

WYNDHAM

HOTELS & RESORTS

MADRID LISBON
BRUSSELS LONDON
BERLIN MUNICH
ISTANBUL TBILISI
MOSCOW ADDIS ABABA
MILAN DOHA RIYADH
BARCELONA TUNIS
DELHI KARACHI
ATHENS TASHKENT
MUMBAI DUBAI
BAKU VIENNA

FOR ANY LOCATION
FOR EVERY TRAVELLER

DEVELOPMENT BROCHURE

We are the largest hotel franchising company in the world, and a leading provider of hotel management services.

With 20 brands and approximately 9,300 hotels in almost 90 countries, no one welcomes the world like we do.



WYNDHAM GRAND MANAMA
BAHRAIN



We Build Powerful Brands

Approx 9,300 hotels
90 countries | 20 global brands

We have more hotels
than any other hotel
company.

Wyndham opens nearly
two hotels every day
across the world.

DISTINCTIVE



WYNDHAM GRAND[®]


REGISTRY
COLLECTION HOTELS

UPSCALE



WYNDHAM[®]


DOLCE
HOTELS AND RESORTS[®]
BY WYNDHAM

LIFESTYLE



TRADEMARK
COLLECTION BY WYNDHAM


TRYP
BY WYNDHAM

MIDSCALE



 WYNDHAM
GARDEN[®]

RAMADA[®]
BY WYNDHAM


LAQUINTA[®]
BY WYNDHAM

 RAMADA
encore
BY WYNDHAM


Howard Johnson[®]
BY WYNDHAM

VALUE




Days Inn[®]
BY WYNDHAM


Super
8[®]
BY WYNDHAM

EXTENDED
STAY




HAWTHORN[®]
SUITES BY WYNDHAM

Approx

9,300



Hotels

More than

81 Million



Wyndham Rewards Members

More than

831,000+



Rooms

Approx

90



Countries

20



Brands



COMWELL AARHUS DOLCE BY WYNDHAM
DENMARK



TRYP BY WYNDHAM ANKARA
TURKEY



DOLCE BY WYNDHAM ATHENS ATTICA RIVIERA
GREECE

A great stay is closer than you think

At Wyndham we are confident in the strength and resilience of our business and remain focused on delivering exceptional value to our hotel owners, shareholders and the guests visiting our hotels.

We make
hotel travel
possible
for all



WYNDHAM GARDEN ASTANA
KAZAKHSTAN

Wherever people go, Wyndham
will be there to welcome them.

As the leader in midscale and value
hotels, our name is synonymous
with democratising hotel travel for
all people.



WYNDHAM GRAND ISTANBUL LEVENT
TURKEY

Global Development Pipeline

1,500
New Hotels

70%
New Constructions

193,000
New Rooms

57%
International Pipeline





SUPER 8 BY WYNDHAM OBERHAUSEN
GERMANY



WYNDHAM ANKARA
TURKEY

Best in class technology



RAMADA BY WYNDHAM ISTANBUL ALIBEYKÖY
TURKEY

With our integrated technology program, we streamline the management and operations of your hotel.

- Seamlessly connected to a wide network of distribution channels – enhancing RevPAR performance
- Collaboration with leading technology companies – providing integrated PMS, RMS, and CRS systems
- Fully responsive sites and optimized for SEO – driving strong conversion rates and direct bookings

Integrated & targeted marketing support

Using a comprehensive approach, our integrated brand marketing, media, eCommerce, PR, and sales teams build brands, monitor perceptions, and develop pilot programs that enhance the guest experience to deliver results for owners.

- Online Advertising
- Social Media Marketing
- Traditional Media – radio and print
- Cross-Selling on eCommerce Websites – within and across brands
- Promotions, PR and Targeted Direct Marketing
- Sponsorships and Partnerships

A loyalty programme like no other



WYNDHAM GRAND CRETE MIRABELLO BAY
GREECE

Wyndham Rewards® is the world's most generous rewards programme with nearly 9,300 participating hotels worldwide. Designed for the everyday traveller, members earn a guaranteed 1,000 points with every qualified stay and may redeem points for a wide-range of rewards, including free nights, online shopping, tours & activities, and more.

