COMFORT PERFECTED



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At **WYNDHAM**, we satisfy all your senses by specialising in added comfort.

We're ready to transform your stay into a truly serene experience. From thoughtful in-room amenities to our personally tailored services, you'll be in good hands from the moment you arrive.

When you stay with us, we make it easy to travel comfortably so you can rest your body and your mind.

THE PARTY OF THE PARTY



OUR VOICE

Our brand voice is personal and intuitive, tailored to provide perfect comfort to our guests. Sophisticated yet understated, our service culture helps guests feel at ease throughout their stay.

HEAD: HOW YOU THINK

HEART: HOW YOU FEEL -THOUGHTFUL-

WYNDHAM ISTANBUL OLD CITY, TURKEY

HAND: WHAT WE DELIVER **COMFORT**-

PERSONAL-

THE **GUEST**

WYNDHAM GUESTS WANT A HOTEL THAT GOES THE EXTRA MILE TO MAKE THEM COMFORTABLE. THEY VALUE ATTENTIVE SERVICE AND A COMMITMENT TO DELIVERING A RELAXING STAY.

THE HOTEL



OPPORTUNITY





TYPE New Construction & Conversion



Service-minded business & leisure travellers











CATEGORY

Upscale



LOCATION

Urban & Resort



GEOGRAPHY

Global

ROOMS

150–1,500



AMENITIES

- Full-service F&B
- Fitness centre
- Flexible meeting space
- High-speed internet
- Ability to customise the guest experience





THE NAMESAKE OF THE WORLD'S LARGEST HOTEL COMPANY, WYNDHAM CONNECTS WITH GUESTS BY DELIVERING A COMFORTABLE ENVIRONMENT ENHANCED BY PERSONALISED SERVICE, AMENITIES, AND THE MOST GENEROUS AWARD-WINNING LOYALTY PROGRAMME IN THE INDUSTRY.



WITH THE FEATURES THAT YOU WOULD **EXPECT IN A WORLD-CLASS HOTEL**, including beautifully appointed lounge areas, smartly detailed guest rooms,

distinctive dining options and well-designed meeting spaces, WYNDHAM offers thoughtful versatility for guests in destinations around the world.

Both business and leisure travellers know they can trust the **WYNDHAM** name. That trust, combined with a strong reputation, makes WYNDHAM a powerful upscale option.

A POWERFUL PARTNERSHIP

WYNDHAM LEVERAGES THE STRONG BRAND EQUITY OF THE WYNDHAM HOTEL GROUP, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL COMPANY THAT INCLUDES OVER 7,800' HOTELS.

WE HELP TRANSLATE THIS EQUITY

INTO REVENUE by working closely with owners with focused attention and best-in-class resources that help realise the full potential of the brand and hotels. As an owner, you'll have the commitment and support of a world-class hospitality organisation and experienced team, as well as access to services designed to help optimise the business, including: We're invested in keeping our brand relevant and meaningful to guests. And, as an owner of a Wyndhamassociated hotel, you'll reap the benefits.

- Strategic sourcing
- Global sales organisation
- Revenue management
- Marketing and distribution services
- Brand operations support
- Best-in-class training
- Participation in Wyndham Rewards[®] loyalty programme, ranked one of the Best Travel Rewards Hotel Programmes by U.S. News and World Report



THIS IS COMFORT PERFECTED

SERVICE TAILORED TO EACH GUEST. PLUSH AMENITIES. THOUGHTFUL EXTRAS. WITH HOTELS STRATEGICALLY POSITIONED AROUND THE WORLD.

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TOGETHER, LET'S BUILD A GREAT BUSINESS BY REDEFINING HOSPITALITY

WE'RE IN THE BUSINESS OF MAKING MEMORIES. IT IS OUR RESPONSIBILITY TO HELP GUESTS GET THE MOST OUT OF THEIR TRIP, AND THIS UNDERLIES THE PROMISE WE MAKE TO CONSISTENTLY DELIVER WHAT EACH AND EVERY GUEST NEEDS. TO THAT END, WE HAVE DESIGNED OUR HOTELS AND AWARD-WINNING REWARDS PROGRAMME TO KEEP GUESTS HAPPY, COMFORTABLE, AND EAGER TO RETURN TO OUR BRANDS AND OUR HOTELS. THEY FIND US BECAUSE WE KEEP IT **SIMPLE** each of our hotels supplies the comforts they need in the places they want to be.

THEY STAY WITH US BECAUSE WE'RE **ATTAINABLE**—we have designed our hotel experiences to help everyone, everywhere create special memories that last a lifetime.

AND THEY COME BACK, TIME AND AGAIN, BECAUSE WE'RE **GENEROUS**—each of our hotels offers priceless hospitality through our warm greetings, welcoming atmosphere, and the little details that bring the magic of travel to life while always making it feel like home.

WHETHER GUESTS ARE TAKING A ROAD TRIP WITH OLD FRIENDS **OR ON ESSENTIAL TRAVEL FOR BUSINESS, CREATING GREAT GUEST MEMORIES IS THE KEY TO OUR** SUCCESS STORY. and the sum of these magical memories powers the growth of our portfolio. Together, we will strive to deliver more revenue, more guests, more brand loyalty, and more award-winning hospitality.



This is not an offer. Certain national laws and regulations may regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document, a copy of which can be obtained by contacting any of the franchisors above or Wyndham Hotel Group LLC at 22 Sylvan Way, Parsippany, NJ 07054. Most hotels are independently owned and operated, with the exception of certain hotels managed or owned by an affiliate. © 2016 Wyndham Hotel Group, LLC. All rights reserved.