

APPROACHABLE

---

BY DESIGN

**WYNDHAM GRAND®**



## APPROACHABLE BY DESIGN

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At Wyndham Grand, we believe travel is the best way to enjoy a taste of the grand things in life.

Our warm and friendly staff is always here for you, ensuring you have a truly special stay. With premium services and custom amenities, as well as sophisticated architectural design, we offer our guests an artfully appointed, distinctively approachable experience.

When you stay with us, we make it easy to get away from the everyday—so you can embrace the extraordinary.



## OUR VOICE

Our voice reflects our mission to provide guests with elevated, yet understated, service and amenities. We are personable yet polished.

At every touch point, our goal is to pamper, serve, and build a close rapport with our guests.

## APPROACHABLE

**HEAD:** how you think

## DISTINCTIVE

**HEART:** how you feel

## MOMENTS

**HAND:** what we deliver

# THE GUEST

Wyndham Grand is the brand for modern travelers who want an inspired experience that is smartly tailored, friendly, and approachable.



# THE PROPERTY



## OPPORTUNITY

Managed & Franchised



## TYPE

New Construction &  
Historic Conversion



## GUESTS

Affluent Business & Leisure Travelers



## CATEGORY

Upper-Upscale



## LOCATION

Urban & Resort



## GEOGRAPHY

Global



## ROOMS

150-1,500



## AMENITIES (typical)

- Multiple F&B Outlets
- Flexible Meeting Spaces
  - Premium Finishes
- Variety of Leisure Amenities relevant to each location



## REDEFINING SOPHISTICATION

Wyndham Grand doesn't just sit at the pinnacle of the Wyndham family—it stands out as a best-in-class hospitality brand, thanks to its approachable take on great design. It is a unique option for people who are willing to pay for a premium, personalized hospitality experience and look for brands they can trust when traveling to local and global destinations.

From new construction in key markets to historic properties with iconic presence, Wyndham Grand offers a welcoming yet refined service culture. Coupled with the high brand awareness of the Wyndham name and the scale of the world's largest hotel company,\* Wyndham Grand gives owners a powerful advantage in the competitive upper-upscale marketplace.



## A POWERFUL PARTNERSHIP

We will work to help translate this equity into revenue by working closely with owners with focused attention and best-in-class resources that help realize the full potential of the brand and properties. Owners have the commitment and support of a world-class hospitality organization and experienced team as well as access to services designed to help optimize the business, including:

- Strategic sourcing
- Global sales organization
- Revenue management
- Marketing and distribution services
- Brand operations support
- Best-in-class training
- Participation in Wyndham Rewards® loyalty program, ranked one of the Best Travel Rewards Hotel Programs by U.S. News and World Report.<sup>1</sup>

We're invested in keeping our name relevant and meaningful to guests. And, as an owner of a Wyndham-associated property, you'll reap the benefits of our portfolio and reputation growth.

Wyndham Grand leverages the strong brand equity of Wyndham Hotels & Resorts, the world's largest and most diverse hotel franchise company<sup>2</sup> that includes over 8,500 properties.



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This is a personable yet polished experience for today's generation that offers spectacular locales, striking architecture and design, and intuitive service—with a unique degree of personalization.



# 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 program to keep guests happy, comfortable, and eager to return to our brands and our properties.

**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, a 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 customers, more brand loyalty, and more award-winning hospitality.

# WYNDHAM GRAND®

WYNDHAM  
HOTELS & RESORTS

WYNDHAM  
GARDEN

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LA QUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn

RAMADA  
WORLDWIDE

BAYMONT  
INN & SUITES

MICROTEL  
BY WYNDHAM

Days Inn

Signia  
BY WYNDHAM

Howard Johnson

Travelodge

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