



RAMADA  
**encore**  
BY WYNDHAM



refreshingly  
different



more  
like it.



From business trips where the agenda is jam packed, to leisure breaks where every minute counts, at Ramada Encore by Wyndham we think of what's next so guests don't have to.

That's because there is always the next thing. The train to catch. The call to make. The meal to enjoy. The selfie to send. Our functional design and helpful staff provide travellers with time and space for each step on their journey. A friendly welcome on arrival. Nice surprises during their stay. Guests will feel the difference as they head home.

**relax. refresh. connect.**

**Ramada Encore by Wyndham...** more like it.



# our voice

Our voice echoes our guests' lives – busy, engaging and exciting. Therefore, they are looking to us for efficiency, simplicity and consistency. So, we should reflect that in our tone – we want to be understood by our guests quickly and easily.





**Head**  
how we think:

**Heart**  
how we feel:

**Hand**  
how we act:

**fresh**  
**approachable**  
**vibrant**

# the guest

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Ramada Encore by Wyndham is a place for busy people who crave efficiency and simplicity. Our guests are business travellers, weekend breakers and day trippers. They have meetings to go to, places to visit and sights to see. We make their time with us relaxing and refreshing, so they where they are going, ready to be at their best.





# the hotel



## TYPE

New construction and conversion



## GUESTS

Practical business & leisure travellers



## CATEGORY

Midscale



## LOCATION

Urban, Suburban & Airport



## GEOGRAPHY

Global



## ROOMS

90-300



## AMENITIES

- Signature, open plan & flexible lobby space
- Central multi-function island bar
- Zones available for guests to use for business, social or leisure
- Fresh, modern guestrooms and bathrooms

# a brand with staying power

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Ramada Encore by Wyndham was created for business and leisure travellers looking for a great value, simple and smart hotel.

This vibrant and sophisticated hotel brand appeals to the guests of tomorrow by offering modern and well designed accommodation, fused with our signature lounge, bar and restaurant concept where you can connect with friends and colleagues, both online and offline.

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**The bright, modern colours of Ramada Encore by Wyndham hotels provide a refreshing, enjoyable and vibrant environment.**





# together, we make hotel travel possible for all

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We are champions of the everyday traveller. Our iconic hotel brands make it possible for people to have great experiences – and real value – at every possible price point. So wherever people travel, no matter their income, no matter their circumstances, there will be a Wyndham there to welcome them. To that end, we've designed our hotels and our industry leading rewards program to be simple, generous, and attainable.

**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're reimagining hotels that generations grew up with and creating new experiences that everyday travellers value.

**And they come back, time and again, because we're generous** – each of our hotels offers priceless hospitality through a welcoming atmosphere, and the little details that deliver personalised experiences that make it feel like home.

**Whether guests are bringing their family together or on essential travel for business**, making hotel travel possible for everyone is the key to our success story. It's the sum of the experiences we offer that powers the growth of our portfolio. Together, we will strive to deliver more revenue, more guests, more brand loyalty, and more award-winning hospitality.

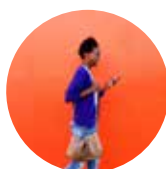






# more like it

More is something that you feel. More time, more space, more flexibility. That's why our experience provides guests with time and space for each step of their journey. A friendly welcome on arrival. Nice surprises during their stay. Feeling the difference as they head home. That's more like it.





# together, lets build a great business by redefining hospitality

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## **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.







# WYNDHAM

HOTELS & RESORTS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn

RAMADA

RAMADA  
encore

BAYMONT

MICROTEL  
BY WYNDHAM

Days Inn

Super  
8

Howard Johnson

Travelodge

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