

A man and a woman are smiling and taking a selfie with a smartphone. The man is holding the phone high in the air. They are standing in front of a large Ferris wheel, which is slightly out of focus. The background is a clear sky. The overall mood is happy and adventurous.

RAMADA[®]
BY WYNDHAM

SAMPLE
THE
WORLD



SAMPLE

THE

WORLD

At **RAMADA BY WYNDHAM**, we are passionate about delivering a caring, thoughtful experience, allowing you to feel at ease when traveling.

Whether your journey might take you to the edges of the earth or simply to the edge of town, you'll experience the same attentive service and signature pops-of-red design no matter where you are staying.

We welcome you to join our global community and sample the world with **RAMADA**.

OUR VOICE

Our brand voice is caring and attentive, offering the comfort of the familiar anywhere in the world. With our global footprint, we pride ourselves in bringing people and communities together.

HEAD: **HOW YOU THINK**

P A S S I O N A T E

HEART: **HOW YOU FEEL**

G L O B A L

HAND: **WHAT WE DELIVER**

A M B A S S A D O R



THE GUEST

RAMADA IS THE BRAND FOR TRAVELERS AROUND THE WORLD WHO ENJOY A BETTER EXPERIENCE AND ARE WILLING TO PAY FOR IT. THEY APPRECIATE A GOOD DEAL AND DEDICATE THE TIME AND RESOURCES TO RESEARCH AND PLAN THEIR TRIP.

THE PROPERTY



TYPE
New Construction & Conversion



GUESTS
Affluent yet practical business & leisure travelers



CATEGORY
Mid- & Upper-Midscale



LOCATION
Urban, Suburban, & Airport



GEOGRAPHY
Global



ROOMS
100–500



- AMENITIES (typical)**
- Flexible build-outs, including full-service or à la carte F&B
 - Meeting room and/or banquet facility
 - Business center
 - Fitness room
 - Complimentary high-speed internet



RECOGNIZED AROUND THE WORLD

RAMADA IS AN ICONIC BRAND THAT HAS BEEN SERVING BUSINESS AND LEISURE TRAVELERS AROUND THE WORLD SINCE 1954. COMBINING AN IMPRESSIVE GLOBAL FOOTPRINT WITH STRONG BRAND AWARENESS, **RAMADA** IS AN IMPORTANT MEMBER OF THE WYNDHAM REWARDS® FAMILY. OWNERS RECEIVE THE DEDICATED SUPPORT OF THE WORLD'S LARGEST AND MOST DIVERSE HOTEL COMPANY*, WITH THE FLEXIBILITY TO ENHANCE A GREAT BRAND EXPERIENCE WITH THEIR OWN LOCAL FLAIR.

GUESTS WHO STAY WITH RAMADA ARE WILLING TO PAY FOR A BETTER EXPERIENCE, making the brand an attractive midscale option.

Additionally, because of its global footprint, **RAMADA** allows guests to experience local communities in depth around the world.

A POWERFUL PARTNERSHIP

RAMADA IS THE BRAND WITH THE LARGEST GLOBAL FOOTPRINT IN WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY² THAT INCLUDES OVER 8,500 PROPERTIES.

WE COMBINE THE SUPPORT OF A WORLD-CLASS HOSPITALITY ORGANIZATION with a flexibility designed to meet the needs of entrepreneurial owners.

Owners have full access to an experienced team as well as several in-depth 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*.¹

Wyndham Hotels & Resorts partners with our owners to leverage **RAMADA WORLDWIDE**'s high brand awareness and clear brand focus to enhance brand equity and attract the next generation of travelers. Owners can also take advantage of distribution and scale opportunities in a way that suits their investment in the brand and the growth of their business.



SAMPLE THE WORLD

WITH A WORLDWIDE PORTFOLIO AND RECOGNIZABLE BRAND NAME, RAMADA ALLOWS GUESTS TO “SAMPLE THE WORLD” EVERY DAY. THE BRAND’S SIGNATURE TOUCH POINTS INCLUDE THE POPS-OF-RED DESIGN, FRIENDLY SERVICE, AND FLEXIBLE FOOD & BEVERAGE OPTIONS.



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.

RAMADA®

BY WYNDHAM

WYNDHAM
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendos

DAZZLER

WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA

BAYMONT

MICRÔTEL
BY WYNDHAM

Days Inn

Super 8

Howard Johnson

Travelodge

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