



Inspire
Discovery

Shared
—
Creative
—
Inspiration

DOLCE
HOTELS AND RESORTS®
BY WYNDHAM

WE ARE WYNDHAM

The largest hotel franchising company that opens nearly two hotels every day across the world. Our global size and scale is unequalled by anyone in the hospitality industry.

With 24 brands, approximately 9,100 hotels and 836,000 rooms in 95+ countries, and more than 97 million enrolled members no one welcomes the world like we do.

CORPORATE SOCIAL RESPONSIBILITY

DIVERSITY AND INCLUSION

Not only is diversity part of how we do business, we see it as a competitive advantage. Our inclusive culture infuses different perspectives that reflect our diverse customers and communities around the world.

ENVIRONMENT AND SUSTAINABILITY

Through numerous initiatives, we take steps every day to minimize the impact of our operations, working to reduce our environmental footprint and preserve natural resources.

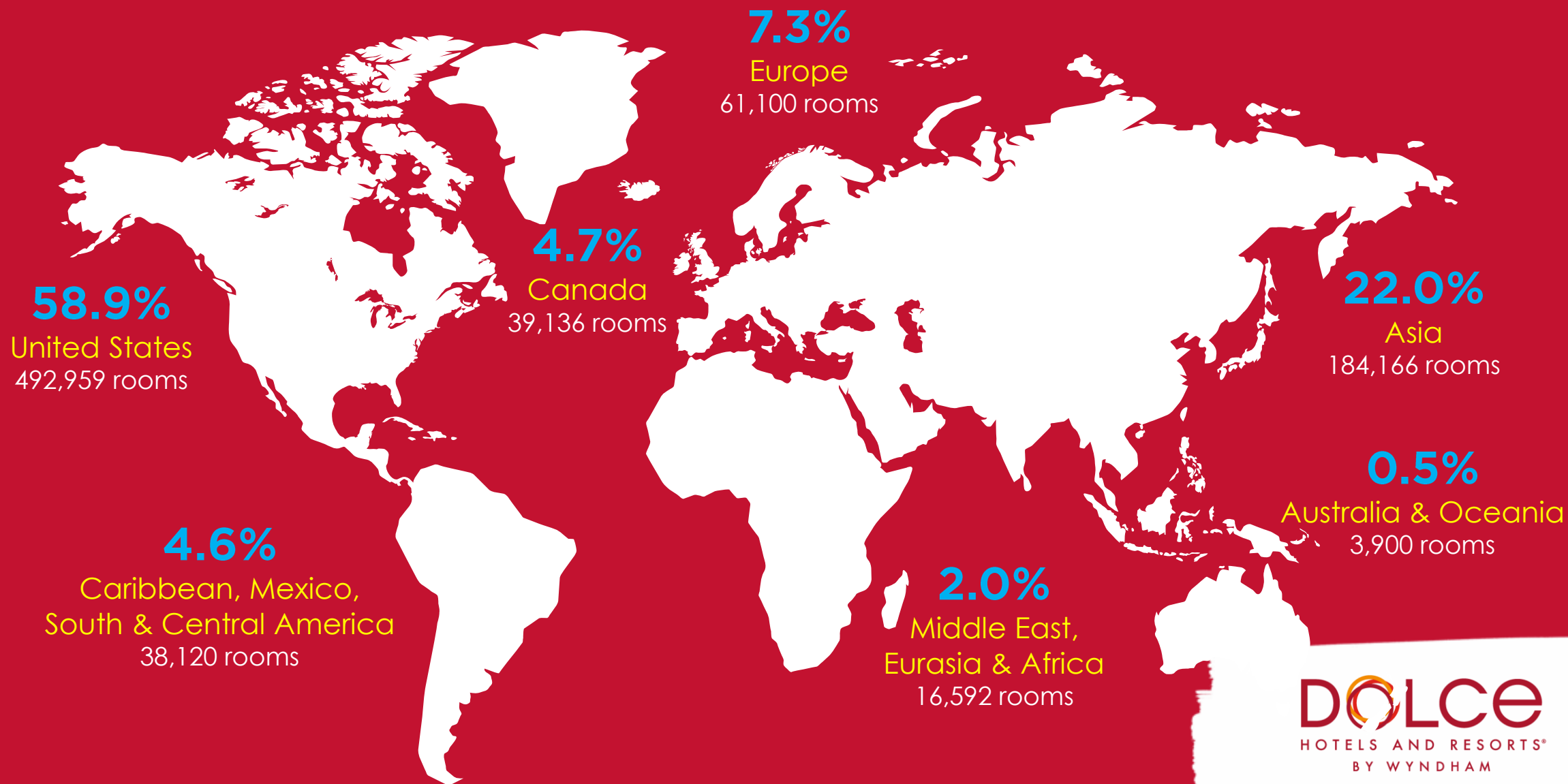
HUMAN RIGHTS & ETHICS

Putting a stop to human trafficking is a major priority for us and our entire industry. Together with our franchisees, we support the UN Universal Declaration of Human Rights and the Polaris Project, which combats all forms of human trafficking.

