

# Brand Book



# 01

## The Brand

# Global Network of The Travelodge Brand



**Well Established and Highly Recognised Global Brand**

A network of close to 1,000 properties worldwide in key travel markets including the US, Europe and Australasia

**Global network with extensive cross-selling opportunities**

# The Travelodge Hotels Asia Brand Family

		Competitors		
Upper Midscale				
Midscale				
Midscale				
Economy / Budget				



Travelodge  
Hotels

**GREAT AT THE  
ESSENTIALS**



# 02

## The DNA



## **Travelodge Hotels' Brand Promise**

**“Got you covered”**

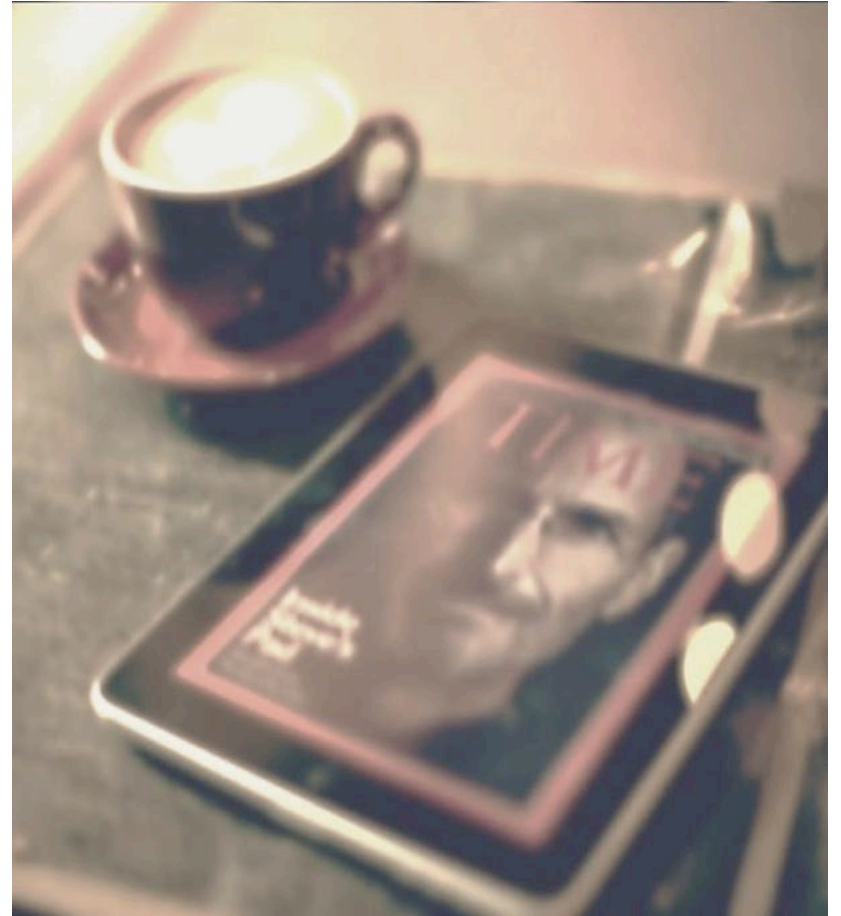
# Got You Covered

We're excellent at the essentials. We know you want a fuss-free stay, so we give you just what you need.

You'll get yourself a good night's sleep on our comfy bed & a choice of pillows, a power shower & breakfast in the wee hours or late morning if you need it. Don't worry about losing connectivity from your loved ones or favourite streams. We've got high speed WiFi & 24/7 support to keep you connected.

We'll also help you navigate an unfamiliar city with information & insider tips to get you started. You can easily find any extras you need in or around our hotels.

Whether you're here for work or play, don't stress it, we've got you covered.



**Travelodge Hotels'  
Brand Tagline**

**“Essentially Better”**



# Travelodge Brand Attribute & Personality

## Comfort

We're excellent at the essentials you need to feel comfortable as you relax & recharge after a day of meetings or exploring the city.

- Comfortable bed with choice of pillow
- Power shower

## Informal & Engaging

## Convenience

We make your stay hassle-free with thoughtful touches that make life a little easier. We're always in close proximity to vibrant neighbourhoods or near transport hubs, offering doorstep access to a myriad of things to see, do & explore.

- Properties located in vibrant neighbourhoods or near transport hubs, making it easy to get around
- Breakfast when you'd like it
- The Lodge: the social space & "living room" of Travelodge properties

## Connectivity

We empower you with knowledge so you're armed with what you need to explore the city & find just what you like. Beyond that, we ensure you're always connected & only a quick call away from home.

