

WYNDHAM

HOTELS & RESORTS

PARIS LISBON  
BRUSSELS LONDON  
BERLIN MUNICH  
ISTANBUL TBILISI  
MOSCOW LAGOS  
MILAN DOHA RIYADH  
BARCELONA  
NEW DELHI DHAKA  
ATHENS ALMATY  
MUMBAI DUBAI  
BAKU VIENNA

FOR ANY LOCATION  
FOR EVERY TRAVELLER

DEVELOPMENT BROCHURE



We are the largest hotel franchising company in the world.

With 20 brands, 15,000 team members and nearly 9,000 hotels in more than 80 countries, no one welcomes the world like we do.





We have more hotels than any other hotel company.

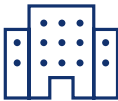
Wyndham opens nearly two hotels every day across the world. Our global size and scale is unequaled by anyone in the hospitality industry.



↑ Wyndham Grand Istanbul Levent

Nearly

9,000



Hotels

58 Million



Wyndham Rewards Members

792,000+



Rooms

80+



Countries

20



Brands





# Our Wyndham welcome starts with you

As an owner, you're responsible for the care of Wyndham guests in your corner of the world. For this reason, our Wyndham Welcome starts with you.

At Wyndham, we care about our people, and have grown a strong network of support to enhance the owner experience, increase guest satisfaction, and deliver a more successful hotel.

From day one, we're focused on you, because it's so much more than just a bottom line or a return on investment.



We make  
hotel travel  
possible  
for all



Wherever people go, Wyndham  
will be there to welcome them.

As the leader in midscale and  
economy hotels, our name is  
synonymous with democratising  
hotel travel for all people.



# Europe

367<sup>Hotels</sup>

50,600<sup>Rooms</sup>

# Middle East & Africa

54<sup>Hotels</sup>

10,337<sup>Rooms</sup>

# Eurasia

42<sup>Hotels</sup>

3,883<sup>Rooms</sup>





↑ Ramada Resort Dar es Salam

# Best in class technology



↑ Hawthorn Suites by Wyndham Abu Dhabi City Centre

With our integrated technology program, we streamline the management and operations of your hotel.

- Seamlessly connected to a wide network of distribution channels – enhancing RevPAR performance
- Collaboration with leading technology companies – providing integrated PMS, RMS, and CRS systems
- Fully responsive sites and optimized for SEO – driving strong conversion rates and direct bookings



↑ Howard Johnson Bengaluru Hebbal

# Integrated & targeted marketing support

Using a comprehensive approach, our integrated brand marketing, media, eCommerce, PR, and sales teams build brands, monitor perceptions, and develop pilot programs that enhance the guest experience to deliver results for owners.

- Online Advertising
- Social Media Marketing
- Traditional Media – radio and print
- Cross-Selling on eCommerce Websites – within and across brands
- Promotions, PR and Targeted Direct Marketing
- Sponsorships and Partnerships



# A loyalty programme like no other



↑ Wyndham Grand Istanbul Kalamis Marina

Wyndham Rewards® has revolutionised the loyalty landscape, offering members a simple-to-use, generous points earning structure along with a flat, free night redemption rate and attainable member levels – the first of its kind for a major rewards programme.

Wyndham Rewards® members – 58 million and counting – have the chance to earn and redeem points for hundreds of rewards options around the world every day.

58 million members worldwide

25,000 redemption locations, including hotels, holiday apartments and villas

60% of our members enroled with one brand and stayed at another

## WYNDHAM REWARDS

*go free*<sup>sm</sup>

15,000 points gets your guests a free night everywhere

*go get'em*<sup>sm</sup>

For every qualified stay, earn 10 points per dollar or 1,000 points

*go fast*<sup>sm</sup>

Get a night for just 3,000 points plus some cash

# We offer guests the most generous rewards program



↑ Wyndham Loutraki Poseidon Resort

## Titanium Wyndham Rewards at its most magical!

Being a hotel owner with Wyndham Rewards certainly has its perks. To celebrate your partnership with us, Wyndham Rewards offers an exclusive Titanium level, just for our most dedicated hotel owners. Titanium membership comes with generous perks including:

- Avis President's Club membership, which includes special car hire benefits that will make the drive much more enjoyable
- 15,000 Annual bonus points – enough for a free night!
- Access to our members only Rewarding Rate, saving you up to 10% when booking at any of our hotels
- *go free*<sup>sm</sup> plus experience – for every go free award night booked and redeemed in our top destinations, you'll receive 2 free passes to a local experience
- Suite upgrades, including award night stays
- Give Gold level to a friend
- Dedicated Titanium concierge service



# It's all in the detail



Whether you build a new hotel with Wyndham Hotels & Resorts or convert an existing property to a Wyndham brand, our dedicated Architecture, Design & Innovation (AD&I) team will support and guide you through the process from start to finish.

**Area Schedules**

We offer areas schedules that will guide you in the early space planning phases of your hotel design.