COMMUNITY SUPPORT & RESPONSIVENESS

As a hospitality company, service is in our DNA. Our teams and franchisees around the world actively engage in their communities, generously giving in ways to enhance the lives of others.

SIGNIFICANT GLOBAL PRESENCE



*As a percentage of total number of rooms, Q3 2022 Results

GLOBAL DEVELOPMENT PIPELINE

Approx **1,600** New hotels

80% New construction

Approx **212,000** New rooms

60% International pipeline

A 10% year-over-year room increase

WYNDHAM

HOTELS & RESORTS

DISTINCTIVE

UPSCALE

LIFESTYLE

MIDSCALE

VALUE

EXTENDED STAY

REGISTRY
COLLECTION HOTELS

DOLCE
HOTELS AND RESORTS[®]
BY WYNDHAM

TRYP
BY WYNDHAM

LA QUINTA
BY WYNDHAM

Days Inn
BY WYNDHAM

HAWTHORN[®]
SUITES BY WYNDHAM

WYNDHAM GRAND

WYNDHAM

TM
TRADEMARK
COLLECTION BY WYNDHAM

WYNDHAM
GARDEN

Super 8
BY WYNDHAM

ECHOSUITES
EXTENDED STAY BY WYNDHAM

WYNDHAM
Alltra
ALL-INCLUSIVE

RAMADA[®]
BY WYNDHAM

VIENNA HOUSE
BY WYNDHAM

RAMADA[®]
encore
BY WYNDHAM

Howard Johnson[®]
BY WYNDHAM

VALUE CREATION



SALES ON A GLOBAL SCALE

Global Sales representation for 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



MARKETING POWERHOUSE

Participation in Wyndham Rewards award-winning loyalty program

Brand.com & mobile app

Exposure in global advertising and social media campaigns

Marketing and PR templates and collaterals

Marketing support services (including photography collateral design and printed materials)



OPERATIONS SUPPORT & SAVINGS

Pre-opening support

Ongoing operational support

Strategic sourcing (access to procurement and operational support)

Wyndham Green program to support sustainability and environmental performance



DIVERSIFIED DISTRIBUTION

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 optimize rate display

Webinar and events with major distribution partners



REVENUE MANAGEMENT GUIDANCE

Centrally built promotions and strategic rate plans

Scale discounts on commercial Business Intelligence tools

Analysis of industry trends and forward-looking forecasts

Support in optimizing revenue contribution across all channels



PEOPLE EXCELLENCE

Learning and development opportunities

Access to world-class training materials

Count on Us hygiene initiative (support and resources)

Human Resources training and support

WYNDHAM REWARDS



Best Hotel Loyalty Program: Wyndham Rewards

Named the **No. 1 hotel rewards program** by readers of USA TODAY for the fifth year in a row, Wyndham Rewards® loyalty program offers **97 million enrolled members** the opportunity to redeem points at **50,000+** hotels, vacation club resorts and vacation rental properties globally.

MEMBER LEVELS

Accelerated Earnings:

