

HOTEL RECOVERY PLAYBOOK
EUROPE, MIDDLE EAST, EURASIA & AFRICA



A GUIDE TO
**Accelerating Your Business in
the Wake of COVID-19**



A MESSAGE FROM DIMITRIS MANIKIS:

The devastating COVID-19 pandemic has forced our industry and hoteliers like you to take on challenges unlike any we've ever faced before.

You and your teams make travel possible for all – and because of that, our team at Wyndham Hotels & Resorts is focused on helping you navigate these obstacles to ensure you are well positioned for long-term success.

We hope you'll find some useful insights in this guide as travel recovers and you continue to welcome guests through your doors.

Thank you for all that you do.

Dimitris Manikis
President EMEA, Wyndham Hotels & Resorts

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Marketing Your Hotel Into Recovery

We're here to support your success:

Day-to-Day Questions:

Your operations representative is just an email away, contact Operations.EMEA@wyndham.com

Development Opportunities:

WHRDevelopmentEMEA.com

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Hotels will need a clean bill of health to earn guest business

As travellers look to get back on the road, they're counting on hotels to ensure their safety

Following months of quarantining and self-isolation, travellers are itching to get back on the road. It likely comes as no surprise that a recent Destination Analysts survey found 70% of travellers miss travelling.¹ But with lingering doubts about their safety, the question is when will travellers again feel confident doing so? Insight from Phocuswright found that leisure travellers will feel comfortable travelling once they see a reduced risk of infection, lower restrictions on travel, and full access to hotels, restaurants and destination attractions.²

Even when that happens, new health safety and cleanliness standards will apply to instill the necessary confidence in travellers. With hygiene and safety front of mind, Wyndham recently launched Count on Us, an enhanced hygiene initiative. Hotels adopting Count on Us protocols will build confidence among guests and their teams to successfully welcome back travellers in the wake of COVID-19.

¹ Destination Analysts' Coronavirus Travel Sentiment Index Report, Key Findings, Week of April 20th, 2020 (slide 12).

² Phocuswright, Inc. - Fast Facts: Traveler Sentiment in the Age of COVID-19, Phocuswire, April 23, 2020; Phocuswright (Slide 27)

“We want guests to know they can ‘Count on Us’ and that their safety, their health, and their well-being is what matters most. It’s about providing comfort and also peace of mind when guests stay with us. These are the measures that will set our hotel partners in EMEA apart as we prepare to welcome back travellers together when the time is right.”

- Dimitris Manikis
President EMEA, Wyndham
Hotels & Resorts

Implementing a comprehensive health, safety and cleanliness programme

Operating in a pandemic environment will require previously unseen attention to details and new protocols. Foremost, hotels need to focus on the health and safety of guests and staff more than ever before.

As part of the Count on Us initiative, Wyndham has developed a series of protocols and guidelines to help hotel partners meet new health and safety challenges presented by COVID-19. These address enhanced hotel cleaning practices, social interactions and workplace procedures and are complemented by virtual training courses for hotel teams. Wyndham also developed a unique “Hygiene Hero” programme to ensure each hotel has a champion to promote the adoption of Count on Us protocols.

Hotels across EMEA have access to Wyndham’s network of trusted suppliers to source high-demand health essentials. Wyndham is also leveraging its long-standing partnership with hygiene expert Ecolab to ensure the consistent use of leading disinfectants across all EMEA hotels.

The Count on Us corporate protocols in EMEA have been recognised by the World Travel and Tourism Council with the Safe Travel stamp, designed to help rebuild consumer confidence worldwide and confirming global expectations from the World Health Organization.

Wyndham has also partnered with global inspection company SGS to help hotels gain a third-party certification to demonstrate the correct execution of the Count on Us protocols at their properties. Adding an expert and independent certification will be particularly important to attract corporate business as well as demand for meetings, incentives, conferences, and exhibitions.

According to GlobalData, “Travellers will stick to what they know best and become more sensitive towards factors such as hygiene and familiarity. Bigger brands will be more likely to convince consumers that they can offer this over independent hotels.”

³ Global Data, Coronavirus (COVID-19) Sector Impact: Lodging – Travel & Tourism Vol. 9; slides 8, 12

“The importance of building trust and instilling confidence is key. Over the past months, we have listened to consumers, sales business partners and our own Wyndham Rewards loyal members in the region. Their consistent feedback overwhelmingly shows that guests and B2B travel buyers require assurance of detailed hygiene practices at a hotel level. Commitment must be visual and put into practice, whether it’s on marketing collateral, online booking channels, and physically at the hotel.” Mike Reilly, Vice President HR & Operations Support EMEA, Wyndham Hotels & Resorts.

