



KNIGHTS NEWS

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In This Issue

A Message From Rajiv Bhatia

Welcome New Properties...2

Interest In New Construction...3

Orillia Honored...3

The Personal Touch...4

Clean and Friendly Works...5

Delighting the Guest...5

Self Inspection Reminder...5

Franchisees Climb To The Summit...6

WHG Joint Conference...7

Maximizing Your Effectiveness...8

Key Contacts...8

Send Us Your Ideas...8

A Message from Rajiv Bhatia

Dear Knight Inn Family,

I hope that everyone in the Knights Inn family has been enjoying "Knights News." I have always placed considerable focus on making sure that our front line property level team is not just informed and knowledgeable, but is also quite proud to be affiliated with our growing and successful brand. Ours is a great success story in the making and our future is unlimited. Collectively, we are making a real difference in Wyndham Worldwide's overall success.

As many of you undoubtedly know, Knights Inn® has again been listed on Entrepreneur Magazine's Franchise 500® list. That is quite an accomplishment, especially when you consider that Knights Inn has climbed from 386th ranking in 2005 to 129th ranking in 2009.

Our rapidly expanding brand is also listed on Entrepreneur's Top 100 fastest growing franchises list, thus proving that our brand is strong and well known. The multitude of services we offer our owners - marketing, global sales and reservation support - has gone a long way in capturing the notice of this prestigious publication.

Congratulations to everyone associated with this brand! We have come so far so fast, while remaining true to our commitment to service and quality at a great value. These honors would not have been possible without the energy and enthusiasm of the entire Knights Inn franchise community. It is obvious to me that we are all on the same page in our commitment to grow the brand and to continue to improve quality even further.

Warmest Regards

Rajiv Bhatia
Brand Senior Vice President



Welcome New Properties!

At the end of 2008, Knights Inn commemorated its success with a flyer announcing that it had reached the 300-property milestone with a new opening in Pharr, Texas.

Amazingly, it did not take us long to reach the next milestone. Three months later the brand hit the 20,000 room mark. Our total number of properties now stands at 314. When you consider that we stood at 184 properties in 2004, we are easily Wyndham Hotel Group's fastest growing brand.

"Our growth demonstrates tremendous interest in the Knights Inn brand," Rajiv Bhatia said. "The positive perception of the brand name, the quality of our products, the broad scope of Wyndham resources and the brand's ability to generate consumer interest all continue to attract discerning owners and developers."

"We are well positioned for continued growth and will push forward aggressively in core and emerging markets. As we continue to expand, I look forward to watching the Knights Inn name appear everywhere travelers need a great room and a fair price."



Port Charlotte, FL



Traverse City, MI



N. Chicago, IL



Yakima, WA

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

Opening Date	Location	Number of Rooms
February 11	Port Charlotte, FL	50
February 17	N. Chicago, IL	24
March 4	Sioux Falls, SD	57
March 30	Havelock, NC	43
March 30	Dallas, TX	111
March 31	Holbrook, AZ	38
March 31	Oklahoma City, OK	52
March 31	Enan, PA	31
March 31	Traverse City, MI	35
March 31	Florence, SC	179
March 31	Midland, TX	82
March 31	Lafayette, LA	68
March 31	Yakima, WA	58
March 31	Chattanooga, TN	72

Interest In New Construction Picks Up

Time and time again, the hotel industry has proven to be resilient. The industry has weathered the storm each and every time our economy has slumped. This economic downturn will be no different. The economy will bounce back. And the hotel industry will once again roar back to life. Investors, as always, will once again consider new construction as a viable option when considering the hotel business.



Throughout its history, Knights Inn openings have been predominately conversions. With the growth and success we have attained in recent years, that should change with more of an emphasis on new construction.

Early on in each past economic recoveries, new construction hotels tend to be small and are generally situated in suburban and/or highway locations. This is tremendous news to Knights Inn, which as you know, are predominantly small and located on or near highways.

We are already off to a good start. The brand just announced its first new construction project in years with the ground breaking in Fort Worth Texas and (Pictured Above).

Knights Inn is always seeking new development partners and would love to hear from anyone who is interested in a franchise agreement. Please share our growth figures and our recent accolades with any relatives, friends or business associates who might be interested in joining our family.

Orillia Honored

The Knights Inn® Orillia, Ontario earned the Orillia District Chamber of Commerce 2009 Business Achievement Award. The honor is designed to recognize a company's commitment to growth, vision and service excellence.

"With the help of the Knights Inn brand we have positioned ourselves strategically in a very competitive market," stated Vimal Patel of Kanaiya Hospitality Inc., the ownership group that manages the Knights Inn Orillia, "We are thrilled to be recognized within our community."

