

POWERED


BY THE

CITY

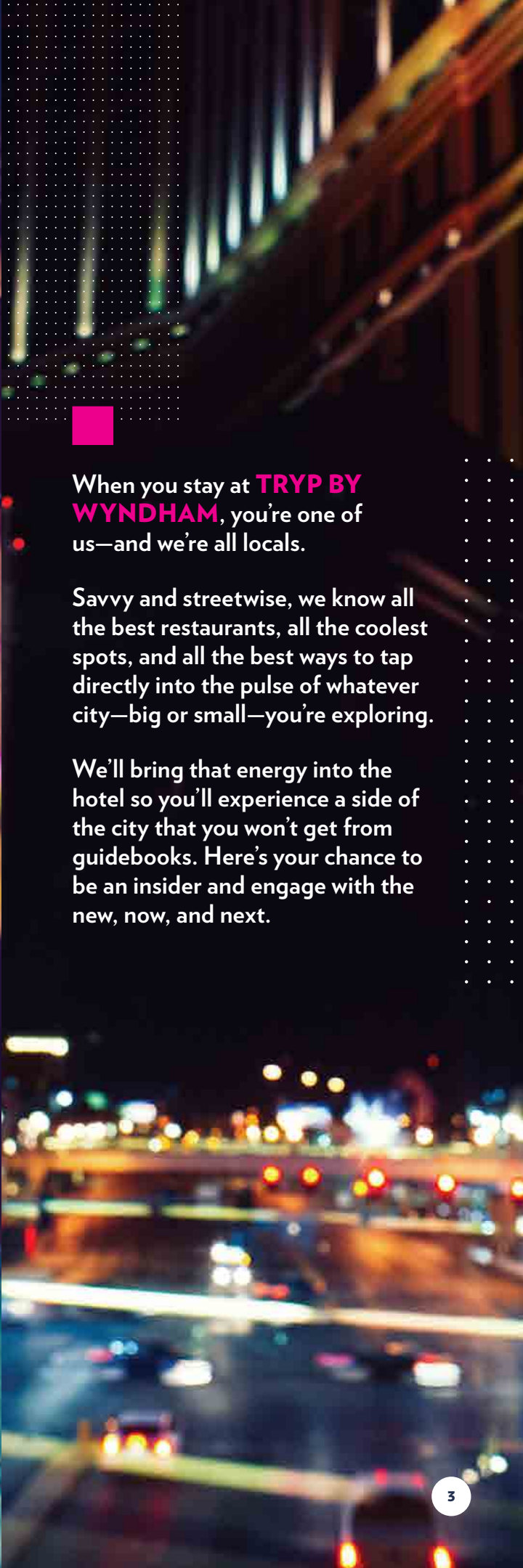
TRYP

BY WYNDHAM





# POWERED BY THE CITY



When you stay at **TRYP BY WYNDHAM**, you're one of us—and we're all locals.