70%
of travellers
miss
travelling¹



"Anyone going through this will be in a much better position to build confidence among guests, staff and be prepared to welcome them back. Count on Us doesn't only provide clear and logical methodologies but also reassurance on several areas put into practice."

- Nitin Sodhi
General Manager,
Ramada Encore by Wyndham Kathmandu Thamel

Health Safety & Cleanliness Guidance for Hotels

Carefully review orders, regulations and guidelines issued by local government and health departments to ensure compliance with those specific requirements. Hotels should also follow any brand standards, guidelines, and best practices shared from Wyndham related to enhanced cleanliness, for example:

TEAM MEMBER SAFETY & TRAINING

- ✓ Disinfect work stations between each shift.
- ✓ Fully train team members on all new procedures.
- ✓ Issue or make available face coverings and proper PPE (personal protective equipment) to all team members.
- ✓ Train team members on a brief safety speech to articulate the hotels health and safety measures to guests.
- ✓ Encourage all employees to wash their hands after each interaction with guests.

GUEST EXPERIENCE

- ✓ Inform your guests about your hotel's measures prior to their arrivals, to set their expectations.
- ✓ Prominently display and inform guests on the new and enhanced processes implemented for their well-being.
- ✓ Reduce the number of items in-room (such as pens, notepads, coffee maker) to reduce the number of surfaces to be cleaned between stays.
- ✓ Display appropriate Count on Us signage, which serves both to provide important health and safety information as well as reinforce the hotel's commitment to safety.

PREMISES USAGE

- ✓ Maintain reduced occupancy limits in public spaces, such as the fitness centre, dining areas and lifts.
- ✓ Enforce physical distancing measures in common spaces, including pools, meetings rooms, parking and at check-in. Use of some amenities may be restricted until local regulations permit.

For more details, please visit our resource guide on [MyPortal](#).

Beyond a Warm Welcome: Providing Peace of Mind

As guests start to return, it will be more important than ever to demonstrate your team's ongoing commitment to their safety and comfort

The face of your hotel is your team—but will they know what to say when faced with a slew of health safety questions they've never been asked before? As travel starts to pick up, it will be important that every team member is trained to confidently recite important elements of the property's health and safety measures. Not only does this show dedication on behalf of the hotel to doing everything possible to protect guests, it helps instill confidence in the guests that they made the right choice in your hotel.



Ongoing health and safety training must become a core part of your hotel's culture. Important elements of that training include:

- Education on coronavirus, hygiene measures and how to mitigate spread of the virus
- How to properly use disinfectants
- Changes to hotel amenities and processes

"It will be important for hotel employees to remain educated on up-to-date information on coronavirus and federal and local guidelines and mandates, as this situation is evolving daily," Jason Perry, president and CEO of emergency preparedness and crisis management firm Trident Shield told Hotel News Now.

Wyndham has provided checklists, videos, and many other resources as part of your required training programme.

Be prepared for FAQs

Hotel team members should expect and be prepared to answer a handful of common questions from guests. Wyndham's contact centre, which answers 14 million calls per year, shared some of the most common questions it has fielded from guests looking to book. Through your training efforts, the following information should be requisite for all staff:

- What measures is your hotel taking to enhance cleanliness standards?
- What should I expect in terms of housekeeping? How often will my room be cleaned? What will be cleaned, and how?
- Are you implementing new safety protocols? (Social distancing, etc.)
- Is the hotel still offering breakfast? Is it a hot breakfast?
- What amenities at the hotel will be open? (Pool, fitness centre, etc.)
- What kinds of products will be made available in the room? (Hand sanitiser, wipes, etc.)
- Are there any travel restrictions I should be aware of when I visit your hotel?
- What nearby attractions are open? Will I still have things to do?
- Can I still bring my pet with me to the hotel?
- Is your restaurant open and should I make a reservation?
- Do I need to bring my own face covering?
- Can I meet friends or colleagues at the hotel?
- Are you accepting cash payments?

You can find the Wyndham Count on Us Training and Resources Kit guide [here](#).

Visit [Wyndham University](#) to start your Count on Us training and access relevant resources.

If you have any questions about your Count on Us programme for hotel managers, housekeepers and staff, please reach out to your Wyndham operations representative. We're here to help, every step of the way.

"Great support. A well-planned course which provides a comprehensive approach and supports the management in setting their teams up for success."

- Funda B.
General Manager of Wyndham
Grand Istanbul Levent, Turkey.

