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Message from Rui

Welcome to the first edition of our new and improved Paw Print Newsletter. We hope you enjoy the new creative components and look forward to receiving your feedback at travelodgebrandcommunications@wyndhamworldwide.com.

Despite a challenging economy, this past year our brand accomplished some great things. We launched our new brand culture "WOW!...It's what we do", which I'm pleased to report has begun to truly integrate within our brand. In fact, we were recognized by Lodging Magazine as a leader in brand management innovation! This is something we should all be very proud of! I encourage all of you to continue to leverage the tools and resources we are providing to help you and your staff carry out our vision of delivering experiences our guests will always remember.



Our brand culture, as well as other key initiatives, have helped our brand improve in two key guest satisfaction measurements: Medallia® and J.D. Power. I'm pleased to announce that Travelodge had the highest Medallia improvement across all Wyndham Hotel Group brands. And we improved our J.D. Power Ranking from seventh to sixth position. We have tremendous momentum and need to remain focused as we enter another challenging year.

On the marketing front in 2010, Travelodge became the official hotel sponsor of Interliga 2010 – an annual event in which Mexican soccer clubs compete for qualifying spots in South America's premier club competition, the Copa Libertadores. More on our Hispanic marketing efforts inside.

Our Spring Area meetings are already in progress and we hope you will attend. There is so much to gain from attending – meeting and networking with your peers, TTFAA Director and brand leadership as well as specialized training. This spring we are focusing on Optimizing OTAs for Incremental Revenue Opportunities, Preventive Maintenance/Cleanliness and national and regional marketing opportunities, among other exciting topics. Please log on to MyPortal or call the operations support desk or your director of operations and support for additional information.

Last, but certainly not least, is our Travelodge Thriftlodge Franchisee Advisory Association members. I want to personally thank each and every one of our members for their dedication and hard work throughout 2009. Our new board for 2010 has already fully engaged themselves in what promises to be an eventful year. We are excited to have them be an integral part of our team.

Our 2010 Wyndham Hotel Group Global Conference is just months away and promises to be an exciting event. Registration is now open via MyPortal, so please do so. The theme of the conference is "IMAGINE" and it will be an event like no other! You will have the opportunity to:

- Attend both brand and Wyndham Hotel Group general sessions for industry, company and brand updates.
- Strategize with our sponsors as well as Wyndham Hotel Group departments at the Global Village.
- Learn through in-depth breakout sessions.
- Network at an array of social functions.
- Be recognized for your achievements through your brand's awards programs.

Enjoy the newsletter and thanks to all of you for making Travelodge the great brand that it is today.

Sincerely,

Rui M. Barros
Brand Senior Vice President

Brand Culture

New Podcast Series Promotes a Culture of Service

When you and your staff take responsibility and handle your guests' needs as well as their problems, those guests know that you care and will reward you by returning to your hotel again and again. That is why it is so important that you create a culture of service at your hotel, and why Travelodge is pleased to introduce a new podcast series dedicated to helping you create this service culture. Responsibility not only means making your guests say WOW! at every interaction possible; it includes anticipating their problems and solving them quickly in order to retain them as a guest for the future.

In this podcast series, we will give you the tools of Empowerment and teach you how to give your staff the authority to solve problems quickly and effectively on your behalf. We will also teach you Problem Resolution techniques that include how to manage problems and offer satisfactory solutions, along with Service Recovery strategies that will help you to retain your guests as customers for life. Lastly, this podcast series will cover how to increase your hotel's credibility and regain a dissatisfied customer's confidence by responding to negative comments and customer complaints on Web sites like TripAdvisor.com.

According to research, 68% of customers do not return to a hotel because the staff had an attitude of indifference, and 90% of guests with unresolved complaints will never return to your hotel. In contrast, 95% of guests will return if they feel their complaint was resolved before they left.

