

Baymont Brand Seeks to Enhance Guest Experience

2007-08-30

After just a year and a half in the Wyndham Hotel Group portfolio, the Baymont Inn & Suites(R) chain is poised for a major systemwide upgrade with new bedding, bathroom amenities and free wireless Internet service.

By next year, franchisees of the limited-service, midscale brand will have installed Sealy(R), Serta(R) or Simmons(R) mattresses and box springs, improved bed linens and a triple-sheet bed-topping in guest rooms and multifunction shower heads, curved shower bars, hookless shower curtains and upgraded terry in bathrooms.

Free wireless Internet access will be available in all guest rooms and public spaces beginning Jan. 1, 2008.

'Because the midscale without food and beverage segment is extremely competitive, we will introduce a variety of product enhancements to provide Baymont guests the amenities they need and want,' said Patrick Breen, Baymont brand senior vice president. 'We're enhancing the brand's value proposition through quality growth and national distribution.'

The Baymont chain, which has grown by nearly half since its acquisition by Wyndham Hotel Group in April 2006, has focused on new-construction properties and the conversion of existing high-quality, limited-service hotels.

'Given the affordable construction costs of the Baymont prototype and the quality of the Baymont name, the brand has been successful in attracting developers, owners and operators,' Breen said. 'The growth we've seen already is evidence of the Baymont brand's national strength and regional versatility.'

The Baymont Inn & Suites midscale brand features wired high-speed Internet access, guest voice mail, free local calls, complimentary USA TODAY newspapers and breakfast. Reservations and information are available by calling (877) 229-6668 or by visiting www.baymontinns.com. All Baymont Inn & Suites hotels are independently owned and operated under franchise agreements with Baymont Franchise Systems, a subsidiary of Wyndham Worldwide Corporation (NYSE: WYN.)

This article comes from Hotel News Resource

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