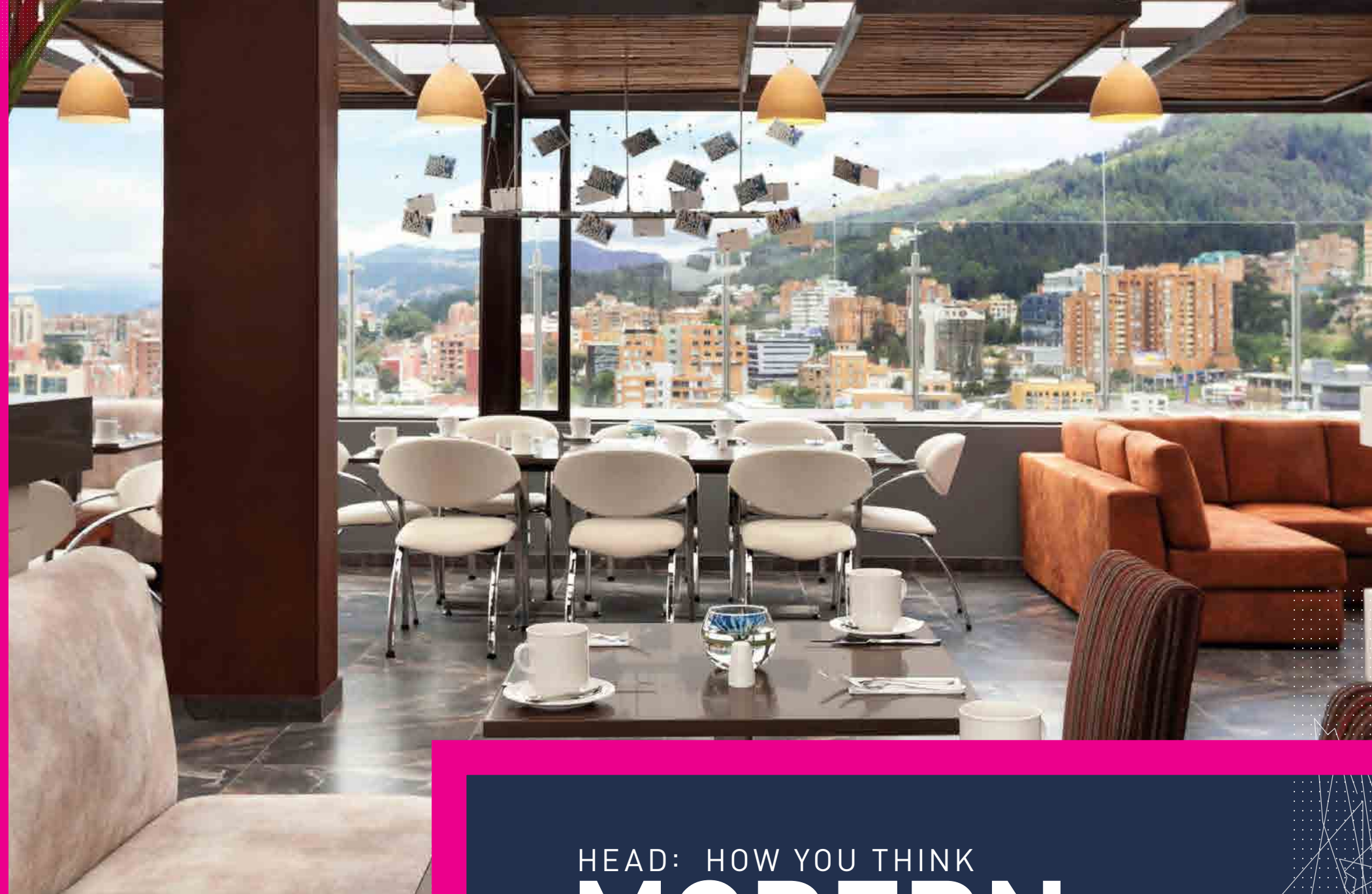
Savvy and streetwise, we know all the best restaurants, all the coolest spots, and all the best ways to tap directly into the pulse of whatever city—big or small—you're exploring.

We'll bring that energy into the hotel so you'll experience a side of the city that you won't get from guidebooks. Here's your chance to be an insider and engage with the new, now, and next.



# OUR VOICE

We're always on, channeling the energy and pulse of a city by offering our guests insider tips and recommendations in an approachable way.



HEAD: HOW YOU THINK

# MODERN

HEART: HOW YOU FEEL

# SAVVY

HAND: WHAT WE DELIVER

# EXPLORATION



# THE GUEST

**TRYP BY WYNDHAM** IS THE BRAND FOR TRAVELERS WHO ARE YOUNG AT HEART AND WANT THE INSIDE SCOOP ON A CITY. THEY HAVE AN ENERGETIC LIFESTYLE AND ARE PASSIONATE ABOUT UNCOVERING UNIQUE LOCAL FLAVORS OFTEN FOUND OFF THE BEATEN TRACK.