Remember, having a culture of service at your hotel helps to drive market share and RevPAR performance. It also decreases employee turnover, improves marketing effectiveness and ROI, and increases guest wallet share®. And, it supports our brand's vision and mission of WOW! It's what we do!

Stay tuned to the Communications section of MyPortal for announcements of new podcasts as they are posted every two weeks. For past podcasts, visit MyPortal under the Departments tab/Operations/Brand Operations. In addition, make sure you have a copy of the brand culture certification CD-ROM so that every employee that works for your hotel can have an opportunity to learn more about the Travelodge vision and mission, and receive their brand culture certification. For more information, contact your director of operations and support.



TTFAA Board of Directors 2010

Your TTFAA members proudly represent you at quarterly board meetings. Please feel free to contact them to provide your feedback and suggestions.

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Please send us your examples on how your property is living our brand culture and we may include it in our next series.

Operations

In 2009, with the support of your franchisee advisory board, we introduced new standards that were innovative and beneficial to all stakeholders (guests, franchisees and employees). As you implement these standards, throughout 2010 and 2011, we're confident that they will positively impact your guests and continue our momentum in JD Powers consumer satisfaction ratings. While our new standards are focused on enhancing the guest experience, they are also cost-effective for operators. Here are a few highlights - all can be found in more detail on MyPortal.

Virtual Hotel

The launch of Virtual Hotel, Travelodge's online guide to guest facing brand standards, makes it easier to understand each covered standard by illustrating their application and identifying suppliers who can support compliance and future plans for improvements. Please check it out by logging onto MyPortal under Tools/Virtual Hotel.

Bedding Program

Developed in close collaboration with your TTFAA board and operations committee, the new bedding standard program consists of four options available in a variety of colors. You should have already received fabric swatches to assist you in choosing the right option for your property. Our distribution partners are ready to take orders even though the compliance date is March, 2011. Log on to MyPortal under Operations for additional information.

Green Standard

As a reminder, the Travelodge Green standard had an effective compliance date of January 1, 2010. Our focus is on three areas: lighting, linen and terry – re-use [EarthSmart](#) program and beverage cups. All the information is available [here](#) on MyPortal.

Enhanced Bathroom Amenities

The San Francisco Soap Company's Jojoba fragrance has been selected as the brand's amenity line. A complete line of required and optional products have been made available (i.e. lotion, larger soap). The natural benefits of Jojoba deliver nourishment and protection to the skin and hair, and the contemporary new packaging is most attractive. Thanks to the efforts of our Strategic Sourcing team, our enhanced amenities pricing is comparable to our former program despite increases in raw material and packaging costs. Please be advised that the new amenities will automatically ship once the approved suppliers existing inventory of "old" products have been exhausted.



Phil Harvey
Vice President, Operations



QUALITY EXCELLENCE

The Quality Excellence Award exemplifies those properties that have attained the highest standards in quality and excellence. A new logo with the Quality Excellence designation on Travelodge.com and WyndhamRewards.com draws attention to your award. Only those properties who have achieved both an A score for QA and an A Medallia score will receive this designation. Keep your eyes open for these people and teams that have immense pride in their hotels and in what they do - a passion for making customers say "WOW!"

Operations Support Desk

The OSD consists of a centralized two-tier team of hospitality professionals. The first level of support handles your questions and concerns related to Quality Assurance standards, MyPortal, brand initiatives and marketing resources, among other areas. The OSD's second tier of senior level support handles escalated and more complex issues that require additional research and follow up. The overall goal of the Operations Support Desk is to deliver a high level of first call resolution and an enhanced customer service experience. To contact the OSD, call (800) 221-6770. To read more about the entire operations support team, [click here](#).

Marketing

Teaming Up With A Winner



Practically every major sports organization understands the importance of the Hispanic market. But while virtually every sport has embraced the Hispanic community as a key demographic, it is soccer where that concept is ingrained.