Glen Blake, Knights Inn Canada President, had high praise for managers Vimal Patel, Mukesh Patel and Purui Patel. "They always deliver exceptional service to their guests. Their entire staff exemplifies a spirit of outstanding hospitality."

Equally impressed was Rajiv Bhatia. "The Orillia property has always demonstrated the key qualities and surpassed the stringent set of criteria necessary to win this award," he said. "They always go above and beyond in their work efforts and have inspired others to do their best."



Vimal Patel and Purui Patel

The Personal Touch

Here is a sampling of some hand written notes that were either left behind in some of our rooms or mailed to us afterwards:



Columbus, IN



Dear General Manager,
Knights Inn, Columbus, Indiana

I can't begin to tell you what a great place this is! We live out of state and were forced to stay at this hotel after my emergency surgery and during my recuperation. Lila (the General Manager) was so understanding and compassionate. She checked with me every morning to make sure my needs were met. Her entire team was so attentive, accommodating and hospitable. I felt like I was at home the entire time.

– Irene Dovellos, Ashtabula, Ohio



Lila Patel



Dear General Manager,
Knights Inn, Somerset, PA

My mother had just had an operation on her knee and was very sore. Thanks to your hospitality, she felt comfortable that night. Your entire team was concerned with my mother's condition and kept asking how they could help. Your team also made many great recommendations on restaurants with delivery service.

– John Vuyosevich, Hanover, PA



Dear General Manager,
Knights Inn, Boston Danvers

We were overwhelmed by the tremendous show of hospitality by everyone at your hotel. They had everything under control in handling our needs with the utmost courtesy and professionalism. We felt that we were in good hands the entire time. We will definitely be back!

– Melvin Curry, Stamford, CT



Dear General Manager,
Knights Inn, Charlotte Airport

This was our first visit to the Charlotte area. Your front desk staff did a wonderful job of making us feel at home. The room was very clean, the beds were comfortable and the staff was friendly. I cannot recall staying at a nicer property.

– Fran Abelson, Selingsgrove, PA



Dear General Manager,
Knights Inn, Yuma, AZ

I was already on the airplane home when I realized that I left an envelope with \$400 in the dresser drawer in my room. I couldn't call the hotel until we landed, several hours later. They retrieved the money for me, wrote me a check and sent it to me the next day. I cannot overstate my admiration for their honesty and integrity.

– Morris O'Dowd, Pierre, South Dakota

Where Clean And Friendly Always Works



Seymour, IN

Thanks to the difficult economic times, cost consciousness has spread through corporate America and made life miserable for many in the travel industry. But this has also created a boom in lower-priced lodging.

Millions are now staying at relatively inexpensive roadside hotels for business travel. Many companies are telling employees to take the economical approach and stay at the likes of Knights Inn. Please keep in mind that clean and friendly always works.

Promoting a hotel experience and offering top quality service becomes even more essential when guests are looking for the least expensive, yet comfortable option. Now is the time to spruce things up!

We must continue to position ourselves to gain customers by constantly demonstrating superior quality and enormously friendly service. We must keep providing guests with a clean, comfortable, friendly and relaxing atmosphere.

To the left and below is a showcase of how some of our top performing properties are offering guests a clean, welcoming environment.



Cedar City, UT



Martinsburg, WV



Fort Madison, WV



Highland, CA

Considerations For Delighting The Guest



Always look for ways to please the guest outside the normal exchange. How can you please them in a way that is unexpected?

- Using eye contact, a smile and other forms of body language to engage the guest.
- Using an appropriate greeting – "Good morning/evening."
- Using the guest's name.
- Asking guests how long their stay is going to be and if there is anything you can do to make their stay better.
- Thanking the guest for staying with us with an appreciative statement.

QA Self Inspection DVD Reminder



Please keep in mind that the Quality Assurance Department is still offering properties the opportunity to order the QA Self Inspection DVD. This 30 minute DVD will prepare you to evaluate your property relative to cleanliness, brand standard compliance, and condition, as well as provide you with an example of how to conduct a self inspection. It is essential that you take advantage of its benefits. To order the DVD, log onto MyPortal and click on the Spotlight section which will take you to the QA Self Inspection Video link and fill out and submit the on-line order form.

Franchisees Climb To The Summit



Rajiv Bhatia welcomes enthusiastic franchisees to the Knights Inn Summit Meeting in Atlanta, Georgia

Our 2009 Knight Inn Summit Meetings which took place this fall were quite productive and very successful. The sessions were well attended and the discussions were timely and relevant. We collaboratively demonstrated that we are all on the same page in our desire to keep positioning Knights Inn for long-term growth and in our objective to continue focusing on quality.