# THE PROPERTY



## OPPORTUNITY

Managed and Franchised



## TYPE

New Construction & Conversion



## GUESTS

Urban explorers



## CATEGORY

Upper-Midscale



## LOCATION

Urban, City Center



## GEOGRAPHY

Global



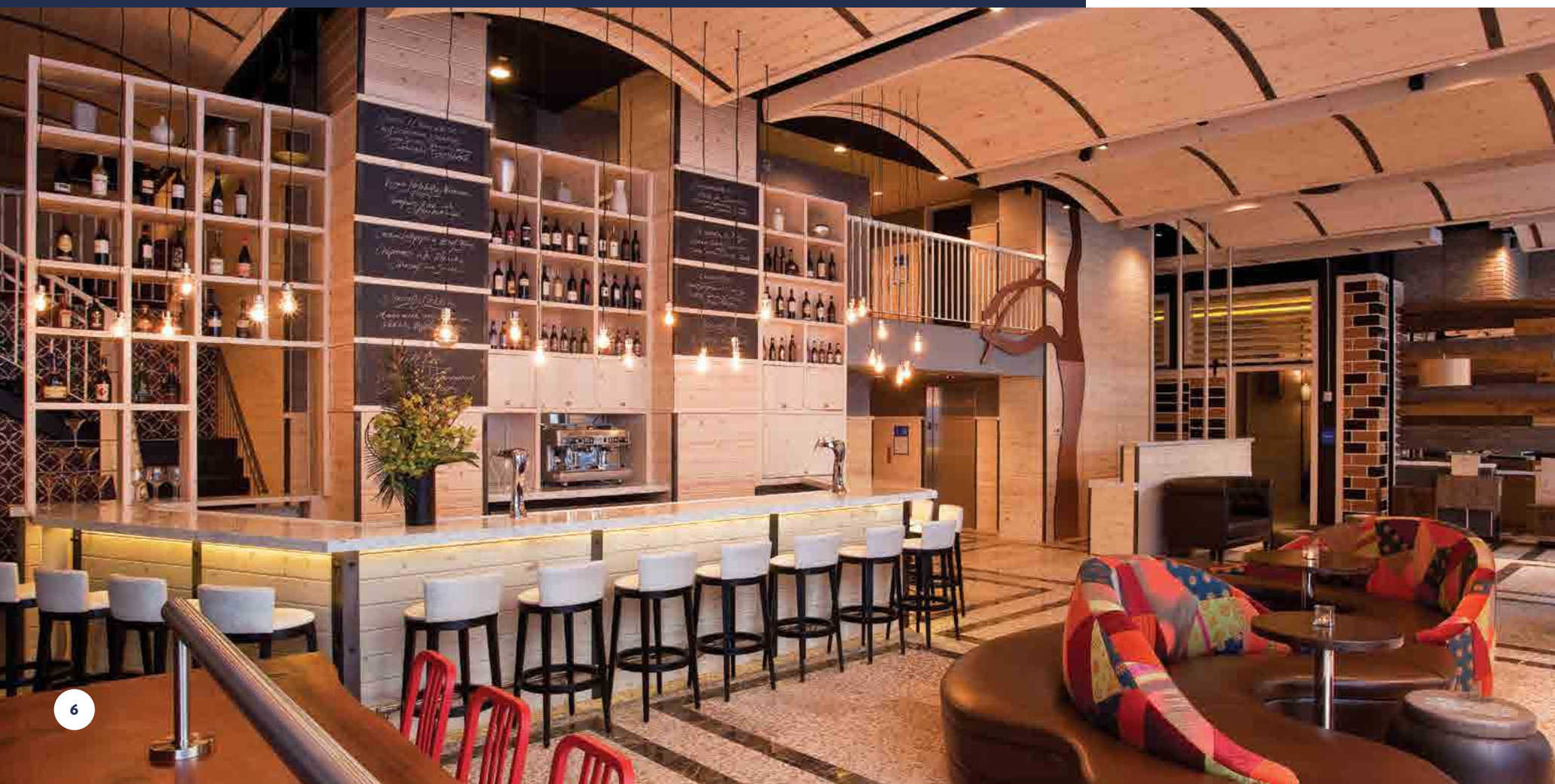
## ROOMS

120-400



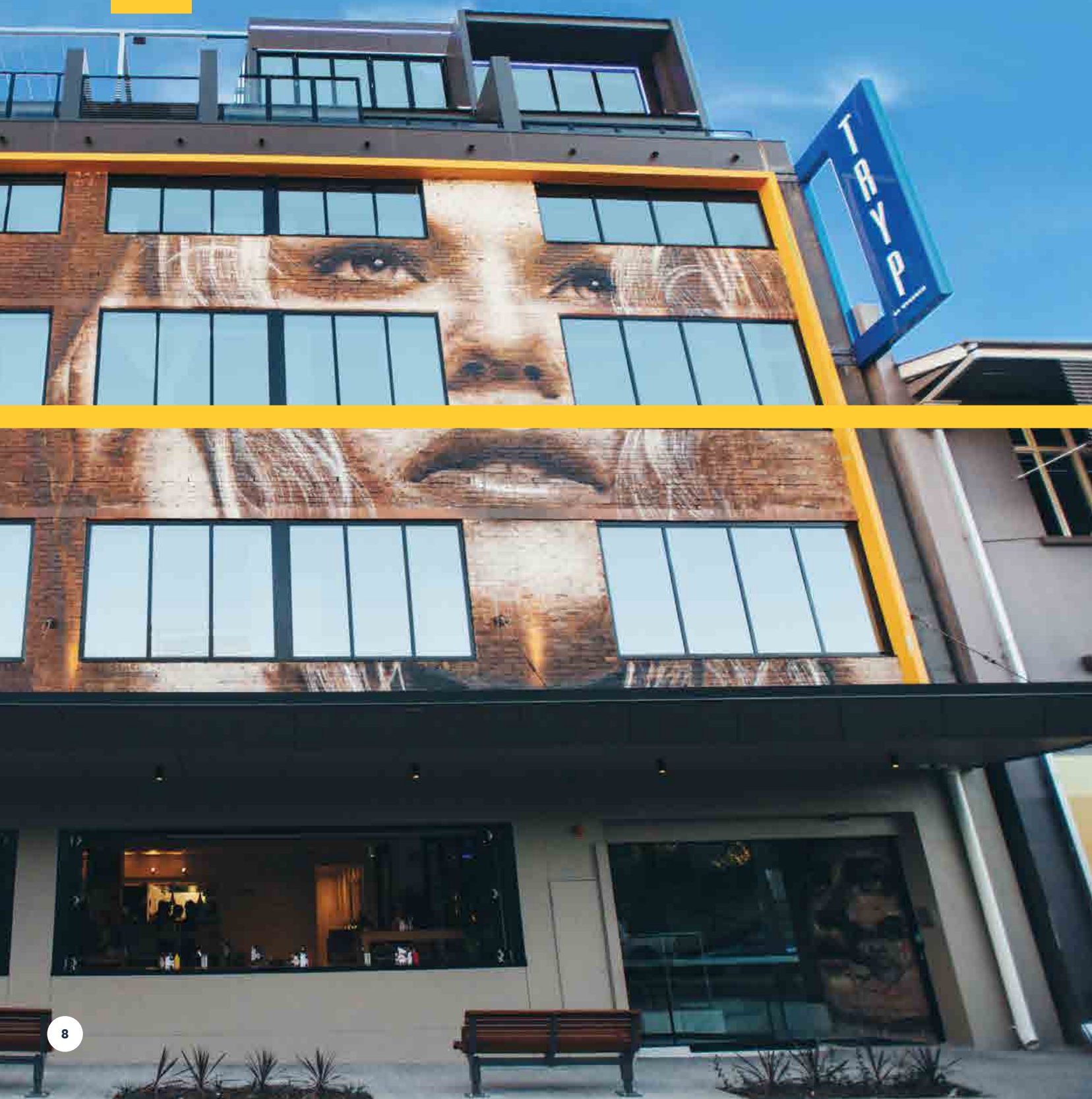
## AMENITIES (typical)

- Social lobbies with bar
- Healthy breakfast buffet
- Signature Premium, Family, and Fitness guest rooms





# THE BETTER WAY TO STAY IN THE CITY



**TRYP BY WYNDHAM** HAS A STRONG GLOBAL FOOTPRINT AND CONTINUES TO ATTRACT MORE INTEREST WITH BOTH NEW AND CONVERSION PROPERTY OWNERS. WYNDHAM HOTELS & RESORTS GIVES OWNERS THE PLAYBOOK THAT INCLUDES A SUCCESSFUL FOUNDATION OF BRAND-DEFINING ELEMENTS, BUT OWNERS ALSO HAVE THE INDEPENDENCE AND FLEXIBILITY TO PUT THEIR OWN URBAN TWIST ON THE BRAND SO PROPERTIES CAN REFLECT THE LIFESTYLE OF THEIR UNIQUE LOCATION.

