOTEL



**TYPE**  
New Construction  
& Conversion



**GUESTS**  
Family-oriented leisure  
& business travellers



**CATEGORY**  
Economy



**LOCATION**  
Urban  
& Suburban



**GEOGRAPHY**  
Global



**ROOMS**  
50–100



- AMENITIES**
- 2- to 5-story buildings
  - Most hotels have interior corridors
  - Breakfast area
  - In-room coffeemaker
  - Expanded cable TV
  - High-speed internet
  - Pool (optional)
  - Kids stay free







# REWARDING ENTREPRENEURSHIP

AS ONE OF THE ORIGINAL AMERICAN FRANCHISES, **HOWARD JOHNSON** OFFERS THOSE WITH AN ENTREPRENEURIAL SPIRIT A BUSINESS OPPORTUNITY THAT EMBODIES THE AMERICAN DREAM.

Founded by **HOWARD JOHNSON** in 1925, the brand has been forward-thinking since its inception, offering every owner a recognisable piece of heritage and a sense of pride.

Built on the memory of road trips, ice cream, and its iconic orange roofline, the **HOWARD JOHNSON** brand provides the foundation on which to build an emotional connection that delivers results.

As an owner, you'll benefit from the strong awareness and powerful geographic footprint of an established, classic brand. **HOWARD JOHNSON**'s target guests are the kind of people who are loyal to the brands they grew up with or their parents' preferred brands. When they find a place they like, they return often—it's a great target base for an owner looking for the business return on an investment in creating that emotional connection with guests.

# A POWERFUL PARTNERSHIP

**HOWARD JOHNSON** IS A MEMBER OF THE WYNDHAM HOTEL GROUP, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL COMPANY THAT INCLUDES OVER 7,800\* HOTELS.

**WE COMBINE THE SUPPORT OF A WORLD-CLASS HOSPITALITY ORGANISATION** 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 optimise the business, including:

- + Strategic sourcing
- + Global sales organisation
- + Revenue management
- + Marketing and distribution services
- + Brand operations support
- + Best-in-class training
- + Participation in Wyndham Rewards® loyalty programme, ranked one of the Best Travel Rewards Hotel Programmes by *U.S. News and World Report*.

We partner with our owners to help turn **HOWARD JOHNSON**'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 travellers. 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.



# A SMILE IN EVERY TOWN

GUESTS RECOGNISE **HOWARD JOHNSON'S** OPTIMISTIC SPIRIT, FROM THE PRIDE OF OUR OWNERS TO OUR RENEW ROOM PRODUCT EVOLUTION, AND FROM THE WELCOMING RISE & DINE BREAKFAST TO OUR FAMILIAR ORANGE AND TURQUOISE SIGN.





# TOGETHER, LET'S BUILD A GREAT BUSINESS BY REDEFINING HOSPITALITY

**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 PROGRAMME TO KEEP GUESTS HAPPY, COMFORTABLE, AND EAGER TO RETURN OUR BRANDS AND OUR HOTELS.

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 guests, more brand loyalty, and more award-winning hospitality.





## WYNDHAM REWARDS®

DOLCE  
HOTELS AND RESORTS

WYNDHAM GRAND

WYNDHAM

WYNDHAM  
GARDEN

TRYP  
BY WYNDHAM

WINGATE  
BY WYNDHAM

HAWTHORN  
SUITES BY WYNDHAM

MICRÔTEL  
BY WYNDHAM

RAMADA  
WORLDWIDE

RAMADA  
@ncore

BAYMONT  
INN & SUITES

Days Inn

Super  
8

Howard Johnson

Travelodge

Knights  
Inn

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