A Laser Focus On Your Bottom Line

“Carefully managing finances is always good practice, but the challenges presented by COVID-19 mean hoteliers must be even more focused on their bottom line and closely target their decision making.” Janice Titchener, Vice President Finance and Business Support EMEA, Wyndham Hotels & Resorts.

Here are five industry best practices that will help to manage finances through the crisis:



1. FORECASTING

Knowing your projected occupancy and ADR is key. This helps you understand how much business you are likely to have in your restaurants and bars as well as allow you to identify and accurately purchase the right amount of products. Without solid forecasting, you are operating in the dark. Most general ledger platforms have forecasting modules, but a forecast can also be created simply using an excel spreadsheet.

Track key information so you can calculate per occupied room spends or per cover on your costs using past actual numbers, that way you can easily project these out for the next 3/6/9 months. Understanding the detail of even the smallest expenses in your P&L means you can then challenge if this is a valid expense and still required.

2. EMPLOYEE SCHEDULING

Wages are the single largest expense in a hotel operation, so it's absolutely essential that you assess your staffing needs based on the current forecasts. There are several software programmes on the market that can help calculate the correct hours to schedule based on standards that are set in the system. For example, one standard would be the number of minutes required to clean a room. Scheduling more staff than you actually need could have a significant impact on your bottom line so utilising productivity metrics is key.

3. SOURCING

It goes without saying that the supplies and products purchased for your hotel have a direct impact on your profit margins and cash flow. While it may initially seem like a cost-conscious move, avoid the urge to buy the cheapest products that you can find in the marketplace without first questioning their quality and source. Why? Because short-term savings could result in long-term profit erosion.

“Cheaper” consumer-grade items might not have the longevity or warranties of hotel-grade products, which could result in having to re-purchase those products sooner than anticipated and in greater volumes. As the world's largest hotel franchising company with more hotels

than any other, Wyndham's scale affords its strong buying power, allowing you to procure hotel-grade products at negotiated rates, protecting your long-term profit margin. A great example of this is our global relationship with Ecolab, where we have negotiated special pricing for hospitality grade products specifically selected to help your property in response to the global Coronavirus outbreak.

We have strong relationships with many different hospitality suppliers across EMEA, for further information, please refer to our Supplier Directory which can be found on MyPortal or contact EMEA Sourcing directly via email: Sourcing.EMEA@wyndham.com.

4. FIXED OVERHEADS

Ensure you have identified and applied for all available local government support. For big ticket items such as rent, rates, leases and loans, please contact your providers and discuss

payment holidays or negotiated deals. They would rather have you paying smaller amounts over a longer period of time, than not at all

5. CASH FLOW FORECASTS

Cash flow is the life-blood of all businesses so it's vital that you know what is likely to be coming in and when it needs to go out in order to make sure your business has enough to survive. There are many simple template's to be found on line for assisting you in this

and these could really make the difference, allowing you to easily identify when you must pay those key expenses, and how you could spread some others to give you breathing space.

Revenue-Boosting Rate Strategies for Today's Uncertain Times

With recessionary pressures but emerging signs of recovery, how do you set and manage rates?

Because of the uneven effects of the COVID-19 pandemic, recovery will vary by geography as markets reopen on different timetables. As a result, proactively managing inventory and rates will be extremely important.

As a hotelier, you most likely already apply common best practices to your rate and inventory management. For example:

- Reviewing rates daily and looking at the reservations that have been booked over the past 24 hours
- Analysing how far out guests are booking and ensuring your rate plans are set up correctly and distributed to the right channels
- Ensuring rate parity across those channels
- As a participating Wyndham Rewards property, you strive to have the member rate as the most favorable to encourage direct bookings.

While these practices still apply in the current market environment, even more careful attention must be paid during the unique circumstances of the pandemic recovery. Wyndham's Vice President of Commercial, EMEA, Julie White explains, "Subscribing to a hotel revenue management service can help ensure you're priced appropriately during the pandemic and beyond." On average, hotels taking part in Wyndham's Revenue Management Services have outperformed for occupancy, ADR, and RevPAR.

Wyndham franchisees who are interested in learning more should contact RevenueManagementEMEA@wyndham.com.



Adjusting Best Practices for a Changing Landscape

An economic downturn may create pressure to reduce rates, but history has shown benefit in resisting this pressure.

"We've all seen as an industry that dropping rates doesn't really help us," Julie White said. "It might have an immediate impact, but it certainly doesn't help us in the long term as we look to regain ADRs to previous heights."