- Travelodge WiFi experience
- Locally inspired wall murals
- Travelodgists Recommend: Curated list of things to do, see, & explore around properties & in the city
- The Lodge: the social space & "living room" of Travelodge properties

**“GREAT VALUE  
not Budget”**

**Words  
we use...**

**“ESSENTIALS  
not Basics”**

**“RELIABLE  
not Boring”**

**“CONSISTENT  
not Identical ”**

**“FUNCTIONAL  
not Simple”**



# 03

## The Guest

# Travelodge Guest

Road warriors who constantly travel for work and don't want any surprises

Business travellers who incorporate social activities into work commitments

The room is their personal space and caters to their need for work, sleep and chill time

Families and group travellers who prioritize security and reliability

**GOOD VALUE PROPOSITION FOR BUSINESS & LARGER GROUPS OF TRAVELLERS**





# 04

## The Experience





## Awareness & Consideration



> Service starts long before arrival through Digital Concierge, web, content



## Booking & Check-in

> Booking & Check-in seen as one action

- Email reminders, useful content.
- Take my info only once
- Easy to use website



## Arrival

> First impressions stay with the guest

- Warm, friendly welcome
- Luggage Trolleys
- Signature Scent
- Digital Concierge
- Free High Speed WiFi



## The Room



Open plan rooms optimize space and ensures the room is easily accessible

Travelodge Sleep Well Bedding  
Free High Speed WiFi  
Open wardrobe  
Amenities: Hand Gel, Shower Gel, Shampoo, Conditioner  
Safe, Unstocked Fridge  
USB ports and international sockets  
Smart TV



## < Departure

- Express check-out or Desk check-out
- Friendly Goodbye

Continuing our relationship with the guest through social media and content



## Other

< Other amenities and services

- Self-service laundry (optional)
- Potential for F&B retail spaces
- Campus style meeting rooms (optional)
- Gym (optional)



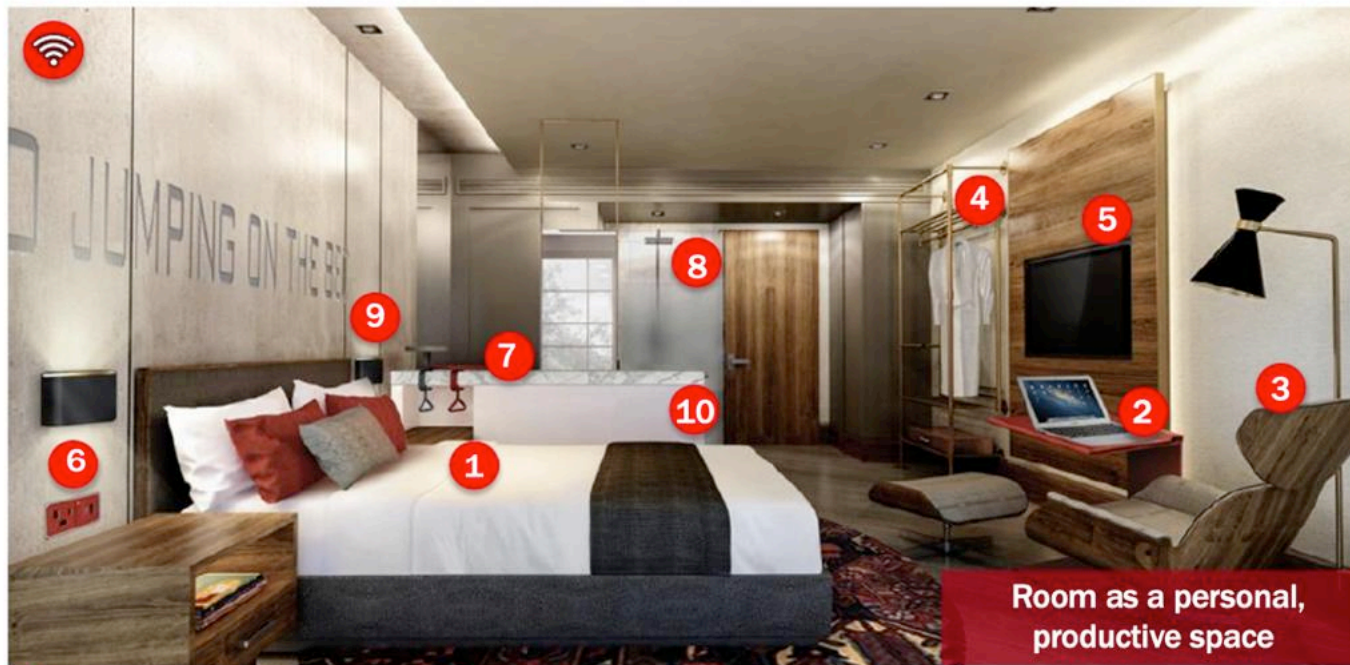
## The Lodge

< Trademark feature across the Travelodge brands in Asia

- Multi-functional spaces to work, relax and for informal meetings
- Mixed seating: Communal tables, sofas for lounging & Pods
- Dining area. Coffee Barista in the day and wine bar by night
- F&B potentially outsourced (Café)
- USB/international sockets within easy reach
- Events and activities (networking, guest DJ's, pop art shows/retail)