10%

15%

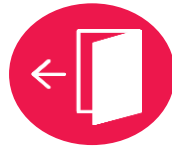
20%



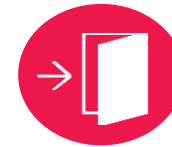
Free
Wi-Fi



Preferred
Room



Late Check-out:
Up to 2 hours
later



Early
Check-In:
Up to 2 hours prior



Suite
Upgrade



Welcome
Amenity:
Drink & Snack



BLUE

+



GOLD

+



PLATINUM

+



DIAMOND



Dedicated
Member
Services



Caesars
Rewards®
status match



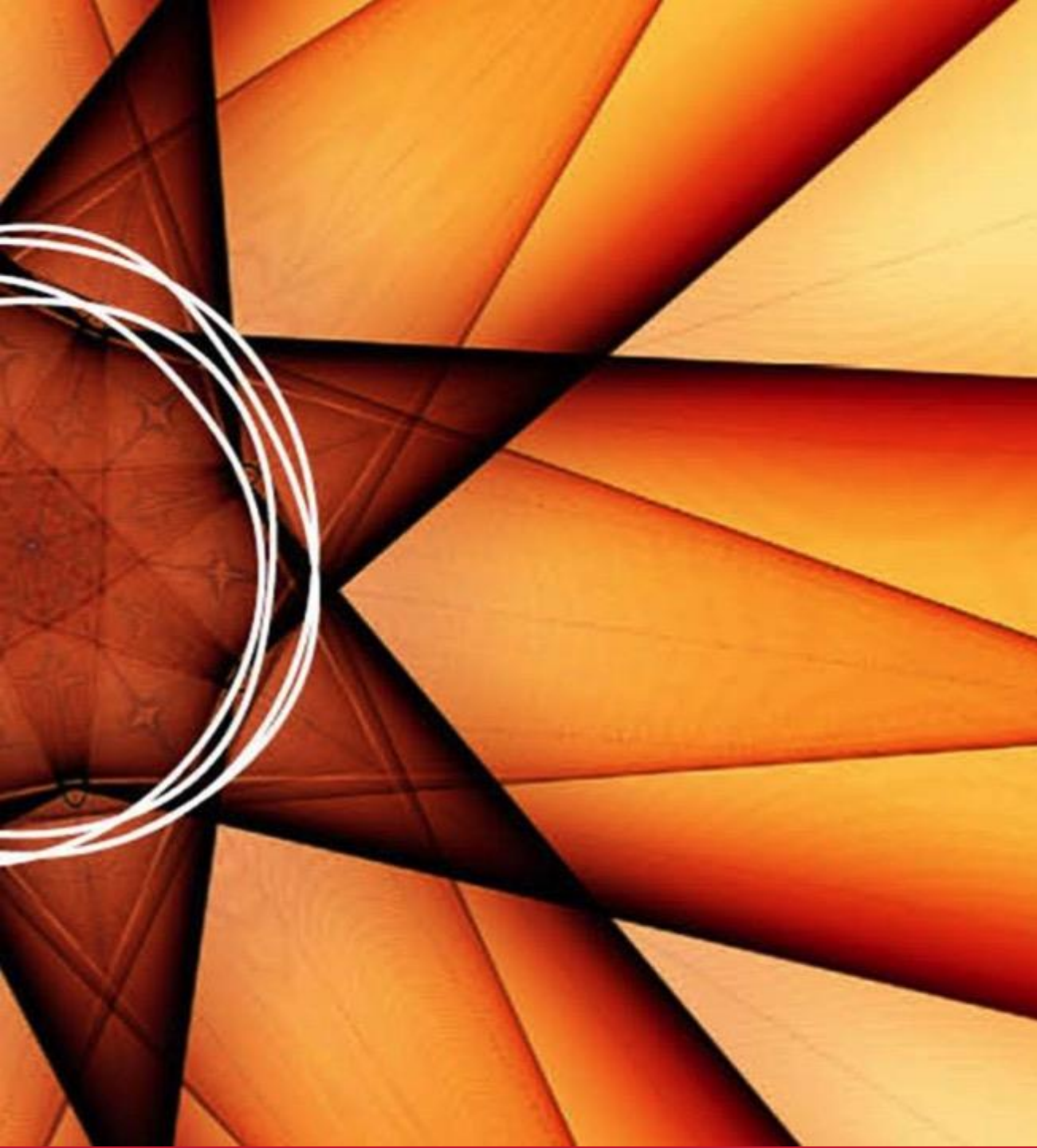
Gift GOLD
status to a
friend

WYNDHAM REWARDS TITANIUM LEVEL

Wyndham Rewards offers an **exclusive TITANIUM level**, just for our most dedicated hotel owners. **Perks include:**



- **30,000 annual points bonus** - enough for a free night!
- **Suite upgrades**, including award nights.
- Welcome amenities (at select hotel brands).
- Go free 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.
- Give GOLD level to a friend.
- Dedicated TITANIUM concierge service.



DOLCE HOTELS AND RESORTS BY WYNDHAM

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BY WYNDHAM



DOLCE
HOTELS AND RESORTS
SITGES

DOLCE
HOTELS AND RESORTS
SITGES

DOLCE BY WYNDHAM SITGES BARCELONA, SPAIN

Dolce Hotels and Resorts by Wyndham is a leader in meetings and events, a reputation well-earned by delivering incredible service in purposefully designed spaces.

