

# Trademark Collection

Independence Redefined

TM  
TRADEMARK  
COLLECTION BY WYNDHAM







Hyperion Hotel Leipzig,  
Trademark Collection by Wyndham

# Unique

We are each unique,  
and we are global. Each  
Trademark Collection hotel  
inspires a memorable  
experience for guests  
from all around  
the world.



# Independent

We are independent thinkers, not influenced by the thoughts or actions of others, united by service excellence.





## Character

We have character. Each Trademark Collection hotel is original in interesting and unexpected ways - guests feel this through our sense of design and how we behave.





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All images in this brochure represent the current Wyndham Hotels & Resorts portfolio and are provided for illustration purposes only.



# A message from our EMEA President

Wyndham Hotels & Resorts is the world's largest hotel franchising company by number of properties, and our commitment is to accomplish our mission of making hotel travel possible for all. Our portfolio of iconic hotel brands offers a wide range of compelling experiences from value to distinctive for guests around the world and the right business opportunities for our partners.



We are firmly committed to our owner-first culture, as our owners are critical to our business. As part of this approach we are consistently looking for and implementing new ways to enhance our partnerships and provide partners with innovative products, services and exceptional support.

Trademark Collection by Wyndham is our fastest-growing brand and it is designed and perfectly suited for hoteliers who seek independence on their terms and take pride in their unique spirit. If you are a hotelier looking for the competitive advantages that come with the scale, distribution and award-winning loyalty programme of Wyndham Hotels & Resorts then Trademark Collection should be your brand choice. Just as no two travellers are alike, Trademark Collection by Wyndham hotels are equally distinctive,

and this collection of independent hotels enables guests to experience their chosen destination on their own terms.

Our guests, business partners and team members are at the heart of everything we do and we look forward to continuing to provide everyday travellers with unparalleled and outstanding guest experiences.

All the best,

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

**Dimitris Manikis**  
**President, EMEA**



# EMEA brand portfolio

We are Wyndham. We are the world's largest hotel franchising company by number of hotels, and a leading provider of hotel management services.

- **8,900** hotels
- **95** countries
- **796,000** rooms
- **21** unique brands
- **87** million Wyndham Rewards members

We offer the largest, most diverse collection of hotel experiences in the world. Our portfolio of hotel brands range from value through to distinctive, so wherever people travel, no matter their budget, no matter their circumstances, there will be a Wyndham there to welcome them.

We currently have **13 brands operating across Europe, the Middle East, Eurasia and Africa (EMEA)**, with Trademark Collection by Wyndham positioned as our midscale to upscale soft brand.



The brand logos displayed here are currently operating in the EMEA region.



# Introducing Trademark Collection by Wyndham

A trademark is a symbol of character, an emblem of individuality. It signifies a uniqueness that cannot be replicated. At Trademark Collection by Wyndham that symbol represents the ability to retain an independent spirit while gaining partnership and support from a larger global brand.

Trademark Collection is a soft branded collection of midscale to upscale properties that maintain their own unique attributes.

Just as no two travellers are alike, Trademark Collection hotels are equally distinctive and defined by a spirit of independence and individuality, offering a unique experience at each location.

Operating on the principle that travel is deeply personal, hotels provide guests with the opportunity to experience the destination on their own terms.

With ample meeting spaces, one-off and exciting destinations, Trademark Collection is ideal for both business and leisure travellers.

**TM**  
**TRADEMARK**  
COLLECTION BY WYNDHAM

H+ Bremen, Trademark Collection by Wyndham





# Key features & benefits

We put our owners at the centre of everything we do.

Behind the Trademark Collection by Wyndham brand is a team of global hospitality professionals working hard to support your hotel with powerful tools and best practices.

Franchising with us opens the door to a vast range of benefits, whilst allowing you to retain your independence and unique style.

