



KNIGHTS NEWS

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A MESSAGE FROM RAJIV BHATIA

Dear Knights Inn[®] Family,

I hope that everyone in the Knights Inn[®] hotel family enjoyed the new and improved Knights News newsletter which we published in May. I have always placed a high value on sharing news. Having informed front-line employees is especially important in the hospitality industry because a shared commitment to quality customer service is so essential in maintaining overall success. Moving to a paperless environment and routing all communications through MyPortal will allow us to bring you this newsletter on a regular basis.

It is in the spirit of sharing news that I proudly introduce our fall edition of Knights News. This publication features articles on our objective to focus on quality and on our commitment to provide guests with a clean, comfortable and friendly environment. Our goal is to illustrate that we are all on the same page in positioning our brand for long-term growth by creating compelling hotel experiences for our customers. Finding a way to work together to improve the service to our guests is imperative to the stability of your quality, occupancy, RevPar, and ultimately, your bottom line.

Please set aside some time to read this issue. You will find notes from several pleased guests, suggestions for providing top-notch service, a listing of our recent property additions, and reports on several company and brand initiatives that are designed to help improve effectiveness.

This is an exciting time for us. We will continue our accelerated growth plan throughout the next several years. That is why it is so important to keep our quality objectives in full view. One of the ways we will do that is with this newsletter.

Moving forward, I would like to encourage Knights Inn[®] hotel associates from all departments and all locations to take part in helping us feature company news. We enthusiastically welcome story ideas, questions and suggestions. Please contact the newsletter at: Knightsinnbrandcommunications@wyndhamworldwide.com

Warmest Regards,

Rajiv Bhatia
Brand Senior Vice President



THE KEYS TO QUALITY

It is all over the news. The media always seem to be giving a reason not to travel. Whether it's the additional fees airlines are charging or the high price of gas, it is getting to the point where travel is becoming linked to unpleasantness.

That is why it is time for us to remind people of the benefit of staying at an economy brand hotel. Taking a vacation or a short trip is important to reducing stress and spending time with your loved ones. Knights Inn® hotels has many locations with offers that won't break the budget and will fill that need to get away. It's not, however, solely a money-issue. Boasting affordability is not enough to make us succeed.

In times of economic uncertainty, folks who are used to high priced accommodations will reevaluate travel plans and opt to stay at an economy brand facility, as long as it has superior quality and enormously friendly service.

As you all know, it is our mission at Knights Inn® hotels to offer quality accommodations to the guests we serve. Everyday, we strive to show our guests that we can take better care of them than the hotel next door. Here are 10 tips for providing guests with a clean, comfortable, friendly and relaxing atmosphere.



1. Always serve guests cheerfully, willingly and effectively.
2. Strive to create caring experiences for every guest, every time. This involves personally engaging the guest with a smile, an offer of assistance, or an expression of empathy. This shows that you are friendly, ready to listen and concerned about their happiness. Genuine interest creates a lasting connection between a business and a customer.
3. Anticipate that every guest has a certain level of anxiety, since they are away from their comfort zone. Use statements that show you understand and are aware of what hassles that they may have endured during their travels.
4. Take ownership of every problem or unfulfilled need you encounter from a guest. Do not pass it off. Ensure that the guest knows you are personally following the process to make it right.
5. Always let the guest know what you can do, not what you cannot do. Use phrases like: "I can do that for you" or "Let me tell you what we can do."
6. Prepare and keep an accurate status list of which guests are checking in and out, and provide this information to the front desk so that cleaned rooms can be sold quickly. Make sure the storage closets on each floor are well stocked.
7. Constantly monitor your front entrance area and parking lot. Make sure your guests get a good first impression. Always make sure your property looks attractive by constantly sprucing up curb appeal and touching up the paint job.
8. Attempt to meet and even exceed the guest's expectations. Customer service is what separates one hotel from another. When given similar options and price, guests make their buying decision on the quality of customer service. Avoid coming up short by going above and beyond what is expected.
9. Always be prepared to discuss your property's services and the offerings of the surrounding community. Express knowledge, competence and pride when describing these attributes to the guest. Speaking with conviction and a strong, inner confidence will prompt the guest to accept you as well informed and, therefore, as helpful.
10. Routinely conduct a Quality Assurance Self Inspection. This exercise is designed to assist you in evaluating your property relative to cleanliness, brand standard compliance and condition. Visit MyPortal and click on Departments-Quality Assurance-Forms to learn more about this program. There you will find an Action Plan Template, a basic process and various long-term initiatives and solutions.