Starting as low as 7,500 points, we're making free hotel nights more accessible to millions of members. What's more, members can redeem a discounted night for as low as 1,500 points- the lowest points & cash rate in the industry. While many programmes make it challenging to redeem, we continue to give our members the best redemption experience. Wyndham Rewards members can also earn points when redeeming for points & cash (go fast) - another differentiator from most programmes.

WYNDHAM REWARDS

go freesm

Starting at just **7,500 points** members can get a **FREE NIGHT** at thousands of properties.

go fastsm

Get a **DISCOUNTED NIGHT** starting at just **1,500 points** plus some cash at participating properties.

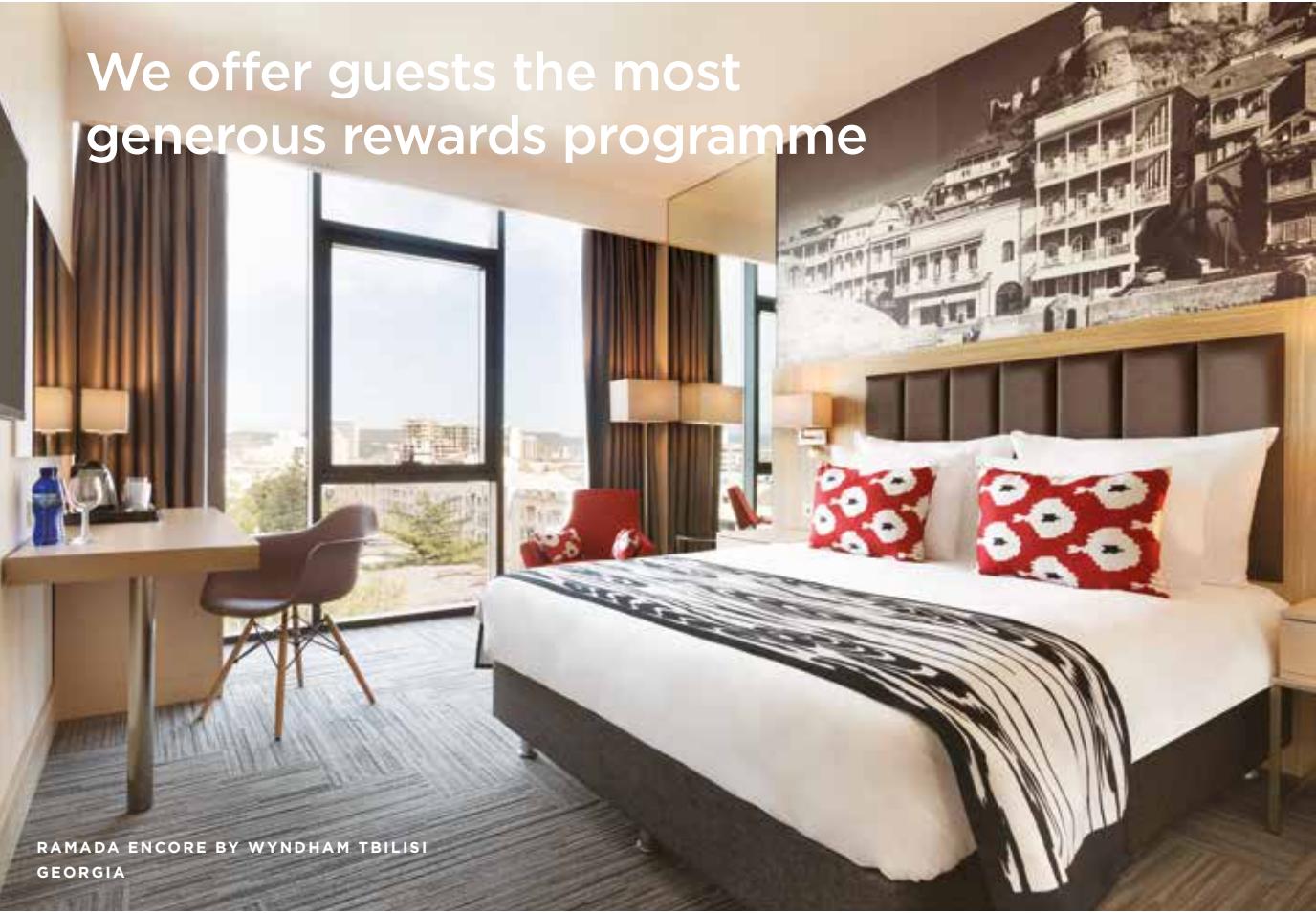
go get'emsm

For every **QUALIFIED STAY**, earn **10 points** per dollar or **1,000 points**, whichever is more.

81 million members
worldwide

30,000 redemption
locations, including
hotels, holiday
apartments and villas

We offer guests the most generous rewards programme



RAMADA ENCORE BY WYNDHAM TBILISI
GEORGIA

Titanium Wyndham Rewards at its most magical!

Being a hotel owner with Wyndham Rewards certainly has its perks. To celebrate your partnership with us, Wyndham Rewards offers an exclusive Titanium level, just for our most dedicated hotel owners. Titanium membership comes with generous perks including:

- Avis President's Club membership, which includes special car hire benefits that will make the drive much more enjoyable
- 30,000 Annual bonus points-enough for one or more free night!
- Access to our members only Rewarding Rate, saving you up to 10% when booking at any of our hotels
- *go freesm* plus experience - for every go free award night booked and redeemed in our top destinations, you'll receive 2 free passes to a local experience
- Suite upgrades, including award night stays
- Give Gold level to a friend
- Dedicated Titanium concierge service

It’s all in
the detail



Whether you build a new hotel with Wyndham Hotels & Resorts or convert an existing property to a Wyndham brand, our dedicated Architecture, Design & Innovation (AD&I) team will support and guide you through the process from start to finish.

Area Schedules

We offer areas schedules that will guide you in the early space planning phases of your hotel design.

Design Reviews

We review your existing plans and drawings and provide any advice we feel beneficial with regard to cost, design and operational efficiencies.

Meetings and Site Visits

We participate in your design and consultant meetings to provide input on all aspects of the project and offer our expertise in assisting you with problem solving.