Latinos, after all, are the fastest-growing minority group, with more than

47 million U.S. residents (17 percent of the country's population), according to the U.S. Census Bureau. Nearly 90 percent of that population has roots in countries where soccer dominates the sports landscape.

With that in mind, Travelodge® has entered into a sponsorship agreement with Soccer United Marketing. Under the agreement, Travelodge was named the official hotel sponsor of InterLiga Soccer for 2010.

In its seventh year, InterLiga has become the premier Mexican club competition played in the United States. Its tournaments are held each winter exclusively in United States markets such as Los Angeles, Dallas and Houston.

Some of the sponsorship value from Interliga was highlighted in the incremental media exposure and reach of Hispanic audience:

- Nearly five million viewers tuned in to watch the tournament on Fox Sports en Espanol.
- In-stadium television-view field boards for each match
- Promotional radio exposure by offering ticket packages to listeners of Univision, a leading Spanish language United States media company
- Presence on www.interliga.com
- Approximately 75,000 game programs were distributed
- Travelodge had a full page ad in these complimentary programs
- Close to 95,000 people attended matches
 - Two of the three game days in Los Angeles were played before sellout crowds
- In-stadium television view field boards, PA announcements and jumbotron video

"We are proud to be affiliated with this organization," said Dan Hughes, senior director of marketing. "Travelodge will now be increasing its brand exposure to the growing Hispanic audience and becoming part of the fun for thousands of our best guest prospects."

"Soccer fans, in general, are avid tournament enthusiasts and known to travel many miles to watch the games," added brand senior vice president Rui Barros. "Our hotels that are near the tournaments, or on the way to one, will surely benefit from this sponsorship. We welcome the opportunity to share our quality accommodations with the teams, their families and their fans."

New Wyndham Rewards Dash for Cash Promotion - 5% Fee Waiver is Back!

Through July 31, 2010, properties reaching 30 qualified enrollments in a calendar month will receive a credit on the 5% Wyndham Rewards fee for the stays associated with those first 30 enrollments. This means the first 30 enrollments per month are completely free. In addition to the free Wyndham Rewards 5% fee, we will award your property with \$1 per enrollment once your property reaches 30 enrollments in a month.



Welcome to the Travelodge family!

Please join us in welcoming the following properties who joined the Travelodge family in the fourth quarter, 2009:

Site Numbers	Property Location	Number of Rooms
14057	YUCCA VALLEY, CA	64
34218	ALBUQUERQUE, NM	88
36106	CLEARWATER, FL	119
36326	FORT MYERS, FL	50
37030	TEMPLE, TX	40
38230	BANGOR, ME	98

Best Practices



Al Patel, owner of the 44-room Travelodge® Grove City, Ohio outside of Columbus, likes to refer to his property as “the little guy.” A glance at the hotel’s surrounding area clearly demonstrates the accuracy of his point. Holiday Inn®, Hilton Garden®, Hampton® and several Wyndham Hotel Group hotels are among his neighbors.

“We’re surrounded by larger hotels,” he said.



“We had to figure out a way to compete for the same guests. We’ve done that by building a solid foundation of operational excellence and by always WOWing our guests with

quality customer service.”

Patel’s mission to exceed each customer’s expectations has certainly been a key to the property’s success. An example of his efforts is the extensive property renovation that he oversaw during the past year.

“The problem was the property was not in very good shape when I purchased it two years ago,” he said. “It needed to be renovated immediately. I took it as a challenge. I wanted to see how great we could make it.”

There was one objective in mind – satisfying the guest. Brand new carpeting and furnishings, along with a beautiful paint job were done all over the hotel. The landscaping underwent a complete overhaul. The guest rooms were completely re-done, with new electrical plugs, bedding, walls, and soft goods. In the bathrooms, new tubs were added and existing vanities were contemporized.

“Al embraced the brand resources and service culture and took it upon himself to find contract business,” said John Henderson, the property’s director of operations and support. “Through dedication and diligence he was able to make substantial improvements.”