ANTICIPATE THE GUESTS NEEDS; THEY HAVE THE LAST WORD!

Many of us can probably remember the days when one of our worst fears was that an angry customer might voice displeasure to 10 people. Unfortunately, that is no longer the case. Today, in our ever growing virtual world, angry customers can voice their displeasure to millions of people!

Beware of the Cyber Scout! The traveler's word is weightier than ever. That is because they have a megaphone. It's called the Internet. Popular sites like Expedia, Travelocity and TripAdvisor give guests the opportunity to voice their opinions about our hospitality.

Prior to the advent of review sites such as these, complaints about dirty rooms or uncomfortable beds generally went directly to the hotel, discreetly in the form of comment cards, phone calls or e-mails.

Today, the mounting influence of such sites is hard for hoteliers to disregard. As these self described "consumer champion" sites have become more popular, customer feedback that was once seen only by a hotel's staff is increasingly being posted online for all to see. Guests reviews are afforded prominent layout position. This enables guests to share their praise or air their gripes with anyone interested.

Most hoteliers greet this phenomenon with mixed feelings. On one hand, they appreciate these sites. All businesses in all industries want to know what their customers are thinking. Most guests won't give us an honest assessment to our face. When they are, instead, face to face with a computer, they tend to be more forthright. That gives us valuable feedback, another source for new ideas, and even promotional concepts. Listening to the customer usually helps us improve.

Conversely, the anonymous nature of these postings leads to overstated and exaggerated issues. That is obviously something that is not welcome to hoteliers. Anonymity sometimes prompts a guest to overstate an issue. Human nature often compels us to avoid bad news, especially if it seems overly critical. Falling into that trap here could have disastrous consequences.

We all need to make checking these sites part of our regular routine. It has to be an obsession. When you come across something complimentary, praise the employee or department involved. When you see something unfavorable, notify the employee or the department involved, and advise them on how a similar situation should be handled in the future.

While responding to these matters in a timely manner is essential, please keep in mind that the issue should be investigated fully. Please do not dole out compliments or constructive forms of criticism until you determine if the issue is valid.

Postings on these third party sites must get your attention. This makes anticipating our guest's needs enormously important. It is the best way to deal with negative customer feedback in a positive way.



THE KNIGHTS NEWS NEEDS YOUR INPUT!

We would like to make this newsletter a venue to publicize and share property-level best practices and success stories. We would also like to publish personal notes from satisfied guests. Please pass along any information you might have. News clips from your local newspaper and photos are also welcome! If your photos are taken with a digital camera, please make sure your camera is set on the highest resolution. Photos may also be sent via regular mail.

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THE PERSONAL TOUCH

Do you dread writing a personal note to say 'Thank you,' 'I'm sorry,' or 'Congratulations'?

When is the last time you mailed a letter to a family member or far-away friend, just to catch up? What should you write to a grieving comrade or a colleague upon hearing they received some bad news?

As our lives get more and more hectic, the old fashioned art of personal, handwritten correspondence has practically vanished. It has finally gotten to the point where it is futile to reach into the mailbox looking for a handwritten letter from a friend or relative? Instead, these boxes tend to get stuffed with circulars and ads.

With the dominance of e-mail, we have lost touch with the elegance of personal correspondence. Too many inane e-mail messages are immediately forwarded to half a dozen people - who forward them to another half-dozen people who aren't interested in receiving them in the first place.

Fortunately, there are still a few holdouts left in the world, and many of them are Knight Inn hotel guests. Here's a sampling of some hand written notes that were either left behind in some of our rooms or mailed to us afterwards:



Dear General Manager,
Knights Inn, Dothan, Alabama

We were impressed with the outstanding show of kindness by everyone at your hotel. I had just had surgery. Your staff went the extra mile by helping me get around. Everyone was so nice.

- John Allerman,
Sneads, Florida



Dear General Manager,
Knights Inn, Anderson, South Carolina

We were forced to evacuate our house after a fire. You employees made sure that we had everything we needed. They even offered to lend us clothes. That was a difficult time for us, but your staff still managed to make our stay very nice.

- Patricia DeGraaf,
Anderson, South Carolina



Dear General Manager, Knights Inn,
Rossford, Ohio

I always stay at your hotel when traveling in the area. It is, by far, the cleanest, most attractive and most comfortable hotel that I stay in. It puts all others to shame. It's really become a home away from home for me.

