

  
*Howard Johnson®*



Renew



*Rooms with a New View*



# INTRODUCTION

When his hotels came onto the scene in 1954, Howard Johnson made sure to employ the best designers and artists to develop what would become the iconic HoJo guest room. Many of these items, including the bold color palette, marshmallow-shaped furniture and A-frame gate lodge roofline, went on to become synonymous with a quality, family experience.

Today, the Howard Johnson Renew room takes a nod from its heritage and combines this with offerings important to today and tomorrow's travelers. Our brand's signature elements add an extra touch of HAPPY and consistency to our hotels, while remaining true to Howard Johnson's timeless vision.

See for yourself how Renew is transforming hotels across North America, improving guest satisfaction and leaving generations of families with the same unforgettable souvenir—smiles that last a lifetime.

\*Note - The following are examples of hotels who have begun the Renew process. Featured rooms may not be fully complete.







After

Originally a Howard Johnson Motor Lodge and Restaurant, this hotel is a staple in the Toms River community and our brand portfolio. Family-owned and operated since its opening in 1965, Toms River quickly expanded to accommodate guests' increasing demand for more rooms.

Today, the hotel is still a favorite as its central location and award-winning service attract leisure and business-travelers alike.

After the hotel's renovation in the early 2000's, current General Manager, Jawad Benmakhlouf, started the Renew process in select rooms.

The original trapezoid sign remains, acknowledging the iconic heritage of the brand.



Before



“ All of our guests want the Renew room! They see photos of the beautiful orange and turquoise walls, fun art work and cool furniture, and specifically ask to stay there. Everyone who stays in the Renew room loves it! ”

- Jawad Benmakhlouf



After



“ The Renew guestroom is attractive and modern, but the design evokes great memories of the past. Our guests appreciate the mix of traditional and modern. ”





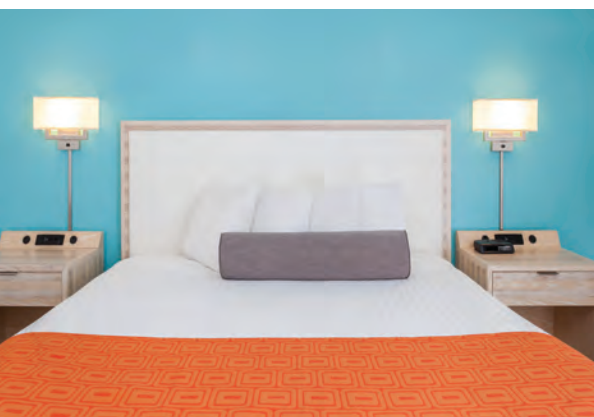
After

Mystic, Connecticut is a traditional gate lodge Howard Johnson built in the early 1960's. Current owner Bryan Shaughnessy purchased the hotel in 1999 and soon began renovating and reinvigorating for future generations of travelers.



Before

Today, the hotel is one of guests' top choices in the Mystic-area and features popular optional amenities such as an indoor pool, onsite restaurant and fitness center.



“The Renew package provides the exact POP our brand needs to remain competitive in the marketplace. The rooms are much brighter and more appealing to our guests.”



“We also saw our OTA scores increase as Booking.com and Expedia scores went up to the high 8s.”



After



“Mystic went through summer 2015 with two model Renew rooms and saw tremendous positive reviews from guests who stayed in those rooms. By April of 2016, we Renew-ed more than half our hotel - and within 30 days - our TripAdvisor rating moved up three spots!”

- Bryan Shaughnessy





After



After

Since its development in the 1970s, Bainbridge's heritage closely reflects the story of the Howard Johnson brand. A landmark within its community, this once-independent hotel was a place where generations of families frequented for vacation or hosted reunions, dinners and gatherings. Current owner Mike Harrell identifies with this nostalgic feeling having stayed at the exact hotel many times as a child. This sense of community and fond memories lead him to ultimately purchase and brand the property as a Howard Johnson.



Before

“The Renew package is so clean and crisp; when it's done right, it really transforms the look and feel of your hotel. We Renewed nearly half our rooms thus far and consistently receive excellent face-to-face and online feedback from our guests.”

