

ITEM 18. PUBLIC FIGURES

We do not use any public figure to promote the sale of franchises.

ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in this Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Lodging facilities report performance for a time period on the basis of Average Daily Room Rate ("ADR") (gross room revenue divided by the number of occupied guest rooms), "Occupancy Rate" (the percentage of available guest rooms actually occupied by guests), and "RevPAR" or gross room revenue per available room (Occupancy Rate multiplied by Average Daily Room Rate). Our Chain also reports on Central Reservation System activity, such as the percentage of gross room revenue generated from reservations booked through the Central Reservation System or by members of our loyalty program. In calculating gross room revenue in this Item 19, we take the price paid by the consumer for the room, after all discounts, credits and allowances, and subtract all applicable taxes.

The information contained in this Item 19 is a historic financial performance representation about our Chain's existing Facilities in the United States (including the continental United States, Alaska, and Hawaii). The Chain Facilities included in the samples in this Item 19 do not differ materially from those of prospective franchisees to whom we may offer franchises under this Disclosure Document. All the Chain Facilities are operated by franchisees during the period reflected in this Item 19. This Item 19 contains financial performance representations relating to 2024. The financial performance representations do not include information from any Chain Facilities that were open on January 1, 2024 but left the System on or before December 31, 2024. During 2024, 24 Chain Facilities left the System; 2 of the 24 Chain Facilities that left the System during 2024 were open in the System less than 12 months.

Some facilities have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.

Average and Median ADR, Occupancy Rate, and RevPAR

The following table sets forth the average and median ADR, Occupancy Rate, and RevPAR for Qualified Chain Facilities for the period from January 1, 2024 through December 31, 2024. "Qualified Chain Facilities" means those Chain Facilities in the United States that were open in the system as of December 31, 2024, and achieved a "Comparable Social Review Score¹." The total number of Chain Facilities in the United States as of December 31, 2024 was 328. Of those 328 Chain Facilities, 134 were Qualified Chain Facilities.

¹ A "Comparable Social Review Score" means that, during 2024, a Chain Facility (i) received at least ten total reviews via Medallia, which aggregates reviews from Tripadvisor, major online travel agencies, and other online social review sites, and (ii) achieved an average score from such reviews of 3.5 or above (out of a possible maximum score of 5.0).

2024		Average Daily Room Rate			Occupancy Rate			RevPAR					
# of Qualified Chain Facilities	Avg.	# Meet or Exceed Avg.	% Meet or Exceed Avg.	Median	Avg.	# Meet or Exceed Avg.	% Meet or Exceed Avg.	Median	Avg.	# Meet or Exceed Avg.	% Meet or Exceed Avg.	Median	
Total Sample	134	\$94.14	57	42.5%	\$88.08	49.1%	73	54.5%	51.1%	\$46.26	64	47.8%	\$45.00

The information above was obtained from the monthly revenue reports of Chain Facilities submitted by franchisees and represents the most reliable information available to us. For any months in which Chain Facilities did not submit revenue reports, Occupancy and ADR were computed based upon actual data sent to us each night by the Facility's property management system. You set your own room rates.

Average and Median RevPAR Index

The following RevPAR Index information is based on chain scale data provided by Smith Travel Research, Inc., an independent research firm that provides information to the hotel industry. Smith Travel Research receives information directly from hotel chains or individual hotel properties and then groups branded hotels into various chain scales based on each brand's actual average room rates. Independent hotels, regardless of their average daily room rates, are included as a separate chain scale category. We have not audited or independently verified the information provided by Smith Travel Research. The RevPAR Index presented shows the performance of the Qualified Chain Facilities relative to the U.S. economy chain scale (as identified by Smith Travel Research) (the "Chain Scale"). An index of 100 represents a fair share compared to the Chain Scale. An index greater than 100 represents more than a fair share compared to the Chain Scale. RevPAR Index is calculated as follows: (Qualified Chain Facilities RevPAR / Chain Scale RevPAR) x 100 = RevPAR Index.

The following table sets forth the Average RevPAR Index and Median RevPAR Index for the period from January 1, 2024 to December 31, 2024 for Qualified Chain Facilities.

2024		RevPAR Index – Economy Chain Scale			
	# of Qualified Chain Facilities	Avg.	# Meet or Exceed Avg.	% Meet or Exceed Avg.	Median
Total Sample	134	117.8%	64	47.8%	114.6%

Central Reservation System and Wyndham Rewards Activity

The following section provides revenue contribution information for Chain Facilities from reservations generated by the Central Reservation System and the Wyndham Rewards loyalty program. The "Central Reservation System" means reservations processed via our and the Lodging Affiliates' call centers ("Call Centers"), our and the Lodging Affiliates' brand websites ("Brand Websites"), other electronic channels such as the global distribution systems ("GDS"), the Wyndham Rewards loyalty program, third party websites, and certain reservations by the Global Sales Organization. Reservations by Wyndham Rewards members were made through the Call Centers, the Brand Websites, other electronic channels and directly with Chain Facilities. Contribution information is reported to us by all Chain Facilities in the System.²

² If a Chain Facility was operated pursuant to an agreement with one of the Lodging Affiliates on January 1, 2024 but converted to our Chain during 2024, then the totals in this section include contribution information for that Chain Facility for all of 2024.

The following table sets forth “Central Reservation System Contribution” and “Wyndham Rewards Contribution” for all 328 Chain Facilities in the United States that were part of the System as of December 31, 2024 (the “Contribution Group”). The Central Reservation System Contribution is calculated by dividing the gross room revenue from reservations generated by the Central Reservation System (including by Wyndham Rewards members) at the Contribution Group from January 1, 2024 through December 31, 2024³ by all gross room revenue at the Contribution Group from the same period, expressed as a percentage. The Wyndham Rewards Contribution is calculated by dividing the gross room revenue from reservations generated by members of the Wyndham Rewards loyalty program at the Contribution Group from January 1, 2024 through December 31, 2024 by all gross room revenue at the Contribution Group from the same period, expressed as a percentage.

2024 Contribution		Total Central Reservation System				Wyndham Rewards (included in Total)			
	# of Chain Facilities	Average	# Meeting or Exceeding Avg.	% Meeting or Exceeding	Median	Average	# Meeting or Exceeding Avg.	% Meeting or Exceeding	Median
Total	328	66.0%	200	61.0%	74.0%	40.4%	195	59.5%	45.2%

We have written substantiation for the historical performance representations contained in this Item 19, which we will make available to you upon reasonable request. We will not disclose the performance data of a specific Chain Facility and its identity without the franchisee’s prior written consent.

Other than the preceding financial performance representations, we do not make any representations about a franchisee’s future performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing or former outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Paul F. Cash, Executive Vice President and General Counsel, Travelodge Hotels, Inc., 22 sylvan way, Parsippany, NJ 07054, (973) 753-6333; the Federal Trade Commission; and the appropriate state regulatory agencies.

ITEM 20. OUTLETS AND FRANCHISEE INFORMATION¹

Table No. 1
Systemwide Outlet Summary
For years 2022 to 2024* (U.S. Only)

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	352	340	-12
	2023	340	339	-1
	2024	339	328	-11

³ As used in this paragraph, reservations in 2024 include room nights from stays with an arrival between January 1, 2024 and December 31, 2024. For greater clarity, these reservations may include room nights after December 31, 2024, provided the first night of occupancy for such stays occurred on or before December 31, 2024.

¹ For purposes of this Item 20, U.S. includes the continental United States, Alaska, Hawaii, and Puerto Rico.