Mock Up Rooms

We review and give feedback on mock up rooms to prevent costly mistakes in the critical roll out phase of projects.




Design and Brand Standards





We advise and lead you through our Design and Brand Standards.




Property Report





We provide a property report which highlights the standards for your hotel to meet our brand requirements.

Hotel Requirements

<div><div> WYNDHAM GRAND</div><div> WYNDHAM</div><div> WYNDHAM GARDEN</div></div>			
Category	Distinctive	Upscale	Midscale
Target Market	Affluent business & leisure travellers	Service minded business & leisure travellers	Convenience focussed travellers
Ideal Keycount	150 – 1,500	150 – 1,500	100 – 250
GUESTROOMS			
Minimum clear area:			
– Europe	30m²	26m²	24m²
– Middle East & Africa	40m²	32m²	30m²
– Eurasia	35m²	32m²	28m²
Minimum ceiling height:			
– Entrance foyer	Min 2.40m	Min 2.40m	Min 2.10m
– Guestroom area	Min 2.70m	Min 2.70m	Min 2.40m
Bathroom fixtures	5	4	3 or 4
% King / Twin	80 / 20 – subject to location	80 / 20 – subject to location	80 / 20 – subject to location
% Suite	Min 10% subject to location	Min 10% subject to location	No
ADA requirements	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Interconnecting rooms	Min 10%	Min 10%	Min 10%
CORRIDORS			
Minimum width	Min 1.80m	Min 1.80m	Min 1.50m
Minimum ceiling height	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Guest elevators	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Card Access to Guestroom floors	Yes	Yes	Yes
Minimum Guest Elevators	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
Additional Guest Elevators	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Service Elevators	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
Additional Service Elevators	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Ballroom and / or Function room(s)	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Boardroom(s)	One meeting room min 100m²	One meeting room min 100m²	One meeting room min 100m²
Additional meeting room facilities	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Lobby Bar	Yes	Yes	Yes
All Day Diner	Yes	Yes	Yes
Speciality Outlets & Restaurant(s)	Yes	Yes	Subject to market conditions
LEISURE			
Spa	Yes	Yes	Optional
Gym	Min 50m² subject to size of property	Min 50m² subject to size of property	Min 30m² subject to size of property
Swimming Pool	Yes	Yes	Optional
Steam / Sauna / Jacuzzi	Yes	Yes	Optional
MISCELLANEOUS			
Executive Lounge	Yes	Yes	Not a brand requirement
Business Centre	Yes	Yes	Not a brand requirement
Retail	Appropriate to location	Appropriate to location	Appropriate to location