- Mike Burns,
Coming, New York



Dear General Manager, Knights Inn,
College Station, Texas

I have been staying here for a number of years. The staff is always so pleasant. The front desk attendant always greets me by my first name. The entire staff really bends over backwards to make me feel at home. I recommend this hotel to all of my friends.

- Belinda Pfluger,
Austin, Texas



Dear General Manager, Knight Inn,
Beaumont, Texas

Thank you so much for taking care of my husband and son! They were not planning to stay there that night, but they had no choice. Their 18-wheeler broke down a few miles away. They were so fortunate to be so close to such a hospitable place.

- Karla Coffey,
Hobbs, New Mexico



Albany, NY



Gastonia, NC



Jacksonville, FL



Redgranite, WI



Wendover, UT

WELCOME NEW PROPERTIES!

Our brand is now 287 properties strong! It is heartening that the brand has managed to expand in the face of a sluggish economy. In 2007, we added a record 61 new properties (16% growth) and 3,768 rooms (11% growth). In the first six months of 2008, we added 15 properties and 734 rooms.

"These are quality additions," said Rajiv Bhatia. "They will help improve our image and increase our collective bottom line."

"The brand has come so far so fast while remaining true to our commitment to service and quality," Mr. Bhatia said. "The best news, in my opinion, is that there is no end in sight. We are firmly committed to aggressively growing this brand with top quality additions."

Here is a list of our additions since April. Please join me in welcoming them to the Knights Inn hotel family:

OPENING DATE	LOCATION	NUMBER OF ROOMS
April 15	Bakersfield, CA	20
April 19	Albany, NY	37
April 19	Gastonia, NC	59
May 2	Bucyrus, OH	50
May 14	Greenville, TX	65
May 19	Redgranite, WI	41
May 21	Orillia, CAN	36
May 29	Wendover, UT	50
June 3	Jacksonville, FL	74
June 4	Erie, PA	70
June 12	Endwell, NY	50
June 25	Southington, CT	90
June 26	Greensboro, NC	68
June 26	Brunswick, ME	54
June 26	Savannah, GA	58
June 27	Crosville, TN	107
June 27	Petersburg, VA	48
June 27	Byron, GA	60
June 30	Little Falls, NY	56
June 30	South Portland, ME	29
June 30	Overland Park, KS	42
June 30	Rancho Cordova, CA	122
June 30	Franklin, KY	37
July 23	Wilmington, IL	30
August 12	Athens, OH	36
August 29	Oshawa, CAN	25
September 5	Owen Sound, CAN	28

CATCHING ON IN CANADA

Knights Inn® hotels are growing quickly in Canada too. Last May, we welcomed our first new construction property in Canada with the opening of the Knights Inn Orillia, Ontario. Later in the summer, we added properties in Oshawa and Own Sound (both in Ontario). The properties were brought on board under the brand's "Fresh Approach," which focuses on a higher level of quality, consistency, service and support.

"We are thrilled that these properties have joined our growing family," said Knight Inn Canada President Glen Blake. "They have embraced our commitment to provide clean, quality accommodations to budget minded travelers."

"We're very excited to be with Knights Inn hotels," said Vimal Patel, of Kanaiya Hospitality Inc. the ownership group of the Orilla property. "We're dedicated to offering friendly service and exceptional value to people looking to stay in the area."

These additions give us a total of 14 properties in Canada and bring us closer to the 300 hotel plateau in North America.



Orillia, Ontario

RES CENTRAL: AN OFF-SITE RESERVATION ASSISTANCE PROGRAM

In an effort to continually provide franchisees with new tools and resources, Knights Inn® hotels has made the ResCentral call transfer program available to all properties. For more than a year, 75 properties within Wyndham Hotel Group's family of brands have benefited from the pilot program. Very simply, for a small fee, this easily administered program enables inbound property-direct hotel reservation calls to be transferred to our professionally trained reservation agents at one of our call centers.

Although each property's results will differ and cannot be guaranteed, selected sites from the initial pilot program showed, on average, reservation conversion rates of 36%, as well as average daily rates 25% higher than what was typically achieved when the property handled the reservations on its own. Additionally, this new program has proven to be flexible enough for the hotel staff to use it as much as 24 hours a day, thereby freeing up your front desk staff to deliver higher levels of customer service.



