

Hospitality Branding: Revisited!

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Wyndham remakes economy brand

Wyndham Hotel Group is elevating the economy **brand**.

The hospitality giant, which has nearly 8,000 properties worldwide, has unveiled a plan to transform all 16 of its **brands**, many of them in the economy and midscale range.

After an 18-month study, **Wyndham** is kicking off a refresh that will include new guestroom prototypes and a **marketing** campaign to let travelers know of the changes.

“We believe travel is about creating lasting memories, but given what’s currently available in the market, travelers are forced to compromise enriching experiences because of price,” says **Josh Lesnick**, **Wyndham**’s chief **marketing** officer. “It’s time for the hospitality industry to get democratization right. It’s not just about value for money, it’s about the freedom to explore your world the way you want. **Wyndham** Hotel Group’s transformation enables that freedom.”

Each **brand** will have a new “promise” to the guest. For instance, Super 8 will become “An American Road Original.” As part of that change, Super 8 owners have gotten rid of the old art that decorates rooms and replaced them with photographs of iconic scenes from each destination.

Travelodge will become “Your Basecamp for Adventure.” **Wyndham** is recognizing the centennial of the National Park System and curating experiences for guests to explore nearby national parks.

The company is planning to improve the guest experience with better bedding, technology, and **design**.

For instance, **Wyndham** Garden properties will now have more serene spaces that can be used for work and play. Front desks will be less uptight and more approachable.

“It’s a mindset shift for us,” said **Geoff Ballotti**, **CEO** of **Wyndham** Hotel Group. “We’ve been

leading in this space forever. We want to continue to constantly raise our game.”

The new campaign builds on changes made in recent years. For instance, the **Wyndham** Rewards program now honors loyal guests by letting them redeem points for experiences and stays for 15,000 points across the board.

In general, the company is trying to improve the guest experience through partnerships with apps, services and even chefs. As an example, **Wyndham** Garden properties now have cold brew parlors at select locations, capitalizing on the iced coffee trend.

The company has also gotten rid of more hotels that do not meet their standards than ever in the last two years. At the same time, it has added more than 650 new hotels, built from the ground up, to its pipeline.

“We’re unlocking the potential of our iconic **brands**,” said Ballotti. “It’s time.”

Like many other hotel companies, **Wyndham** is also trying to appeal to a younger traveler, those of the Millennial generation who appreciate **design** and experiences at an affordable price. But the company is not creating a **brand** for Millennials, as many other companies have done.

"We are positioning an entire portfolio for them," says **Lisa Checcio**, vice president of **marketing** and insights. "We haven't chosen one **brand** just for them."

The changes will roll out beginning this summer.

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