<div><div> DOLCE HOTELS AND RESORTS BY WYNDHAM</div><div> RAMADA PLAZA BY WYNDHAM</div><div> RAMADA BY WYNDHAM</div><div> RAMADA HOTEL & SUITES BY WYNDHAM</div></div>			
Upscale	Upper Midscale	Midscale	Midscale
Cultivated group, business & leisure travellers	Affluent yet practical business & leisure travellers	Affluent yet practical business & leisure travellers	Affluent yet practical business & leisure travellers
200 – 400	100 – 500	100 – 500	100 – 500
GUESTROOMS			
Minimum clear area:			
26m²	24m²	22m²	22m² / 35m² Apartments
32m²	30m²	28m²	26m² / 40m² Apartments
32m²	30m²	26m²	26m² / 40m² Apartments
Minimum ceiling height:			
Min 2.40m	Min 2.10m	Min 2.10m	Min 2.10m
Min 2.70m	Min 2.40m	Min 2.40m	Min 2.40m
5	4	3 or 4	4
70 / 30 subject to location	80 / 20 subject to location	80 / 20 subject to location	80 / 20 subject to location
Min 10% subject to location	Min 5% subject to location	Min 5% subject to location	Min 40% apartments subject to location
1 / 100 rooms	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Min 20%	Min 10%	Min 10%	Min 10%
CORRIDORS			
Min 1.80m	Min 1.80m	Min 1.50m	Min 1.80m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Yes > 2 levels	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Yes	Yes	Yes	Yes
Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Yes – To market conditions	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Yes – To market conditions	One meeting room min 100m²	One meeting room min 100m²	One meeting room min 100m²
Yes – To market conditions	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes – To market conditions	Subject to market conditions	Subject to market conditions	Subject to market conditions
LEISURE			
Yes	Optional	Optional	Yes
Min 100m² subject to room count	Min 50m² subject to size of property	Min 30m² subject to size of property	Min 50m² subject to size of property
Yes	Optional	Optional	Yes
Yes	Optional	Optional	Yes
MISCELLANEOUS			
Yes	Not a brand requirement	Not a brand requirement	Not a brand requirement
Yes	Yes	Not a brand requirement	Yes
Appropriate to location	Appropriate to location	Appropriate to location	Appropriate to location