In order to appropriately adjust your rates in the recovery environment, it helps to expand your competitor rate shopping. You might typically compare your rate against five or six hotels with similar amenities in your neighbourhood. However, the landscape has changed dramatically. Higher chain scales may

be lowering their rates in order to compete with lower chain scale hotels, making it imperative to look beyond your standard rate shop – whether that's outside of your tract or chain scale – to make sure you're pricing competitively.

Broadly, Wyndham Revenue Management Services has been recommending that hotels maintain their rate position comparative to the market. While it might seem counterintuitive, research is showing that, in this economy, discounts won't be what encourages guests to expedite their travel. Bear in mind that "holding rates" doesn't mean simply leaving things unchanged, instead, maintaining a healthy ADR index should be the focus. Thus, in markets with significant downward pressure on rates, hotels may need to follow suit. The key is determining the opportune moment to adjust rates. It's a very delicate balance, which Wyndham's Revenue Management Services team is working with individual hoteliers to address.

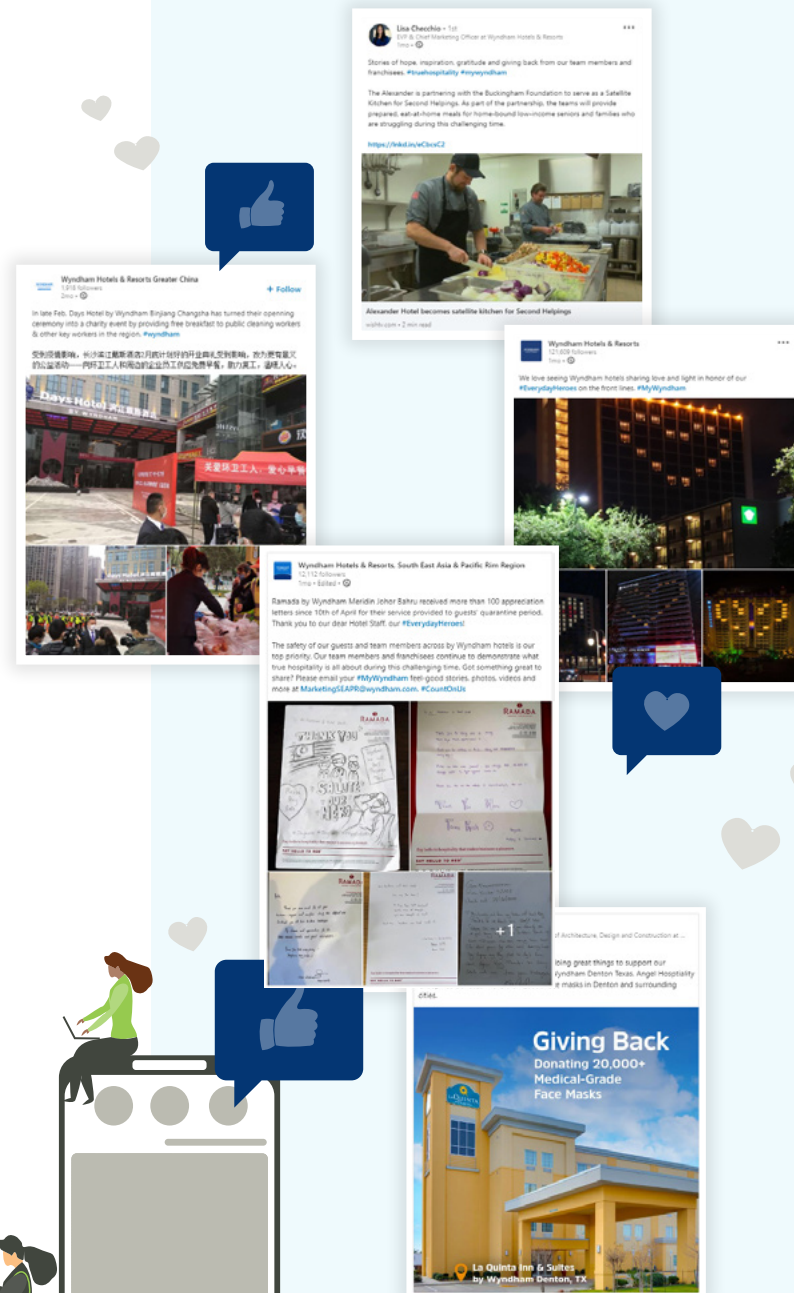
The Role of Essential Workers

With travelling essential workers playing a significant role in certain areas of the country, hotels should ensure they are capturing this business, if applicable. One way to encourage this is by offering a special rate for this segment of guests. This rate should be clearly promoted on your website and in other advertising channels. This not only shows you are open and welcoming business, but it serves as good PR, demonstrating your support of essential workers. It can also inspire people to support your hotel as you support the community.