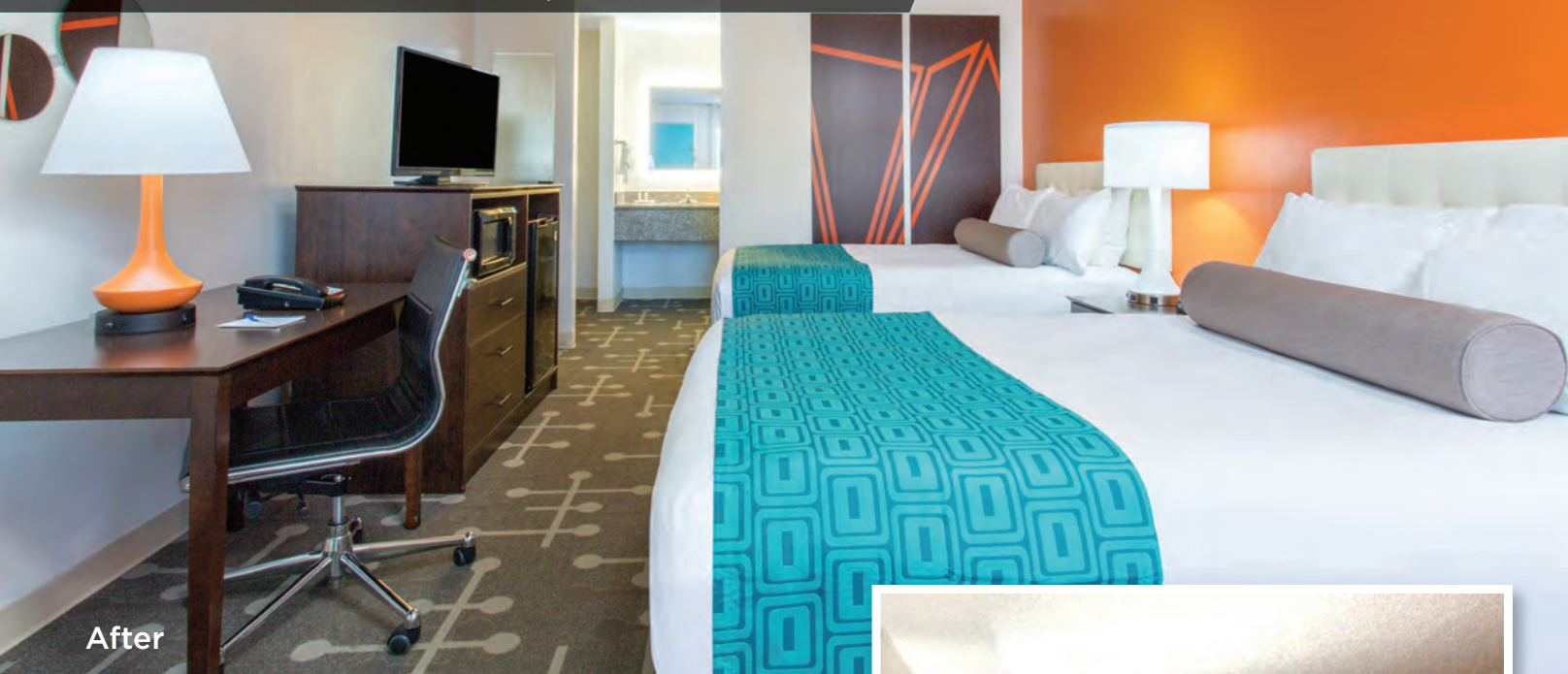


“The Howard Johnson brand fits so well into our Bainbridge community. What's more, the new image of Howard Johnson strongly presents itself to future generations of travelers, while still evoking fond memories of the past. The bold colors and sleek design look fantastic while our orange roof serves as a calling card for all who pass by.”

- Mike Harrell







After

A Howard Johnson for more than two decades, Ocala was one of the first hotels to implement the Renew design concept. Its newly renovated exterior, complete with bright orange A-line roof, serves as a symbol for travelers along the Florida interstate, attracting new and returning guests each day.

“This brand has a tremendous amount of goodwill with the traveling public. Those who stayed with Howard Johnson as a child see these colors and design and instantly connect to positive memories of their past traveling experiences. The Renew package gives a nod to Howard Johnson’s brand legacy while contemporizing its current context.”