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Category	Midscale	Midscale	Midscale
Target Market	Leisure & business travellers	Leisure & business travellers	Family orientated leisure & business travellers
Ideal Keycount	100 – 250	100 – 500	50 – 100
GUESTROOMS			
Minimum clear area:			
– Europe	22m²	20m²	20m²
– Middle East & Africa	28m²	24m²	26m²
– Eurasia	26m²	24m²	24m²
Minimum ceiling height:			
– Entrance foyer	Min 2.30m	Min 2.10m	Min 2.10m
– Guestroom area	Min 2.40m	Min 2.40m	Min 2.40m
Bathroom fixtures	3 or 4	3	3 or 4
% King / Twin	70 / 30 subject to location	70 / 30 subject to location	70 / 30 subject to location
% Suite	Min 20% subject to location	No	No
ADA requirements	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Interconnecting rooms	Min 10%	Min 10%	Min 10%
CORRIDORS			
Minimum width	Min 1.80m	Min 1.50m	Min 1.50m
Minimum ceiling height	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Guest elevators	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Card Access to Guestroom floors	Yes	Yes	Yes
Minimum Guest Elevators	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
Additional Guest Elevators	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Service Elevators	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
Additional Service Elevators	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Ballroom and / or Function room(s)	Not a brand requirement	Yes – To market conditions	Yes – To market conditions
Boardroom(s)	One meeting room min 50m²	One meeting room min 25m²	One meeting room min 100m²
Additional meeting room facilities	Not required	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Lobby Bar	Yes	To market conditions, location, size of property	Yes
All Day Diner	Yes	Yes – multi-purpose The Hub	Yes
Speciality Outlets & Restaurant(s)	Subject to market conditions	Not required	Subject to market conditions
LEISURE			
Spa	Optional	Not a brand requirement	Not a brand requirement
Gym	Min 50m² subject to size of property	Min 30m² subject to size of property	Min 30m² subject to size of property
Swimming Pool	Optional	Optional	Optional
Steam / Sauna / Jacuzzi	Optional	Not a brand requirement	Optional
MISCELLANEOUS			
Executive Lounge	Not a brand requirement	Not a brand requirement	Not a brand requirement
Business Centre	Yes	Not a brand requirement	Not a brand requirement
Retail	Appropriate to location	Not required	Appropriate to location

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Lifestyle	Value	Value	Extended Stay
Urban explorers	Leisure & business travellers	Family orientated leisure & business travellers	Extended stay guest & comfort focussed leisure travellers
120 – 400	50 – 300	50 – 200	60 – 120
GUESTROOMS			
Minimum clear area:			
22m²	18m²	18m²	36m²
28m²	24m²	20m²	45m²
26m²	22m²	18m²	40m²
Minimum ceiling height:			
Min 2.10m	Min 2.10m	Min 2.10m	Min 2.10m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
3 or 4	3 or 4	3	4
70 / 30 subject to location	70 / 30 subject to location	70 / 30 subject to location	60 / 40 subject to location
Max 5% Premium Rooms	No	No	Min 5% subject to location
1 / 100 rooms	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Min 10%	Min 10%	Min 10%	Min 10%
CORRIDORS			
Min 1.50m	Min 1.50m	Min 1.50m	Min 1.50m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Yes > 2 levels	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Yes	Yes	Yes	Yes
Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Yes – To market conditions	Not a brand requirement	Not a brand requirement	Yes – To market conditions
One meeting room min 25m²	Not a brand requirement	Not a brand requirement	One meeting room min 100m²
Yes – To market conditions	Not a brand requirement	Not a brand requirement	Yes – To market conditions
FOOD & BEVERAGE			
Yes	No	No	Yes
Yes – multi-purpose Plaza Central	Yes – breakfast area	Yes – multi-purpose The Café	Yes – Breakfast Area
Subject to market conditions	Not required	Not required	Not a brand requirement
LEISURE			
Optional	Not a brand requirement	Not a brand requirement	Not a brand requirement
Min 30m² subject to size of property	Not a brand requirement	Not a brand requirement	Min 30m² subject to size of property
Optional	Not a brand requirement	Not a brand requirement	Optional
Optional	Not a brand requirement	Not a brand requirement	Optional
MISCELLANEOUS			
Not a brand requirement	Not a brand requirement	Not a brand requirement	Not a brand requirement
Not a brand requirement	Not a brand requirement	Not a brand requirement	Yes
Not required	Not required	Not required	Appropriate to location



For any location

For every traveller





Learn more about hotel franchising
and management opportunities at
whrdevelopmentemea.com

Discuss your project with us at
development.emea@wyndham.com