Many Wyndham hotels have remained open through the pandemic, and a special rate plan that caters to and attracts this essential workforce has been helping to fill those open rooms. Importantly, how this segment impacts your hotel will depend on your individual market. Some regions have hotels at capacity because of essential workers, while other areas are less dependent on demand from this workforce. Your region will help dictate your strategy for essential workers, and a number of Wyndham branded hotels have been highly effective at capturing this market.

STORIES OF HOPE, INSPIRATION, GRATITUDE & GIVING BACK

from Wyndham team members & franchisees



Re-Emergence of the Leisure Segment

As markets move toward reopening, a number are showing spikes in short-term demand. Because progress in reopening will vary by country, and even regions within countries, it's vital to stay apprised of what plans and orders your country and region are issuing and laying out. You can also find useful insights and research from the [World Travel & Tourism Council here](#).

As restrictions ease and travel opens up to non-essential guests, hotels can expect pent up demand for leisure travel, even if just for small booking windows like a night or a weekend.

It's also likely that early demand for leisure travel will be very localised and typically based on destinations within driving or train distance, or possibly restricted to within countries.

Easing restrictions will also ultimately lead to the re-emergence of events, so keep an eye on the local events scene. For cancelled events, be sure you analyse the restrictions and ADRs you had in place for that timeframe and re-evaluate if you still need them or if you can adjust to normalise it. Along the same lines, stay on top of postponed events so you can manage yield for the rescheduled dates and capture the higher demand (and ADR) during highly compressed times. Rate shop the competition for these time frames and ensure you have the right rates and policies in place.

Stay the Course

While dropping the rate on unsold inventory may seem tempting as travel dates near, developing trends indicate you may not want to do so. We expect that demand is going to be very short-term for the foreseeable future, so watch and track the last-minute pickup. Dropping rates too early may not drive the incremental demand you would expect. Stay the course and remain competitive with your comp set, as this may still provide you the opportunity to capture last-minute demand.



The Business in your Own Community

The road to recovery travels through your local community

Local business has always been an integral part of hotel marketing, but with behavior shifting during the Coronavirus pandemic, we have to be more focused than ever on local opportunities.

"What this pandemic has done is really shine a light on the importance of sales basics: knowing who your customers are; connecting with local businesses; and leveraging the different

resources and tools available to you," Wyndham's Vice President of Commercial EMEA, Julie White explained. "Opportunities to attract local guests to your hotel can be found by connecting with local government authorities and businesses. Some entrepreneurial companies are actually growing in this new business environment and keen to book hotels for both meetings and staff accommodations."

