

Basic Essentials



> Basic Essentials

When you want to focus on the basics, you'll find what you're looking for at **KNIGHTS INN**—a hotel that offers you a place to rest your head with no fuss and no nonsense.



Staying with us means you won't just get the best value at a low price; you'll also be able to see everything you're getting—and *not* getting. That means no hidden charges or overwhelming choices for things you don't need.

We give you what you need to make your stay restful at a great price.



OUR VOICE



We are always to the point and offering guests the essentials at the best price.



Head: How you think

Clear

Heart: How you feel

Uncomplicated

Hand: What we deliver

Value

THE GUEST

KNIGHTS INN GUESTS UNDERSTAND THE DIFFERENCE BETWEEN “WANT” AND “NEED.” THEY WORK HARD, AND AT THE END OF THE DAY, THEY WANT TO STICK TO THE BASIC ESSENTIALS. WHEN IT COMES TO THEIR HOTEL STAYS, THEY TRAVEL SIMPLY AND CASUALLY, WITHOUT MUCH PLANNING AHEAD—AND THEY DON’T WANT TO PAY FOR THINGS THEY DON’T NEED.

THE PROPERTY



TYPE

Conversion



GUESTS

Value-focused leisure & business travelers



CATEGORY

Economy



LOCATION

Suburban Highway



GEOGRAPHY

North America



ROOMS

30-100



AMENITIES

- 1- to 2-story hotels
- Tea & coffee service
- Expanded cable TV



A SIMPLE BUSINESS MODEL

KNIGHTS INN OFFERS THE OPPORTUNITY FOR NEW OWNERS TO OPERATE AN ESTABLISHED BRAND, AND THERE'S NO DOUBT ABOUT IT—**KNIGHTS INN** SELLS.

It's a straightforward business model with a unique flat-fee approach. **KNIGHTS INN** is perfect for entry-level owners who know a good value when they see one and appreciate a high degree of autonomy. Wyndham Hotel Group also works with owners the way they like to work, with Property Improvement Plans (PIPs) highlighting the free changes to get owners up to speed on the brand requirements. This provides them the opportunity to invest in other changes when they are ready and able.

The brand caters to a need that is widely unmet in hospitality—no-frills accommodations with the benefit of a powerful rewards program.



A POWERFUL PARTNERSHIP

KNIGHTS INN IS A MEMBER OF THE WYNDHAM HOTEL GROUP, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL COMPANY THAT INCLUDES OVER 7,800 PROPERTIES.

WE COMBINE THE SUPPORT OF A WORLD-CLASS HOSPITALITY ORGANIZATION 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 optimize the business, including:

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

We partner with our **KNIGHTS INN** owners to help generate consistent revenue by maintaining a clear brand focus, enhancing brand equity, and making the brand even more meaningful to the next generation of travelers. We also help owners take advantage of distribution and scale opportunities to appropriately maximize their investment.

BASIC ESSENTIALS

BASIC ESSENTIALS. NO FRILLS, JUST RIGHT. OUR GOAL IS TO OFFER AN EASY LODGING EXPERIENCE FOR OUR GUESTS (AND OUR OWNERS) BY FOCUSING ON DELIVERING THE BASICS AT THE BEST VALUE.



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

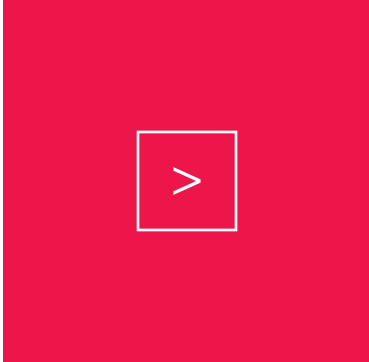
WE'RE IN THE BUSINESS OF MAKING MEMORIES. IT IS OUR RESPONSIBILITY TO HELP GUESTS GET THE MOST OUT OF THEIR TRIP, AND THIS UNDERLIES THE PROMISE WE MAKE TO CONSISTENTLY DELIVER WHAT EACH AND EVERY GUEST NEEDS. TO THAT END, WE HAVE DESIGNED OUR HOTELS AND AWARD-WINNING REWARDS PROGRAM TO KEEP GUESTS HAPPY, COMFORTABLE, AND EAGER TO RETURN TO OUR BRANDS AND OUR PROPERTIES.

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 customers, 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

MICROTEL
BY WYNDHAM

RAMADA
WORLDWIDE

BAYMONT
INN & SUITES

Days Inn

Super
8

Howard Johnson

Travelodge

Knights
Inn

This is not an offer. Federal and certain state laws regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document, a copy of which can be obtained by contacting any of the franchisors above or Wyndham Hotel Group at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated with the exception of certain hotels managed or owned by an affiliate of the company. © 2016 Wyndham Hotel Group, LLC. All rights reserved. Knights Franchise Systems, Inc. (MNREG#F-3197)