

INDEPENDENCE

REDEFINED



TM

TRADEMARK
COLLECTION BY WYNDHAM

INDEPENDENCE REDEFINED



TRADEMARK COLLECTION BY WYNDHAM is a soft-branded collection of upper-midscale and above hotels that maintain their unique attributes. Just as no two travelers are alike – Trademark Collection hotels are equally distinctive. Operating on the principle that travel is deeply personal, this collection provides guests with the opportunity to experience the destination on their own terms. With each stay, in each city, we invite our guests to leave their mark.

OUR VOICE

We encourage hoteliers operating landmark, 3 to 4 star hotels to maintain their individuality while taking advantage of Wyndham's scale, distribution, services, and loyalty program. We offer every hotel in our collection the flexibility to accommodate the needs of their independently-minded, entrepreneurial owners, coupled with the support of a world-class hospitality organization.

All **TRADEMARK COLLECTION** hotels are guest-focused and passionate about providing memorable experiences that make guests feel like they're part of something special and exciting.

01 ◀ HEAD: HOW YOU THINK
UNIQUE

02 ◀ HEART: HOW YOU FEEL
INDEPENDENT

03 ◀ HAND: WHAT WE DELIVER
CHARACTER



THE GUEST

THE TRADEMARK COLLECTION MAKES IT EASY FOR EVERYDAY TRAVELERS TO FIND UNIQUE HOTELS. THIS COLLECTION ATTRACTS LEISURE AND BUSINESS TRAVELERS INTERESTED IN QUALITY SERVICE, DISTINCTIVE EXPERIENCES, AND THE INDIVIDUALITY OF THE PROPERTY THEY'VE CHOSEN.

THE PROPERTY



OPPORTUNITY

Managed & Franchised



TYPE

Independent, Historic, & Signature



GUESTS

Leisure & Business



CATEGORY

Upper-Midscale & Above



LOCATION

Primary & Secondary Markets, Urban & Resort Destinations



GEOGRAPHY

Global



AMENITIES (typical)

- Flexible food & beverage (usually with a restaurant or lounge)
- Flexible fitness (room and/or access to local gym)
- Flexible meeting spaces



INDEPENDENCE, WITH BENEFITS

TRADEMARK COLLECTION IS AN INDEPENDENTLY-MINDED BRAND, BACKED BY THE SCALE OF WYNDHAM. IT COMBINES FLEXIBLE BRAND STANDARDS FOR INDIVIDUAL PROPERTIES WITH THE POWER OF THE WORLD'S LARGEST HOTEL COMPANY.*

GUESTS WHO STAY WITH TRADEMARK COLLECTION VALUE DISTINCTIVE EXPERIENCES.

With a growing footprint in urban, resort, and secondary markets, **TRADEMARK COLLECTION** provides access to independent hotels in a wide variety of locations well-suited for both business and leisure travel.

A POWERFUL PARTNERSHIP

TRADEMARK COLLECTION LEVERAGES THE STRONG BRAND EQUITY OF WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY² THAT INCLUDES OVER 8,500 PROPERTIES.

WE WILL HELP TO TRANSLATE THIS EQUITY INTO REVENUE by working closely with owners, bringing focused attention and best-in-class resources to help realize the full potential of the brand and properties. Owners 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.¹

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



INDEPENDENCE, REDEFINED

WHETHER TRAVELING FOR A BUSINESS MEETING OR TO ATTEND THE WEDDING OF A CLOSE FRIEND, OUR GUESTS VALUE THE ABILITY TO STAY WITH US ON THEIR OWN TERMS. TO ACCOMMODATE THIS INDEPENDENT SPIRIT, THE **TRADEMARK COLLECTION** HAS FLEXIBLE EVENT AND MEETING SPACES ALONG WITH THE UNIQUE TOUCHES DEFINED BY EACH PROPERTY AND LOCATION.



A photograph of two women with curly hair, smiling and looking towards the camera. They are outdoors on a patio or balcony, with string lights and a closed umbrella in the background. In the foreground, a white coffee cup sits on a saucer. The overall mood is warm and inviting.

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

LAQUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA
WORLDWIDE

BAYMONT
INN & SUITES

MICROTEL
BY WYNDHAM

DaysInn

Super 8

Howard Johnson

Travelodge

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