



**SIMPLY**  
COMFORTABLE



**WYNDHAM®**

# SIMPLY COMFORTABLE

At **WYNDHAM** we satisfy all your senses by specialising in added comfort.

We're ready to transform your stay into a truly serene experience. From thoughtful in-room amenities to our personally tailored services, you'll be in good hands from the moment you arrive.

When you stay with us, we make it easy to travel comfortably so you can rest your body and your mind.





# OUR VOICE

Our brand voice is personal and intuitive, tailored to provide comfort to our guests. Sophisticated yet understated, our service culture helps guests feel at ease throughout their stay.

HEAD: HOW YOU THINK

**PERSONAL**

HEART: HOW YOU FEEL

**THOUGHTFUL**

HAND: WHAT WE DELIVER

**COMFORT**



# THE GUEST

WYNDHAM GUESTS WANT A HOTEL THAT GOES THE EXTRA MILE TO MAKE THEM COMFORTABLE. THEY VALUE ATTENTIVE SERVICE AND A COMMITMENT TO DELIVERING A RELAXING STAY.

# THE PROPERTY



## OPPORTUNITY

Managed and Franchised



## TYPE

New Construction & Conversion



## GUESTS

Service-minded business & leisure travelers



## CATEGORY

Upscale



## LOCATION

Urban & Resort



## GEOGRAPHY

Global



## ROOMS

150–1,500



## AMENITIES (typical)

- Full-service F&B
- Fitness center
- Flexible meeting space
- High-speed internet
- Ability to customize the guest experience





# A TRUSTED OPPORTUNITY

THE NAMESAKE OF THE WORLD'S LARGEST HOTEL COMPANY,\* **WYNDHAM** CONNECTS WITH CONSUMERS BY DELIVERING A COMFORTABLE ENVIRONMENT ENHANCED BY PERSONALIZED SERVICE, AMENITIES, AND THE MOST GENEROUS AND AWARD-WINNING LOYALTY PROGRAM IN THE INDUSTRY.

**WITH THE FEATURES THAT YOU WOULD EXPECT IN A WORLD-CLASS HOTEL**, including beautifully appointed lounge areas, smartly detailed guest rooms, distinctive dining options, and well-designed meeting spaces, **WYNDHAM** offers thoughtful versatility for guests in destinations around the world.

Both business and leisure travelers know they can trust the **WYNDHAM** name. That trust, combined with a strong reputation, makes **WYNDHAM** a powerful upscale option.



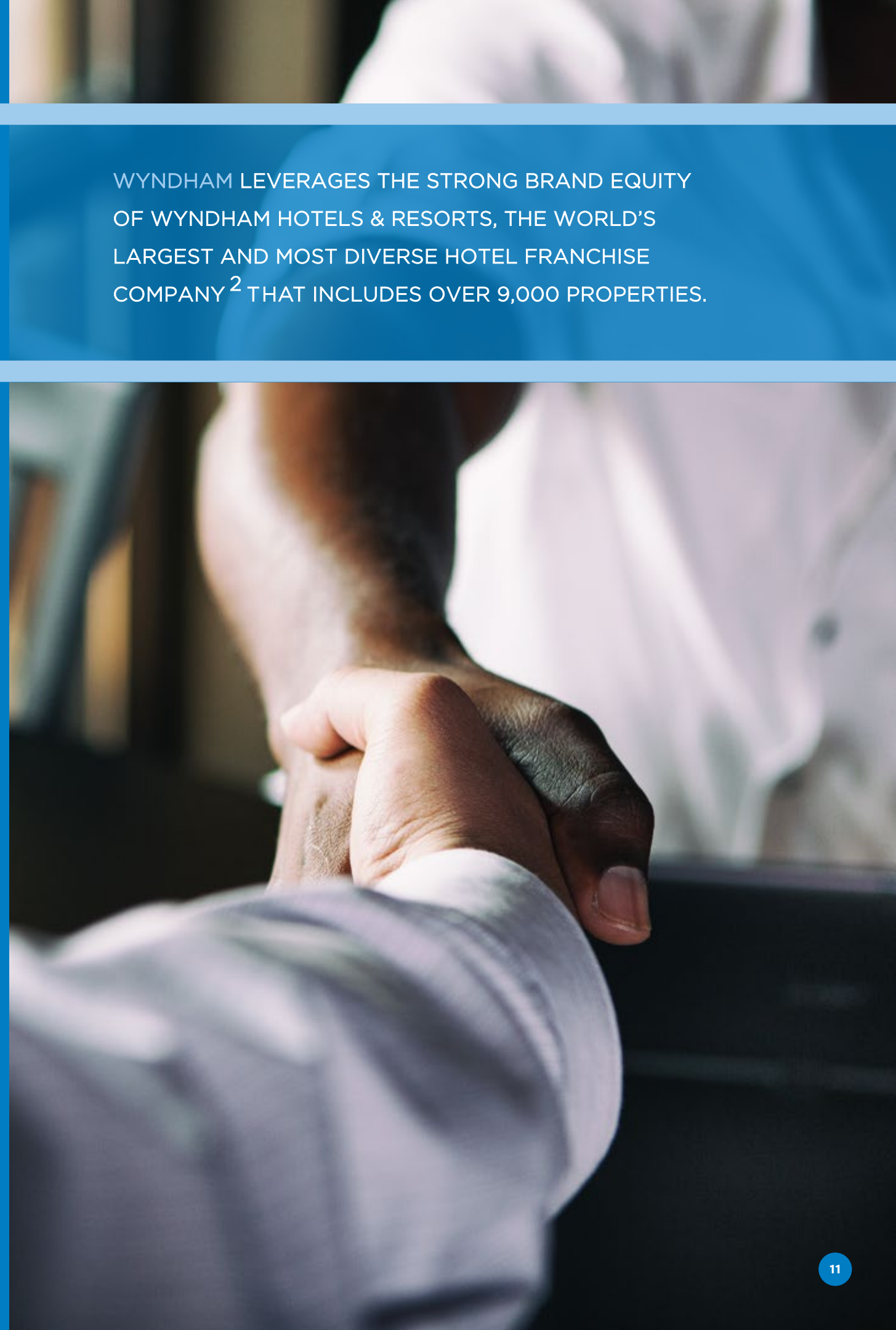
# A POWERFUL PARTNERSHIP

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 9,000 PROPERTIES.

**WE HELP TRANSLATE THIS EQUITY INTO REVENUE** by working closely with owners with focused attention and best-in-class resources that help realize the full potential of the brand and properties. As an owner, you'll have the commitment and support of a world-class hospitality organization and experienced team, as well as access to 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 brand relevant and meaningful to guests. And, as an owner of a Wyndham-associated property, you'll reap the benefits.





# THIS IS SIMPLY COMFORTABLE

SERVICE TAILORED TO EACH GUEST. PLUSH AMENITIES. THOUGHTFUL EXTRAS. WITH PROPERTIES STRATEGICALLY POSITIONED AROUND THE WORLD.





# 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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