Now PLAYING ON YouTube: KNIGHTS INN PROMOS



Historically, reserving a room in a hotel involved trading information with friends, colleagues and family members. When people went away, they typically called people they knew and asked "did you stay here?" "did you stay there?" and, of course, "what did you think?"

That routine has not taken place as regularly over the last decade. Nowadays, reserving a hotel room is easier, far less time consuming and extremely transparent. With the help of online video sharing sites – namely Google's YouTube – potential guests don't have to solicit the opinions from their cronies.

People no longer want to be told about a possible destination. They want to see it for themselves. Hotels all over the world have become eager to capture the attention of Internet-savvy guests and have become very serious about using online videos as a marketing tool. Everyone is at least looking into using video sharing sites to showcase their properties with virtual tours that reveal uniqueness and strength.

People are flocking to these sites in droves, but YouTube, which serves up more than 200 million video clips per day, is the clear cut king. It has become a powerful force in the media world, serving more than 75% of 10 million U.S. video site users daily. As a reflection of brand loyalty, 82% of those who visited YouTube in June were returning visitors. And its huge lead in market share over its competition continues to grow. The nearest competitor is still MySpaceTV, which has just 9% of the market share.



Please take advantage of this tremendous marketing tool. It's free and can be used to give potential guests a first-person point of view of your entire property. Travel consumers overwhelmingly prefer videos, virtual tours, and high quality imagery when booking a room. Web sites that offer nothing more than a written explanation of your properties' features, even if they include a few high quality photographs, are no longer sufficient. Seeing video footage of the hotel rooms, so that you can actually visualize yourself staying in one of these beautiful rooms, is the way to go. The simple truth is that people want to connect on a more personal level before making a choice.

Some of our properties are already using this technology effectively. Visit YouTube to see how some WHG properties are effectively promoting its property in a way that enables viewers to imagine themselves enjoying the facility.

To view You Tube video go to:
<http://www.youtube.com/watch?v=AjWWHS19Kis>

TURN HOTEL STAYS INTO EXTRAORDINARY BENEFITS WITH THE WYNDHAM | REWARDSSM PROGRAM

Rising food and oil prices combined with a slumping economy have spurred consumers to spend less and instead concentrate on managing their bank accounts. In times like this, business travelers need all the help they can get. That is why the newly named Wyndham RewardsSM program was so popular this summer. Travelers seemed to recognize that by signing up, they started reaping the rewards immediately.

With the busy summer travel season coming to an end, it is important to remind travelers of the benefit of this program. Please remind them that it is really as simple as this; Enroll. Stay. Reward Yourself. When they sign up for free membership, they become part of a travel award program that offers them:

- More than 6,000 worldwide hotel locations including Wyndham Hotels and Resorts®, Ramada® Worldwide, Knights Inn®, Day Inn®, Super 8®, Wingate by Wyndham®, Baymont Inns & Suites®, Howard Johnson®, and Travelodge®.
- Points or air miles for every qualified stay
- Hundreds of rewards including gift cards, car rentals and airline tickets
- Special member offers
- Redemption online or by phone
- A Wish List to track how close you are to getting the rewards you want

NOTE: You can continue to earn \$1 per qualified enrollment, once the property reaches 20 qualified enrollments in the same month up to the 39th enrollment.

UPDATE MY PORTAL AND OUR PAPERLESS INITIATIVE

By now, you have probably had a chance to navigate your way around our new portal. We hope that you find the redesigned site highly functional, user friendly and immensely informative. Please continue to take advantage of this resource. It is designed to give you knowledge and expertise to help you enhance your property's overall quality, and it helps us build a reputation for providing superior quality.

ENHANCE YOUR VALUE PROPOSITION WITH THE ONLINE LEARNING LIBRARY



As a reminder, we are asking all franchisees to visit our Online Learning Library under the training tab on MyPortal. This is an invaluable tool that prepares associates to meet the demands of their jobs, create exceptional experiences for guests, and maximize results for the property.

The library features more than 50 online courses and videos through a partnership with the Educational Institute of the American Hotel & Lodging Association. It enables properties to conduct onsite training on their own and at their own pace.

The wide array of training programs, have been created to serve every associate from managers, supervisors, and line-level staff. It concentrates on many topics that Medallia addresses by focusing on leadership competencies, operational initiatives, and people skills.

Please take advantage of this multi-faceted learning environment. It is yours for the taking. We are anxious to see you reach your full potential as a hospitality professional. It takes some initiative, but if you reach out and seize this opportunity, your property will be bound to succeed.