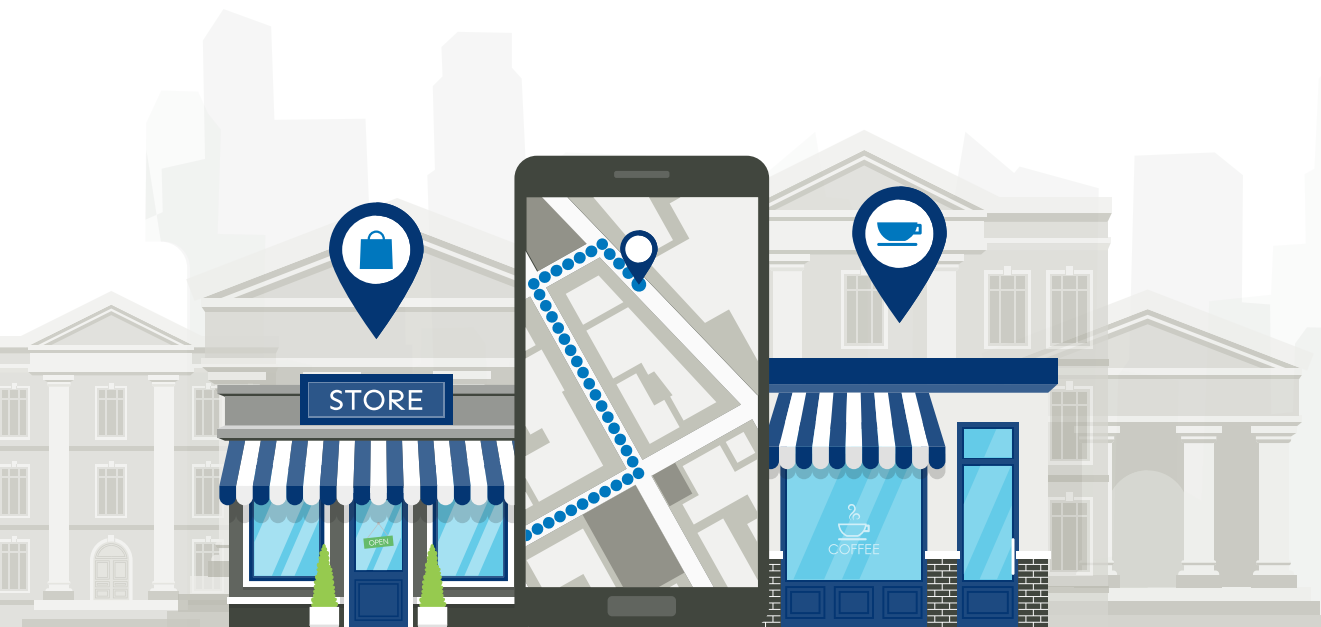
Sales Basics Part I: Everyone Sells

Sales basics at your hotel starts with the understanding that, regardless of title or position, each team member is ultimately in sales. That's because every interaction your team members have with clients or potential customers is a sales touchpoint.

Simple questions like, "What brings you to our hotel?" can help uncover new business prospects. On the surface, it sounds like little more than friendly service, but questions such as this may reveal why streams of travellers are looking for a place to stay in your market. Wyndham's "Everyone Sells" programme helps embed this notion in your hotel culture through a suite of interactive tools.

A group of 15 Wyndham hotels that took advantage of this simple sales approach over a three-month period uncovered more than \$1 million in new revenue opportunities.

Hotel staff at Wyndham branded properties can also earn up to 6% of the total booking by referring business to hotels in the Wyndham family through the [Everyone Sells Group Referrals programme](#).





PANDEMIC-RELATED OPPORTUNITIES

The pandemic has created new challenges that hotels can help solve in unique ways. Hotels near hospitals should work with the administrations to forge relationships. Patients and their families will need a place to rest, so be on a list of recommended hotels with the hospitals. Certain markets may also have an influx of emergency health workers at these hospitals that need lodging. Nearby boarding schools, college and universities are another example. As these institutions look to reopen, they might need to do so at reduced occupancy, but many aren't set up to provide single occupancy options at scale. Hotels nearby should contact the schools in case they're interested in expanding their student lodging inventory

Contact EMEA_Sales@wyndham.com at any time with questions, for additional information, or to discuss ways we can help drive group business to your hotel.

ONGOING OPPORTUNITIES

The fundamental mission of Convention and Visitors Bureaus (CVBs) and Destination Management companies (DMC) is to bring business to town. While they may not be able to follow through on this mission in the near term, take time to network and build a relationship with their meetings and events contact and demonstrate your vested interest in the success of the community. You will be first on their list when the business does return and they need a supportive hotel partner. In our efforts to support our hotels in this segment, we are running a Recovery MICE promotion with the ultimate focus to attract leads with flexible terms. We encourage you also to stay tuned with new trends in this segment and read more about Hybrid Events!

In this new event model, fewer attendees are present at your hotel but connected virtually to large audience anywhere around the world.

To further strengthen your commercial presence we encourage you work closely with Wyndham's Global Sales & National Sales Organisation on leisure, extended stays, airline and most importantly on the SME corporate segment. They are all key drivers to support revenue recovery.

Sales Basics Part III: Knowing the Competition

Local business isn't restricted to just knowing where to find opportunities, though. Knowing your community also includes knowing your competition.

Identify accounts staying with the competition and know what those competitors offer that you don't. Whether your hotel is full-service, select service, or economy, relationships are key in this business. Leveraging local relationships will ensure you get your share of this important local business, which is even more critical as travel has been more localised and regionalised through the pandemic. And the good news is that these local relationships will build and establish loyalty well beyond the pandemic and recovery.

Wyndham's Global Sales & National Sales Organisation, with over 100 sellers on 5 continents, drive over \$1 Billion annually. This dedicated team has expertise across all major market segments with a single point of contact for each global account. Our focus extends from small business to master agreements with Fortune 500 and other leading companies. Verticals span construction, manufacturing, energy, to technology, automotive and professional services.

To get in touch with Hotel Sales Services, email EMEA_Sales@wyndham.com.

Sales Basics Part II: Knowing Your Community

"Sales is about who you know, and who knows you," Julie added. "At the end of the day, people want to do business with people. And that's what sales is at its finest." Critical to scoring local business is simply knowing your community. Make sure you understand the business drivers in your domestic market and get to know the influencers that can impact where people stay.