**LODGING IN URBAN MARKETS IS CURRENTLY EXPERIENCING HIGH DEMAND**, yet the options are generally more expensive—and more so for a lifestyle brand. **TRYP BY WYNDHAM** is a good counterpoint, offering

an affordable lifestyle experience with the strength of the Wyndham name behind it—which customers value highly. **TRYP** is growing in a smart, targeted, strategic way intent on maintaining the brand's quality.

# A POWERFUL PARTNERSHIP

**TRYP BY WYNDHAM** 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.

**WE HELP TRANSLATE THIS EQUITY INTO REVENUE** by working closely with owners with focused attention and best-in-class resources to help realize the full potential of the brand and properties.

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*.<sup>1</sup>

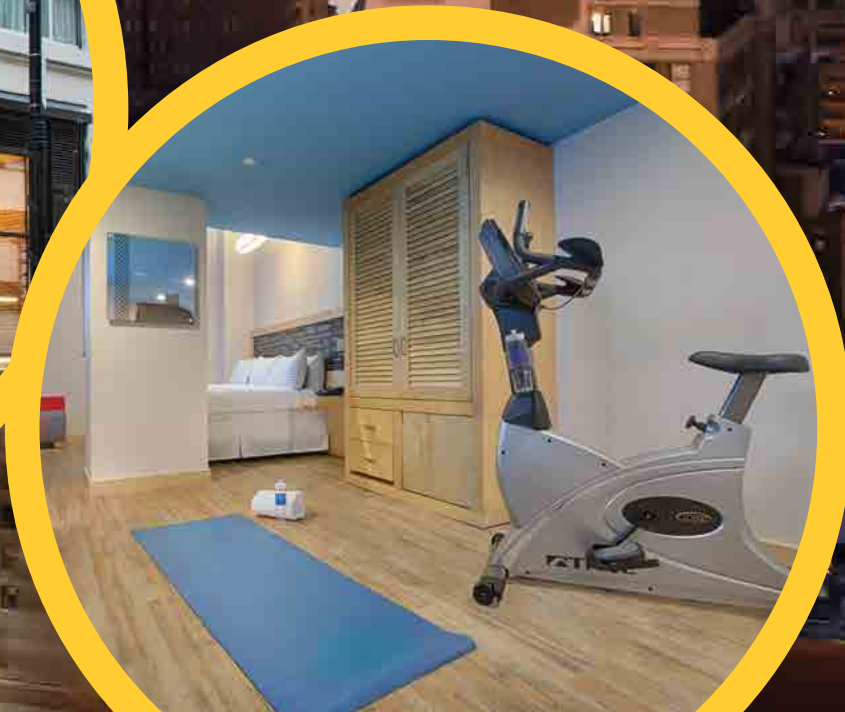
We're invested in keeping our name relevant and meaningful to guests. And, as an owner of a Wyndham-associated property, you'll reap the benefits.

<sup>1</sup> U.S. News & World Report, a Best Hotel Rewards Program, 2017-18  
<sup>2</sup> Based on number of hotels



# POWERED BY THE CITY

DESIGNED FOR THE MODERN URBAN TRAVELER, **TRYP BY WYNDHAM** OFFERS ACCOMMODATIONS SUITED FOR DIFFERENT NEEDS: THE PREMIUM ROOM, ENGINEERED FOR BUSINESS TRAVELERS; THE FITNESS ROOM, EQUIPPED WITH EXERCISE MACHINES AND A COMPLIMENTARY FITNESS KIT; AND THE FAMILY ROOM, COMPLETE WITH BUNK BEDS FOR KIDS AND A LARGER BED FOR PARENTS.





A modern hotel room with a blue ceiling, wooden furniture, and a red ottoman. The room features a large window, a desk, and a bed. The text is overlaid on the image.

# 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**  
HOTELS & RESORTS

WYNDHAM GRAND

**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**

 **Super 8**

 **Howard Johnson**

 **Travelodge**

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