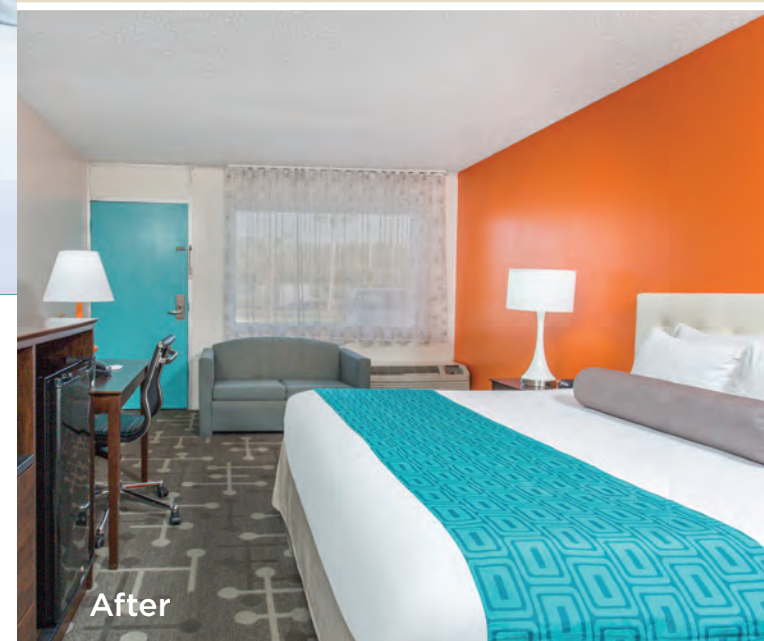
Before

Since upgrading to Renew, Ocala increased its TripAdvisor rating by five spots into the top 10 hotels in Marion County – one of the many milestones Navroz is proud to share.



“Renew allows us to be more competitive, not just within our segment but also outside of it. It’s also helped increase our ADR and customer satisfaction ratings.”

- Navroz Saju



After

“The Renew package is very unique in both what it does for the brand and the franchisee. From a low-maintenance, wrinkle-free bed skirt to easy-to-clean bolster pillows to a vanity mirror that’s able to service a singular lighting source, the package allowed us to create a room that is not only contemporary but thoughtful in terms of cost and investment.”







After

Built in the mid-1980s, Howard Johnson Niagara Falls was one of the first multi-story hotels in its area. Today, this full-service, family-oriented hotel is complete with modern-day amenities that compete with hotels outside its segment.

The Renew package has made Eric Marcon, president Howard Johnson Hotel Niagara Falls, a firm believer in the brand's modernization.



Before



After

“The response from guests who have enjoyed the new rooms is overwhelming. They're excited to stay with us again, as well as tell their friends and family. In addition, the responses on travel sites and social media have been very positive with regard to Renew's modern look and feel.”



Before

“To be honest, I was a little skeptical of the new look as it was much different than what I was accustomed to seeing in the marketplace. However, after recently completing the renovation of 40 suites to the Renew program, I have to say, my skepticism is a thing of the past and I am really excited and enthusiastic to complete the remaining 158 rooms by mid-February.”

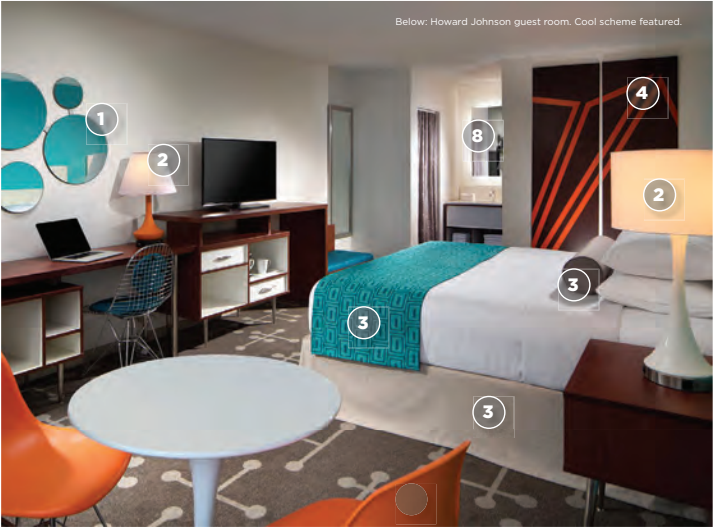
- Eric Marcon



After



REQUIRED BRAND DEFINING ELEMENTS



Howard Johnson® Renew Package

Guest Room

- 1 MIRROR  
Decorative “Marshmallow” Mirror
- 2 LIGHTING  
Orange Desk Lamp | White Nightstand Lamp
- 3 TOP OF BED  
Bed skirt | Bed Scarf | Decorative Bolster
- 4 ARTWORK  
Custom Howard Johnson Two-Panel Roof-Line Art
- 5 HEADBOARD  
Easy Clean Wall-Mounted Upholstered Vinyl Headboard with Tufting
- 6 WINDOW TREATMENT  
Various Design Options to Fit Window Needs
- 7 ACCENT PAINT



Bathroom

- 8 MIRROR  
Backlit Mirror over Sink

Lobby

- 9 ARTWORK  
Reproduced Vintage Howard Johnson Photographs – Three Choices Available



Products featured in illustrations are manufactured and/or provided by each supplier and not Wyndham Worldwide Corporation (WWC) or its affiliates. Neither WWC nor its affiliates are responsible for the accuracy or completeness of any statements made in this advertisement, the content of this advertisement (including the text, representations and illustrations) or any material on a website to which the advertisement provides a link or a reference. Please refer to the applicable brand specifications for your property prior to purchasing products.