## Key Features



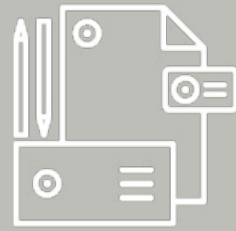
Midscale to  
upscale hotels



Independent boutique,  
historic and signature  
properties



Located in urban,  
suburban & resort  
destinations



Freedom to maintain  
and promote your hotel's  
unique brand identity  
and individuality

## Benefits



You keep your  
property level logo



Your external signage  
will not change  
(we require a small  
plaque to include your  
endorsed name on  
entrance)



You keep your  
current collateral  
designs



Flexible F&B and no  
minimum requirements  
for services



# Independent but not alone

## Sales on a Global Scale

- Global Sales representation in a multinational portfolio of Corporate, MICE and specialist travel buyers
- Lead generation for Group Sales
- Opportunities in domestic, regional and global source markets
- Access to trade shows and events at highly discounted rates

## Marketing Powerhouse

- Participation in the award-winning loyalty programme, Wyndham Rewards, with over 87 million members
- Wyndham Hotels & Resorts website and mobile app
- Exposure in global advertising and social media campaigns
- Marketing and PR templates and collateral
- Marketing support services including photography, collateral design and printed materials

## Operations Support & Savings

- Pre-opening support to provide a smooth and simple journey to launch
- Ongoing operational support to ensure you take full advantage of Wyndham tools and resources
- Strategic sourcing provides access to recommended suppliers and preferential rates
- Wyndham Green programme to support your sustainability and environmental performance



## Revenue Management Strategy & Guidance

- Centrally built promotions and strategic rate plans
- Scale discounts on commercial business intelligence tools
- Analysis of industry trends and forward-looking forecasts
- Guidance to optimise revenue contribution across all channels

## Diversified Distribution Connected Partners

- Inclusion in rate distribution to major connected partners worldwide
- Best-in-class commissions for OTA, wholesalers and GDS channels
- Support with key distribution partners to optimise rate display
- Webinars and events with major distribution partners

## People Excellence

- Learning and development opportunities, with access to world-class training materials
- Count on Us hygiene initiative to provide health and safety support and resources
- Human Resources training and tools to support your teams in delivering a great experience for staff and guests





## Commercial advantages



### **Extended Reach:**

Participation in Wyndham programmes with access to consumers, bookers and organisations on a global scale



### **Commercial Savings:**

Reduced cost of sale, shared resources and negotiated discounts that put ROI at the heart of your partnership



### **Best Practice:**

Industry-leading tools, training and analysis to take your business to the next level



# Joining us is easy

It couldn't be simpler to join us and become part of Trademark Collection by Wyndham.

Whether you have one hotel or multiple hotels, if you want to keep your independence and uniqueness but are looking to realise the full potential of your hotel, we offer the commitment and support of a world-class hospitality organisation.



Parameters	Minimum Requirements
Tripadvisor Rating	Must achieve 3.5 or above
Fire Life Safety (FLS)	Must comply with international or country codes - location dependent
IT	Oracle Cloud or Oracle V5 to allow PMS to connect directly to our Central Reservation System (two-way enhanced interface)
Design	Interiors include an individual and established approach
Hotel Interior Condition	Levels of interior finishes and furnishings must be free of damage and general wear and tear
Signage	Display approved signage plaque at reception / check-in



Hyperion Hotel Munich, Trademark Collection by Wyndham



# EMEA development team

Our experienced team will be on hand to assist you and answer any queries you may have.

## Europe



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# WYNDHAM

HOTELS & RESORTS

REGISTRY  
COLLECTION HOTELS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS  
BY WYNDHAM

esplendor.  
BY WYNDHAM

DAZZLER  
BY WYNDHAM

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA  
BY WYNDHAM

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn  
BY WYNDHAM

RAMADA  
BY WYNDHAM

RAMADA  
encore  
BY WYNDHAM

BAYMONT  
BY WYNDHAM

MICROTEL  
BY WYNDHAM

Days Inn  
BY WYNDHAM

Super  
8  
BY WYNDHAM

Howard Johnson  
BY WYNDHAM

Travelodge  
BY WYNDHAM

# WYNDHAM

# REWARDS