**Design Reviews**

We review your existing plans and drawings and provide any advice we feel beneficial with regard to cost, design and operational efficiencies.

**Meetings and Site Visits**

We participate in your design and consultant meetings to provide input on all aspects of the project and offer our expertise in assisting you with problem solving.

**Mock Up Rooms**

We review and give feedback on mock up rooms to prevent costly mistakes in the critical roll out phase of projects.

**Design and Brand Standards**




We advise and lead you through our Design and Brand Standards.





**Property Report**

We provide a property report which highlights the standards for your hotel to meet our brand requirements.




# Hotel Requirements







<div><div> WYNDHAM GRAND</div><div> WYNDHAM</div><div> WYNDHAM GARDEN</div></div>			
Category	Upper Upscale	Upscale	Upper Midscale
Target Market	Affluent business & leisure travellers	Service minded business & leisure travellers	Convenience focussed travellers
Ideal Keycount	150 – 1,500	150 – 1,500	100 – 250
GUESTROOMS			
Minimum clear area:			
– Europe	28m²	26m²	22m²
– Middle East & Africa	34m²	30m²	24m²
– Eurasia	34m²	30m²	24m²
Minimum ceiling height:			
– Entrance foyer	Min 2.40m	Min 2.40m	Min 2.10m
– Guestroom area	Min 2.70m	Min 2.70m	Min 2.40m
Bathroom fixtures	5	4	3 or 4
% King / Twin	80 / 20 – subject to location	80 / 20 – subject to location	80 / 20 – subject to location
% Suite	Min 10% subject to location	Min 10% subject to location	No
ADA requirements	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Interconnecting rooms	Min 10%	Min 10%	Min 10%
CORRIDORS			
Minimum width	Min 1.80m	Min 1.80m	Min 1.50m
Minimum ceiling height	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Guest elevators	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Card Access to Guestroom floors	Yes	Yes	Yes
Minimum Guest Elevators	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
Additional Guest Elevators	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Service Elevators	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
Additional Service Elevators	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Ballroom and / or Function room(s)	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Boardroom(s)	One meeting room min 100m²	One meeting room min 100m²	One meeting room min 100m²
Additional meeting room facilities	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Lobby Bar	Yes	Yes	Yes
All Day Diner	Yes	Yes	Yes
Speciality Outlets & Restaurant(s)	Yes	Yes	Subject to market conditions
LEISURE			
Spa	Yes	Yes	Optional
Gym	Min 50m² subject to size of property	Min 50m² subject to size of property	Min 30m² subject to size of property
Swimming Pool	Yes	Yes	Optional
Steam / Sauna / Jacuzzi	Yes	Yes	Optional
MISCELLANEOUS			
Executive Lounge	Yes	Yes	Not a brand requirement
Business Centre	Yes	Yes	Not a brand requirement
Retail	Appropriate to location	Appropriate to location	Appropriate to location

<div><div> DOLCE HOTELS AND RESORTS BY WYNDHAM</div><div> RAMADA PLAZA BY WYNDHAM</div><div> RAMADA BY WYNDHAM</div><div> RAMADA HOTEL &amp; SUITES BY WYNDHAM</div></div>			
Upper Upscale	Mid & Upper Midscale	Mid & Upper Midscale	Mid & Upper Midscale
Cultivated group, business & leisure travellers	Affluent yet practical business & leisure travellers	Affluent yet practical business & leisure travellers	Affluent yet practical business & leisure travellers
200 – 400	100 – 500	100 – 500	100 – 500
GUESTROOMS			
Minimum clear area:			
30m²	22m²	20m²	22m² / 35m² Apartments
34m²	26m²	26m²	26m² / 40m² Apartments
34m²	26m²	26m²	26m² / 40m² Apartments
Minimum ceiling height:			
Min 2.40m	Min 2.10m	Min 2.10m	Min 2.10m
Min 2.70m	Min 2.40m	Min 2.40m	Min 2.40m
5	4	3 or 4	4
70 / 30 subject to location	80 / 20 subject to location	80 / 20 subject to location	80 / 20 subject to location
Min 10% subject to location	Min 5% subject to location	Min 5% subject to location	Min 40% apartments subject to location
1 / 100 rooms	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Min 20%	Min 10%	Min 10%	Min 10%
CORRIDORS			
Min 1.80m	Min 1.80m	Min 1.50m	Min 1.80m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Yes > 2 levels	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Yes	Yes	Yes	Yes
Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Yes – To market conditions	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Yes – To market conditions	One meeting room min 100m²	One meeting room min 100m²	One meeting room min 100m²
Yes – To market conditions	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes – To market conditions	Subject to market conditions	Subject to market conditions	Subject to market conditions
LEISURE			
Yes	Optional	Optional	Yes
Min 100m² subject to room count	Min 50m² subject to size of property	Min 30m² subject to size of property	Min 50m² subject to size of property
Yes	Optional	Optional	Yes
Yes	Optional	Optional	Yes
MISCELLANEOUS			
Yes	Not a brand requirement	Not a brand requirement	Not a brand requirement
Yes	Yes	Not a brand requirement	Yes
Appropriate to location	Appropriate to location	Appropriate to location	Appropriate to location