Travelers have taken notice. The site went from selling an average of four rooms per night to a mid-90% occupancy rate. Room demand is now so high that Patel is seriously considering adding 20 additional rooms and meeting space.

“Al and his team always deliver exceptional service to their guests by going above and beyond in their work efforts,” said brand senior vice president Rui Barros. “His recent renovation efforts were designed to make the guest feel at home. That exemplifies an outstanding spirit of hospitality.”

Patel credits Henderson with the property’s turn around.

“With John’s help we were able to greatly improve the property’s performance and image,” he said. “He advised us on implementing the service culture and on making significant property level improvements. That has enabled us to focus on our customer-centric approach and provide top-quality accommodations to the guests. That will benefit the property for years to come. I’m so proud that we were able to turn unwanted rooms into rooms that guests really want to stay in now.”



The Travelodge at the Presidio in San Francisco – Living the WOW! Culture

It is important to know all of the elements of the Travelodge brand culture, namely Kindness, Passion, Pride, Responsibility and Fun, along with our brand’s commitment to WOW! our guests at every opportunity. More important than knowing the culture, however, is living that culture at your hotel. At the Travelodge Presidio in San Francisco, Site # 07014, under the guidance of owner John Bloom and general manager Tyler Shanahan,



Tyler Shanahan - GM

living the culture is what they do, every day.

Tyler Shanahan has been commended by his guests as being “an extraordinary leader, and one who effortlessly sets an example to which his staff can respond and emulate.” One particular guest even said that Tyler’s “administrative ability, persona, and attention to my needs” reminded him of an executive hotelier at a five-star hotel. Now THAT is living the culture!

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This team's diligence and dedication is evident in the property's physical appearance and condition, and in their outstanding QA scores. In addition, the Travelodge Presidio has been the recipient of many quarterly Heroes of Hospitality awards as they are a true example of a team of dedicated people who passionately and consistently strive to exceed the needs of their guests.



Ray Archer

BEST PRACTICES

When asked about some of their best practices, general manager Tyler Shanahan told us about his property's Trip Advisor review program, and how its implementation has been a great way to find out how their property is doing, and in what areas they may need to improve in order to better service their guests. Tyler explained that the TripAdvisor review program is used with extended stay guests with whom the staff has developed a good relationship, so they aren't caught off guard when they are approached. Tyler and his staff members explain the TripAdvisor Web site and how it impacts their hotel, then ask the guest if he or she would write a candid review of the hotel for them. Once the review is posted, Tyler follows up to thank the guest, and if the comment is less than positive, Tyler reaches out to see if he can resolve the issue. He then posts a response to the comment online, letting other guests know what steps his property is taking.

SHINING EMPLOYEES

Tyler also mentioned a current shining star employee, Ray Archer and a former shining star employee, Shellie Simpson, who both have "a good sense of reading people and their needs." By chatting with customers, they can easily find out where a guest is from, why they are in town, and how long they are planning to stay. As a result, Ray and

Shellie develop a personal rapport with everyone and make guests feel special during their stay. In addition, the two have special knowledge about the hotel, the history of the town, and the many things there are to do around the city. This is extremely helpful to out of town visitors, and the hotel as well, as their many recommendations of things to do in the city encouraged some guests to extend their stay.

Now that is what creating a WOW! experience for your guests is all about. Congratulations to John Bloom, Tyler Shanahan and the terrific team at the Travelodge Presidio in San Francisco for creating such a tremendous culture of service at their hotel. What a great job, and a great example for other Travelodge properties to follow.

"an extraordinary leader, and one who effortlessly sets an example to which his staff can respond and emulate."

Travelodge's *Paw Print* Needs Your Ideas!

Throughout 2010, we would like to make this quarterly newsletter a venue to publicize and share property level best practices. If you have a best practice or a success story such as renovations, awards, or community involvement, please submit your ideas along with photos to:

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