\*Images featured are for representation purposes only, actual colors may vary slightly. For optional Renew items, please refer to the full FF&E guide.

ORDERING INFORMATION

Howard Johnson *Renew*  
Required Brand-Defining Elements



Guest Room

\* PRICING DOES NOT INCLUDE TAX, FREIGHT, WAREHOUSING, INSTALLATION AND/OR DSP SERVICE FEE.

ITEM	DESCRIPTION	SIZE	PRICE*	QTY: King	QTY: Queen
MIRROR	Decorative “Marshmallow” Mirror	38-3/4” h x 32-1/4” w x 1” d	Starting at \$XX.00*	1	1
LIGHTING	Orange Desk Lamp	15” w x 15” d x 25” h	Starting at \$XX.00*	1	1
	White Nightstand Lamp	Single: 15” w x 15” d x 29” h Double: 15” w x 15” d x 29” h	Starting at \$XX.00* Starting at \$XX.00*	2 --	-- 1
TOP OF BED	Bed Skirt	King: 76” x 80” x 14”*** Queen: 60” x 80” x 14”***	Starting at \$XX.00* Starting at \$XX.00*	1 --	-- 2
	Bed Scarf	King: 106” x 24” Queen: 83” x 24”	Starting at \$XX.00* Starting at \$XX.00*	1 --	-- 2
	Decorative Bolster	24” x 7”	Starting at \$XX.00*	1	2
ARTWORK	Custom Howard Johnson Two-Panel Roof-Line Art	Each Panel: 24” w x 72” h	Starting at \$XX.00*	1	1
HEADBOARD	Easy Clean Wall-Mounted Upholstered Vinyl Headboard with Tufting	King: 76” w x 3” d x 20” h Queen: 60” w x 3” d x 20” h	Starting at \$XX.00* Starting at \$XX.00*	1 --	-- 2
WINDOW TREATMENT	Option 1: Warm - Decorative Orange Blackout Overdrape and Sheers Cool - Decorative Turquoise Blackout Overdrape and Sheers  Option 2: All Schemes - Decorative Grey Blackout Drapery with Optional Sheer	Varies by Window Needs	Starting at \$XX.00***	1	1
ACCENT PAINT	PPG PAINTS PPG Paints (Also known as PPG Pittsburgh Paints and PPG Porter Paints) Paint and Coatings		Contact PPG Paints - Kevin Lastacy for estimate  (616) 335-3259 • Cell: (616) 402-2167 • <a href="mailto:klastacy@ppg.com">klastacy@ppg.com</a>	--	--

Bathroom

ITEM	DESCRIPTION	SIZE	PRICE*	QTY: King	QTY: Queen
Mirror	Backlit Mirror over Sink with (2) Side Diffusers	24” w 36” h x 3” d	Starting at \$XX.00*	1	1

Lobby

ITEM	DESCRIPTION	SIZE	PRICE*	QTY: King	QTY: Queen
ARTWORK	Reproduced Vintage Howard Johnson Photographs (Three Choices Available)	Option 1: 30” w x 40” h Framed Size: 34” w x 44” h (“An overnight stop is a vacation at a Howard Johnson’s Motor Lodge”)  Option 2: 30” w x 40” h Framed Size: 34” w x 44” h (“Howard Johnson’s Motor Lodges make an overnight stop a vacation”)  Option 3: 40” w x 30” h Framed Size: 44” w x 30” h (Birds eye view of hotel)	Starting at \$XX.00*	--	--

Ready to order? Need further information? Visit [HoJoRenew.com](https://www.hojorenew.com)\* for more.

All sizes are based on Howard Johnson standard Simmons Sutherland Plush 60 x 80 Queen bed with a 7.5 bed base, 8.75 bed base, 8.75 foundation and 11 mattress height; manufacturer to confirm actual bed sizes on property prior to fabrication.

\*You will be redirected and prompted to log in through MyPortal.

\*\*Finished bed skirts must be 1/2 inch off the finished floor, therefore drop length may vary depending on bed type and mattress size. For bed skirts, a field measurement is required.

\*\*\*Window treatment price is estimate only. Price varies depending on window size.





For more information, please visit  
[HoJoRenew.com](http://HoJoRenew.com)\* or e-mail [Strategic.Sourcing@wyn.com](mailto:Strategic.Sourcing@wyn.com)

\*You will be redirected and prompted to log in through MyPortal.