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Category	Mid & Upper Midscale	Midscale	Economy
Target Market	Affluent yet practical business & leisure travellers	Leisure & business travellers	Family orientated leisure & business travellers
Ideal Keycount	100 – 500	100 – 500	50 – 100
GUESTROOMS			
Minimum clear area:			
– Europe	22m²	20m²	20m²
– Middle East & Africa	26m²	23m²	26m²
– Eurasia	26m²	23m²	26m²
Minimum ceiling height:			
– Entrance foyer	Min 2.10m	Min 2.10m	Min 2.10m
– Guestroom area	Min 2.40m	Min 2.40m	Min 2.40m
Bathroom fixtures	4	3	3 or 4
% King / Twin	70 / 30 subject to location	70 / 30 subject to location	70 / 30 subject to location
% Suite	Min 5% subject to location	No	No
ADA requirements	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Interconnecting rooms	Min 10%	Min 10%	Min 10%
CORRIDORS			
Minimum width	Min 1.80m	Min 1.50m	Min 1.50m
Minimum ceiling height	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Guest elevators	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Card Access to Guestroom floors	Yes	Yes	Yes
Minimum Guest Elevators	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
Additional Guest Elevators	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Service Elevators	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
Additional Service Elevators	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Ballroom and / or Function room(s)	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Boardroom(s)	One meeting room min 100m²	One meeting room min 25m²	One meeting room min 100m²
Additional meeting room facilities	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Lobby Bar	Yes	To market conditions, location, size of property	Yes
All Day Diner	Yes	Yes – multi-purpose The Hub	Yes
Speciality Outlets & Restaurant(s)	Subject to market conditions	Not required	Subject to market conditions
LEISURE			
Spa	Yes	Not a brand requirement	Not a brand requirement
Gym	Min 50m² subject to size of property	Min 30m² subject to size of property	Min 30m² subject to size of property
Swimming Pool	Yes	Optional	Optional
Steam / Sauna / Jacuzzi	Yes	Not a brand requirement	Optional
MISCELLANEOUS			
Executive Lounge	Not a brand requirement	Not a brand requirement	Not a brand requirement
Business Centre	Yes	Not a brand requirement	Not a brand requirement
Retail	Appropriate to location	Not required	Appropriate to location

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Upper Midscale	Upper Economy	Economy	Midscale
Urban explorers	Leisure & business travellers	Family orientated leisure & business travellers	Extended stay guest & comfort focussed leisure travellers
120 – 400	50 – 300	50 – 200	60 – 120
GUESTROOMS			
Minimum clear area:			
20m²	18m²	17.5m²	35m²
26m²	22m²	19.5m²	40m²
26m²	22m²	19.5m²	40m²
Minimum ceiling height:			
Min 2.10m	Min 2.10m	Min 2.10m	Min 2.10m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
3 or 4	3 or 4	3	4
70 / 30 subject to location	70 / 30 subject to location	70 / 30 subject to location	60 / 40 subject to location
Max 5% Premium Rooms	No	No	Min 5% subject to location
1 / 100 rooms	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Min 10%	Min 10%	Min 10%	Min 10%
CORRIDORS			
Min 1.50m	Min 1.50m	Min 1.50m	Min 1.50m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Yes > 2 levels	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Yes	Yes	Yes	Yes
Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Yes – To market conditions	Not a brand requirement	Not a brand requirement	Yes – To market conditions
One meeting room min 25m²	Not a brand requirement	Not a brand requirement	One meeting room min 100m²
Yes – To market conditions	Not a brand requirement	Not a brand requirement	Yes – To market conditions
FOOD & BEVERAGE			
Yes	No	No	Yes
Yes – multi-purpose Plaza Central	Yes – breakfast area	Yes – multi-purpose The Café	Yes – Breakfast Area
Subject to market conditions	Not required	Not required	Not a brand requirement
LEISURE			
Optional	Not a brand requirement	Not a brand requirement	Not a brand requirement
Min 30m² subject to size of property	Not a brand requirement	Not a brand requirement	Min 30m² subject to size of property
Optional	Not a brand requirement	Not a brand requirement	Optional
Optional	Not a brand requirement	Not a brand requirement	Optional
MISCELLANEOUS			
Not a brand requirement	Not a brand requirement	Not a brand requirement	Not a brand requirement
Not a brand requirement	Not a brand requirement	Not a brand requirement	Yes
Not required	Not required	Not required	Appropriate to location





For any location

For every traveller







↑ Wyndham Grand Manama

Learn more about hotel franchising  
and management opportunities at  
[whrdevelopmentemea.com](http://whrdevelopmentemea.com)

Discuss your project with us at  
[development.emea@wyndham.com](mailto:development.emea@wyndham.com)