# Key Brand Features of the Travelodge Room



- 1 Travelodge Signature Bedding to ensure uncompromised comfort
- 2 Desk on wheels for working or dining on lounge chair or in bed
- 3 Cost efficient lounge chair with back support for guests to sit comfortably

- 4 Open plan wardrobe that is economical to install, maintain and replace
- 5 Smart TV with ability to access digital media and connect to personal devices
- 6 International & USB power sockets
- 7 Practical spaces for getting ready with adequate spaces for toiletries

- 8 A power shower in every room
  - 9 Optimal reading light
  - 10 Smart storage of amenities such as safe & mini fridge
- Free high speed WiFi

# Key Brand Features of The Lodge

A unique fusion of spaces with multi-functionality at its core



The Lodge is an integrated space catering to the needs of different guests at different times of the day.

Guests can start their day with “Our Tasty Breakfast”, which consists of a wholesome spread of self-service options. The Lodge is also designed to be a café by day, an all-day dining restaurant, serving international and local delights and a bar by night.

Grab & Go option is available for the traveller on the go.

The Lodge combines various parts of a full-service hotel into one space: a Food & Beverage Venue, Business Facility, a Reception and a Lobby.

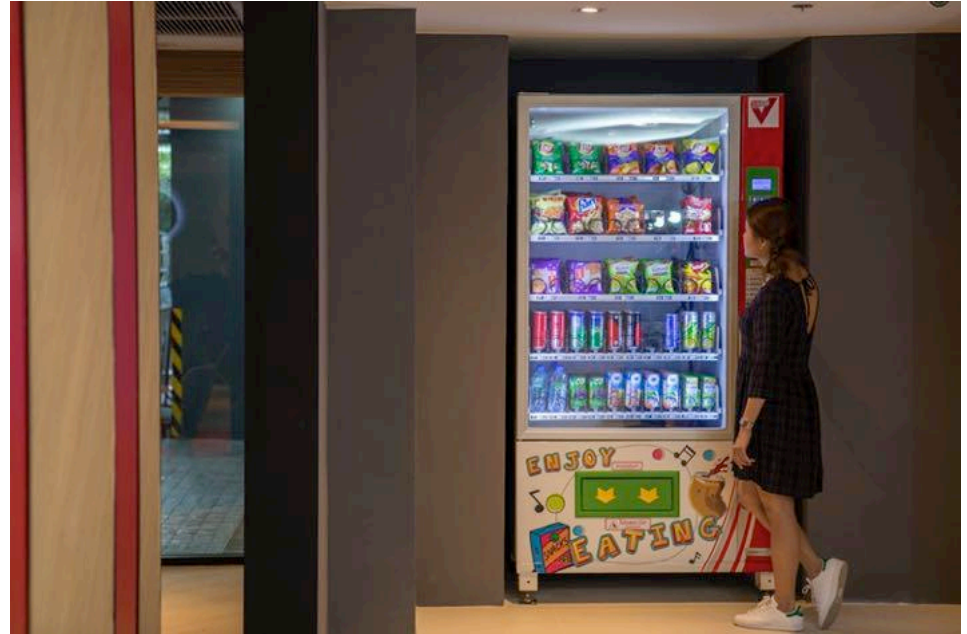




# Convenience at Your Finger Tips

Guests can enjoy self-service functionalities such as a vending machine providing snacks, drinks and travel amenities, complimentary high-speed WiFi, mobile key, self check-in, express check-out and digital concierge services.

We ensure seamless connectivity and accessibility so our Guests will always have their essentials taken care of, any time, anywhere, any day!



# TravelodgeR Recognition Programme



Unlock attractive perks and exclusive privileges as a TravelodgeR. The programme focuses on instant gratification, targeting repeat Guests with regular and on-the-spot rewards.

Upon enrolment, Guests can enjoy immediate discounts off room rates and at The Lodge as well as other attractive benefits such as early check-in and late check-out.

Being rewarded has never been easier. Joining is easy and free.

**Thank you**