Wyndham have established National Sales Service (NSS) in key markets to drive incremental revenue & room nights to hotels. The NSS identifies Transient & Group/MICE opportunities for participating hotels from clients in a variety of segments on a national level, thereby adding additional contribution and value to hotels affiliation to Wyndham Hotel & Resorts.

Marketing Your Hotel Into Recovery

As the industry pushes toward recovery, your marketing will need to be both nimble and informed

With lockdowns and social distancing driving an uptick in digital media usage, both at the consumer and business levels, it will likely mean a doubling down in the pre-COVID advertising budget shift from more traditional media to digital channels.¹

Even if you franchise with a brand, layering a local advertising budget on top of a brands centralised campaigns can be a smart way to improve your hotel's performance. Online advertising presents a number of advantages over traditional marketing channels, including precision targeting, measurable analytic data and lower overall costs. It also provides an opportunity to reach consumers in all stages of the purchasing funnel (ie. those just beginning to plan a trip vs. those ready to book).

This pandemic environment may call for a change to your hotel's digital marketing strategy, whether you're already heavily investing or just starting out. The key is understanding consumer trends and focusing on the right channel mix.

¹Source: <https://www.cnbc.com/2020/05/26/coronavirus-ad-shift-from-tv-to-digital-Will-speed-up-says-goldman.html>

TOP OF FUNNEL

PAID SEARCH

For Example:

Google AdWords

(Unbranded & Ancillary Paid Search)

INTENT TO TRAVEL

GOAL:

Guests have intent to travel, but don't know where yet. Your goal is to build awareness.

MID-FUNNEL

SPONSORED LISTINGS

For Example:

Google Property Promotion Ads

TripAdvisor (Sponsored Placements)

Expedia TravelAds

INTENT TO GO TO MARKET

GOAL:

Guests have intent to travel to your market, but don't know which hotel. Your goal is to get them to choose your hotel over your competitors.

LOWER-FUNNEL

RE MARKETING

For Example:

Display Re-Marketing

Paid Social Re-Marketing

INTENT TO GO TO HOTEL

GOAL:

Guests have intent to travel to your hotel. Your goal is to capture direct business and limit third-party costs.

Selecting the Right Mix

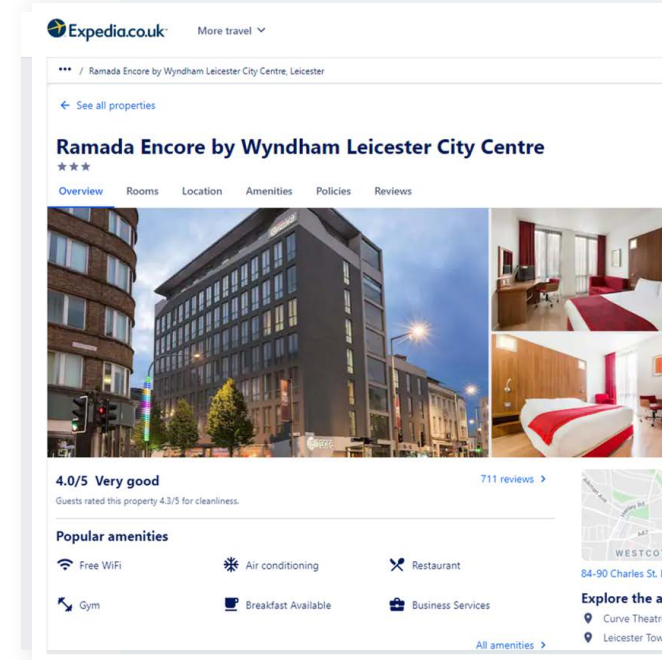
While your own ideal marketing mix should be driven by your hotel's unique needs, it's important to consider your channel mix and ensure you have the right balance of Online Travel Agency (OTA) bookings, as well as direct business. You should always ensure that your best rates are available on your direct channels whilst still capturing potential new customers who are shopping around on OTA websites.

We worked with two of the industry's largest OTAs, Booking.com and Expedia, to provide useful insights and actionable steps through Wyndham University. Click below to access the webinar recordings:

