

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 8,900 hotels in 95 countries, no one welcomes the world like we do.



WYNDHAM GRAND MANAMA
BAHRAIN



We Build Powerful Brands

Approx 8,900 hotels
95 countries | 20 global brands

We have more hotels than any other hotel company.

DISTINCTIVE



WYNDHAM GRAND[®]



UPSCALE



WYNDHAM[®]



LIFESTYLE



TRADEMARK
COLLECTION BY WYNDHAM



MIDSCALE



VALUE



EXTENDED
STAY



Approx

8,900



Hotels

More than

86 Million



Wyndham Rewards Members

More than

796,000+



Rooms

Approx

95



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

1,400
New Hotels

75%
New Constructions

185,000
New Rooms

64%
International
Pipeline



WYNDHAM DEIRA WATERFRONT, DUBAI
UAE



SUPER 8 BY WYNDHAM OBERHAUSEN
GERMANY

Best in class technology



RAMADA BY WYNDHAM ISTANBUL ALIBEYKOY
TURKEY

With our integrated technology programme, 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 optimised for SEO – driving strong conversion rates and direct bookings



WYNDHAM ANKARA
TURKEY

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 programmes 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 approximately 8,900 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.

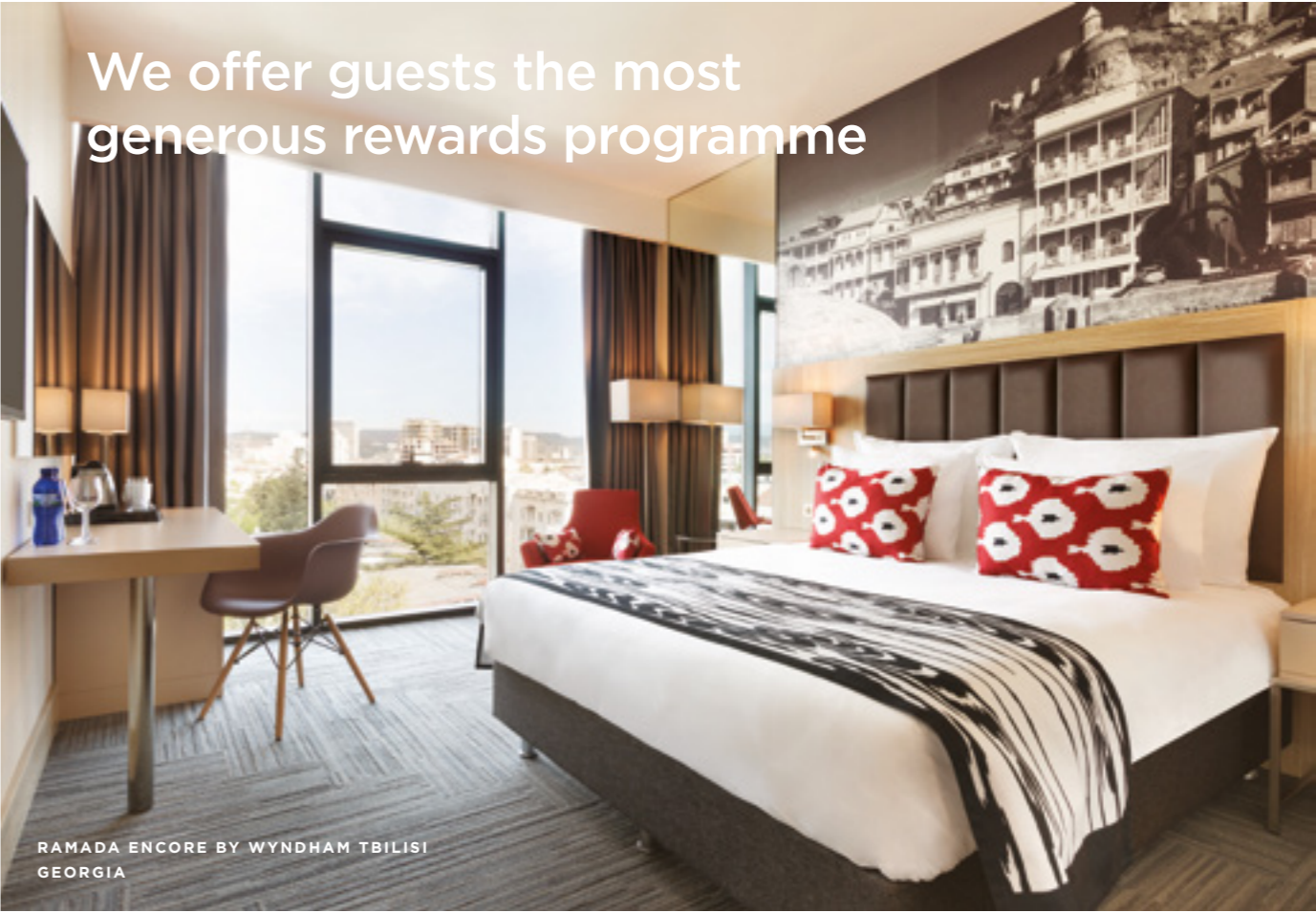
go get'emsm

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

86 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



LA QUINTA BY WYNDHAM ISTANBUL GUNESLI
TURKEY

Whether you build a new hotel with Wyndham Hotels & Resorts or convert an existing property to a Wyndham brand, our dedicated Architecture, Design & Construction (AD&C) 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></div><div></div><div></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></div><div></div><div></div><div></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 |



| 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 |



| 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