These meetings provided us with a forum to further discuss our unique brand promotion initiatives and various other opportunities to increase occupancy. The sessions also furnished us with the opportunity to share best practices, network with our colleagues and discuss green initiatives. It is clear that we all came away with a strong understanding of what lies ahead for the Knights Inn brand and of how to maximize future revenue potential.

"I would like to personally thank those of you who attended the Summit meeting," Rajiv said. "Your passion and commitment to the brand is obvious. This year's event was a success – and it all happened because of you.



Attendees of the Knights Inn Summit Meeting in Atlanta break for a group photo

Summit Testimonial



Pete Patel, Yuma, AZ

The Las Vegas Summit Meeting was my first opportunity to attend a Knights Inn function, so I did not know exactly what to expect. It was an extremely positive experience. I received helpful information, made useful contacts, and shared in the enthusiasm with my fellow franchisees. It is obvious that we are headed to "New Heights" together. I am proud to be affiliated with this growing brand and I am looking forward to meeting again in 2010.

– Pete Patel
General Manager, Knights Inn, Yuma, AZ.

Wyndham Hotel Group Joint Conference



**ONE FAMILY
ONE TEAM
ONE COMPANY**

**Mandalay Bay,
Las Vegas
September 2010**



This is a first for Wyndham Hotel Group!

Our company's joint conference at Mandalay Bay next fall will be truly unique, as we gather not only with our counterparts within the Knights Inn family, but also with our counterpart brands within the entire Wyndham Hotel Group.

Eric Danziger, our new CEO, is deeply committed to the concept of "One Family, One Team, One Company." He correctly refers to WHG as "the biggest, the best and most admired hotel company in the world." What better way to leverage that strength than by gathering together?

Each brand will have individual sessions. This means that we will be able to celebrate and maintain our uniqueness. During that session, we will review our successes and discuss opportunities for the future.

We will also meet with the 11 other brands that

make up Wyndham Hotel Group. This will serve as a tremendous opportunity to share best practices and network with our brethren from Wyndham Resorts, Wingate, Ramada, Baymont, Howard Johnson, Travel Lodge, Super 8, Days Inn, Hawthorn Suites and Microtel.

It is essential for each of us to educate ourselves on what is occurring within our brand and within the organization. The information that we will go over will be beneficial to the ongoing successful operation of your property and will enable you to see how you fit in with the growing Wyndham family.

I am looking forward to seeing you there and to introducing you to some of our corporate and sister brand leaders.

How To Maximize Efficiencies In A Down Economy

We are all aware of the uncertain economic climate facing America today. Consumers, faced with tightening budgets and the rising cost of travel, are being extremely cautious. While the news is frightening, we can be heartened by the fact that there is plenty that we can do to mitigate these challenges, and to navigate our way through these choppy waters together. We will get through this together if we:



- Remain positive: Greet guests pleasantly.
- Continue to make hospitality and friendliness the cornerstone of our strategic plan. By building on your exceptional customer service and on the way you provide comfort and care, you will continue to establish a brand personality that resonates with our guests.
- Continue to promote the value of Wyndham Rewards®, the industry's largest guest loyalty program based on the number of participating hotels. Please encourage your staff to recognize existing members of Wyndham Rewards and to thank them for their business; your staff should also enroll anyone who is not a member in order to stimulate return business.
- Constantly consult the "Operational Best Practices for Every Season" brochure which was posted on MyPortal in 2008. This booklet was created to assist with driving revenue and controlling expenses. This brochure can be found on MyPortal by clicking on the "Departments" tab, selecting the "Operations" department from the drop down menu, and clicking on the "Brand Operations" link.

Please note that we are committed to your continued success. We believe that the strength of our brand lies in the men and the women of Knights Inn, be they owners, managers, guest service staff, housekeepers, van drivers, maintenance staff, or corporate employees.



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!

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Have Your Ideas and Opinions Heard: Contact Your Knights Inn Leadership Team and Advisory Board

In an effort to further communication with our franchisees and provide easy access to information, we have been sending bi-weekly e-mails, called MyPortal Review, that reinforce brand communications that have been posted on MyPortal. It is an alternate means to ensure that all communications are read in a timely manner and another example of how we are striving to keep you informed.

At the same time, we also realize that communication is a two way street. We want to hear from you as well!

Your Knights Inn Leadership team and Advisory Board (KIAB), work together to identify opportunities and brainstorm ideas in order to elevate the brand's performance and perception. But, we cannot do it alone! Therefore, you are welcome to provide us with your ideas, suggestions and feedback. This is another opportunity for you to do your part to help our great brand reach new heights.

Please feel free to contact them to provide your feedback and suggestions.

Senior Brand Vice President
 Executive Assistant
 Senior Manager Operations & Support
 Manager Operations & Support
 Senior Manager Communications
 Director of Quality Assurance
 Vice President of Brand Marketing

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