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# **Microtel by Wyndham Showcases Innovative New Prototype with First Moda Opening**

**Elevated, cost-effective design caters to drive-to travelers, looks to optimize operational efficiencies while rivaling midscale aesthetic and performance**

PARSIPPANY, N.J., July 14, 2020 /PRNewswire/ -- Wyndham Hotels & Resorts, the world's largest hotel franchising company with 9,300 hotels across approximately 90 countries, today announced the opening of the 63-room Microtel® by Wyndham in George, Wash.—the first hotel in the world to feature the brand's innovative and highly efficient Moda prototype.

Centered on smart, minimalist design, Moda elevates the award-winning Microtel by Wyndham brand while streamlining the development process with thoughtful choices that not only help deliver a better guest experience but can afford developers the opportunity for large, incremental savings. The ultimate goal: midscale aesthetic and performance but at economy costs.

Originally designed with the understanding that cleanliness and efficiency are of increasing importance to travelers—now even more so in today's environment—Microtel's purposeful approach is creating strong interest from developers looking to add Moda to their portfolios.

"More than ever, development costs and return on investment are what matter most, which is why any developer looking to grow or diversify their portfolio needs to have Moda on their list," said Microtel by Wyndham Brand Leader and Vice President of Operations, Keri Putera. "Inexpensive to build, designed for drive-to business and easy to clean and maintain, it's a game changer in the new-construction space. We believe there's nothing else like it."

The Moda prototype was developed in collaboration with seasoned Microtel owners and award-winning architect firm, Hoefer Wysocki. Moda reduces Microtel's total footprint by nearly 30 percent versus the prior prototype and delivers more than 70 percent of rentable space—one of the strongest rentable footprints in both the economy and midscale segments. The prototype includes a three-story and a four-story option, helping it meet the needs of most any location.

"As a seasoned commercial real estate developer who wanted to branch out into hospitality, I was incredibly impressed by the team at Wyndham and the Microtel Moda prototype," said Microtel by Wyndham George Owner Caleb McNamara. "It's a thoughtful design, punches above its weight-class when it comes to looks, is cost-effective and easy to build. It's exactly what we were looking for."

The Microtel by Wyndham George, the brand's first hotel in the state of Washington, helps

Microtel continue its expansion across the United States. Another Microtel by Wyndham featuring the Moda prototype is slated to open later this year in Hot Springs, Ark. Other markets under development include Destin and Fort Walton Beach, Fla.; Saint Rose and Chalmette, La.; Asheville, N.C. and Midland, Texas.


The Microtel by Wyndham Moda prototype builds on key learnings from the industry-leading design and construction practices of La Quinta® by Wyndham and is an important step in Wyndham Hotels & Resorts' new-construction growth strategy, focused on delivering long-term value and quality for owners. Interested developers can visit [www.buildmicrotel.com](http://www.buildmicrotel.com), or contact the Microtel Franchise Development team by email at [development@wyndham.com](mailto:development@wyndham.com) and by phone at (800) 889-9710, for more information.

### **About Microtel by Wyndham**

[Microtel by Wyndham](http://www.wyndham.com/microtel) is an award-winning chain of more than 340 economy hotels located throughout North America, the Philippines and China. Consistently over-delivering on both guest and owner expectations, Microtel is the only all new-construction hotel in the economy segment. Ranked best-in-class by organizations like The Harris Poll®, Microtel's rich award-recognized heritage is backed by 16 J.D. Power honors – the most of any hotel brand in the economy segment. Microtel prides itself on being an innovator, offering a midscale experience at an economy price with an array of complimentary amenities including free Wi-Fi and continental breakfast. Other amenities available at most hotels include meeting and fitness centers, swimming pools and the opportunity to earn and redeem points through Wyndham Rewards®, the brand's guest loyalty program. Travelers can join the program for free at [www.wyndhamrewards.com](http://www.wyndhamrewards.com).

### **About Wyndham Hotels & Resorts**

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of properties, with 9,300 hotels across approximately 90 countries on six continents. Through its network of over 828,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 20 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. Wyndham Hotels & Resorts is also a leading provider of hotel management services. The Company's award-winning Wyndham Rewards loyalty program offers 83 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit [www.wyndhamhotels.com](http://www.wyndhamhotels.com).

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