

Super 8 Lodging Chain Introduces New Logo, Symbolizing Makeover

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Leaders of the Super 8(R) lodging chain today unveiled a new logo featuring a brighter, modern graphic design that -- while retaining the 33-year-old original's colors and outline -- symbolizes a brand makeover that includes a new interior décor package for newly constructed hotels and enhanced amenities and services systemwide.



In conjunction with the logo introduction, the economy chain was renamed Super 8 Worldwide, said Super 8 President John Valletta. 'Given the continuous improvement of our product during the last three decades and our ongoing expansion at home and outside of North America, the time had come to adopt a more appropriate name to represent our global system.'

All properties in North America will be required to display the new logo on exterior signs by July 2009. The changeover cost for individual hotels will be minimized because the new logo fits existing sign fixtures and a financing program is available to qualified franchisees.

Valletta said introduction of the new logo was the final step in a multiyear revitalization effort that was developed and executed in close cooperation with the brand's franchisees and advisory board 'to stay ahead of the competition in an increasingly competitive market.'

Brand improvements implemented during the last two years include complimentary high-speed Internet service, complimentary premium cable or satellite TV channels, alarm-clock radios, in-room coffeemakers and hairdryers.

Those upgrades built on the momentum gained with the earlier introduction of complimentary local phone calls, complimentary stays for children 17 and under, 24-hour front desk service, an expanded SuperStart(R) breakfast program, higher-grade bath linens and bedding, Hookless(R) shower curtains, multispray shower heads and curved shower rods.

The new interior décor and guest room prototype, introduced to franchisees at the Super 8 brand conference last year, were designed to differentiate the chain from its competitors, attract a new generation of younger travelers while appealing to longtime guests and change the way consumers think about the brand, Valletta said.

The room's contemporary color palette suggests a warm, residential experience. New regionally themed headboard artwork is expected to become a hallmark of the brand's identity. Other features include a platform bed, custom, two-sided bed covers associated with upscale hotels, a modular TV wall unit that affords additional storage and seating, and a two-tiered vanity.

Super 8 hotels are independently owned and operated under franchise agreements with Super 8 Worldwide, a subsidiary of Wyndham Worldwide Corporation (NYSE: WYN).

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