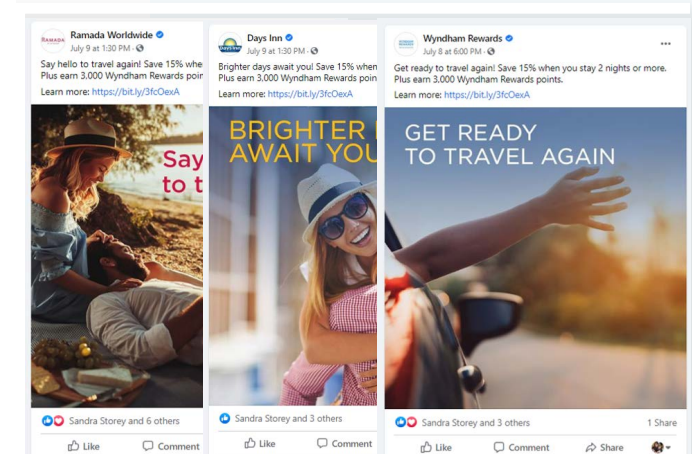
- [9 ways to maximise revenue on Booking.com post COVID-19](#)
- [How to find revenue opportunities in Booking.com Data](#)
- [9 ways to maximise sales on Expedia in a post COVID-19 world](#)
- [How to find revenue opportunities in Expedia Data](#)

Capturing Demand with Promotions

Promotions can help to drive additional bookings and generate incremental occupancy for your hotel. As you develop your revenue strategy throughout the recovery you can take advantage of local promotions, giving you the flexibility to adjust booking and stay windows based on your local market. You can also participate in brand-level promotions which are supported by marketing campaigns to provide exposure to targeted audiences. Find out more about the Travel Again Sale [here](#).



OTA



EMEA PROMOTIONS

Using Trends as a Guide

Taking advantage of the efficiencies of digital advertising requires understanding current trends in the marketplace – the kinds of trends that Wyndham incorporates to strategically manage the digital marketing spend at a brand level. To help us better understand the preferences of our travelling audience, we recently conducted a survey with our Wyndham Rewards database and gathered insights from over 6,000 respondents.

It was great to see that our members are still loyal to Wyndham hotels; once they are ready to travel their first choice would be Wyndham Rewards participating hotels, followed by other branded hotels.

We also learned that a safety and hygiene certification was the number one priority for guests as they decide where to stay. That's why we aim to include our Count on Us messaging on all digital marketing campaigns.

As travel rebounds, trends also indicate that weekend leisure travel has started to pick up, especially in beach and resort destinations. Interestingly, we've seen the volume of same-day/next-day searches increase significantly. At the same time, we're also seeing demand starting to surge much further out in the future (90+ days) as a counterbalance.

Keep in mind, it's unlikely your marketing will change current consumer sentiment, such as reluctance towards flying, so using trends to guide your digital channel mix and target audiences can help capture demand that exists in your market. Tools like Google Trends offer a simple way to evaluate customer intent in your local area.



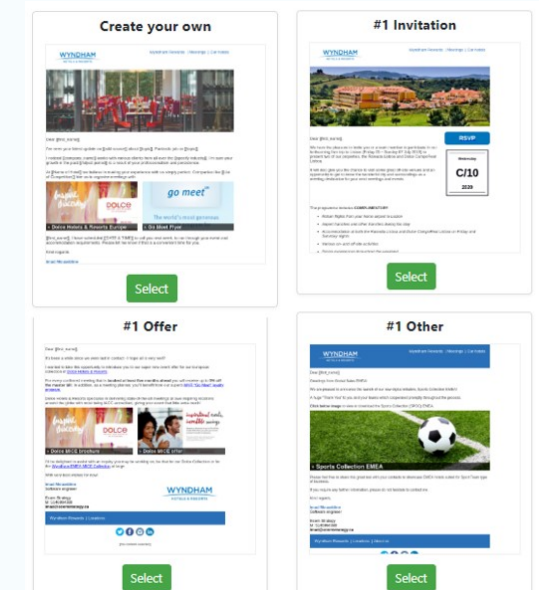
Necessary Precautions

Protecting your good name means not only paying close attention to your messaging, but to the content surrounding your advertising. This requires a tactful approach to your creative messaging and to your channel execution, taking caution with display and paid social so that you don't appear insensitive or tone deaf. It's important to keep in mind that lower and mid-funnel channels reach a travel audience with declared intent to travel. This minimises the risk of negatively impacting consumer sentiment by reaching a consumer that is not in-market for travel at this time.

As long as you're mindful of your campaigns, those who can make the investment have a unique opportunity to strategically fuel business while competition remains relatively low. Even as your competitors start to reinvest, it may likely be some time before they are back to pre-COVID ad spending. By paying attention to your market travel trends and finding the right channels to meet your hotel's goals, you can drive new business as well as increase direct booking share through digital advertising.

UpMail is here to help.

For B2B marketing communications, Wyndham has partnered with UpMail, a digital communication agency. UpMail can help to supercharge your B2B sales communications with engaging email formats that resonate with travel bookers. Reach out to Global Sales via email EMEA_Sales@wyndham.com to learn more about Upmail.





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