Each hotel offers: 8-10 sqm of meeting space per guestroom, state-of-the-art meeting facilities, along with Nourishment Hubs to serve each cluster of meeting rooms with brain-healthy food, tea, coffee and cold drinks presented in elegant displays.

Dolce hotels foster inspiration through shared experiences. The brand's unique take on the art of hospitality celebrates the idea that there's always more to learn and discover. The brand's bespoke team building experiences, Trails of Discovery, is designed to help guests explore and draw inspiration from their surroundings.



DEMONSTRATED SUCCESS

- + Dolce acquired by Wyndham Hotel Group in February 2015
- + Portfolio of 18 hotels across the US and Europe
- + US portfolio exceeded Upper Upscale segment RevPAR growth*
- + GOP for US properties +20% vs. pre-acquisition budget*



DOLCE AT A GLANCE

- Founded in 1981, Dolce Hotels and Resorts is a branded hotel management company with expertise in meetings, derived from our conference center heritage
- Since then, the brand has evolved to include a focus on business transient and leisure business in appropriate markets
- 18 upper-upscale hotels in North America and EMEA
- Hotels, resorts and conference centers set in unique destinations
- Reputation for advanced meeting & conference facilities, sophisticated Food & Beverage and superior Technology



VALUE PROPOSITION

- ⊕ The unequivocal leader in meetings and group accommodations
- ⊕ Stunning portfolio and unique approach to the art of hospitality is bound to inspire and cultivate loyalty
- ⊕ Differentiated by our thoughtful food and beverage program and inventive dining options
- ⊕ Managed-only product ensures high quality and consistency across the Dolce portfolio



MEETING VALUE PROPOSITION

- ⊕ All-inclusive **Complete Meeting Packages (CMP)** designed especially for meeting customers
- ⊕ **Creative food and beverage** offerings using local and fresh ingredients
- ⊕ Meeting facilities designed for both **business and social events**
- ⊕ **Meeting-focused staff** trained specifically to service meeting planners & customers

The background image shows a modern lounge or meeting area. The walls are covered in light-colored wood panels arranged in a geometric, 3D pattern. In the foreground, there are several high-backed, light-colored upholstered chairs with wooden bases. In the background, there are dark-colored sofas and a coffee table. The floor is made of light-colored wood. A large, abstract, green sculpture is visible on the right side of the frame.

Category: Upper Upscale

Target: Cultivated group, business and leisure travellers

Geography: Global

Location: Urban and resort

Keycount: 200 – 400 rooms

Amenities: Advanced meeting & conference facilities
Sophisticated F&B
Superior technology

TARGET CUSTOMER

DEMOGRAPHIC

- ⊕ 55% of travelers, 45-60 years of age
- ⊕ 49% female
- ⊕ 43% of guests attended a meeting
- ⊕ 70% earn over \$110k annually

PSYCHOGRAPHIC

- ⊕ Business and leisure traveler, interested in unique experiences
- ⊕ Willing to spend extra to ensure their event or meeting is a success
- ⊕ Looking for facilities that fit all of their meeting needs, whether social or corporate



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DOLCE MANIFESTO

When thinkers and doers come together, ignited by the spark of inspiration, mountains are moved. And while inspiration may feel like magic, it's really an art.

It starts with an innate need to push the limits of what is “possible.” A desire to create something that's never been seen before. An insatiable urge to invite discovery into the lives of others.

Expertise and vision are the elixir that convert feelings into action. Locations are chosen to stimulate, environments are created to motivate, and experiences are curated to nourish the mind and body. Now, it's careful consideration of every detail, activity, interaction, presentation, flourish, sight, sip, smell, and savory bite that put the final touches on what is to become a beautiful, behind-the-scenes ballet.

And when the curtain opens, the orchestra begins, and the events are set in motion... That is the art of inspiration.

Dolce Hotels and Resorts. The art of inspiration.

CULINARY VISION

FOCUSED ON THE MEETINGS GUEST



Chef-Centric: Our chefs create all our menu items and always feature a regional specialty, in addition to the chefs' own creations.

Thoughtful Foods for Thoughtful Minds[®]: These options are made from natural ingredients designed to keep you feeling alert and energized naturally throughout your day.



Market Dining



Nourishment
Hub



Signature
Events



A la Carte
Restaurants



Bar & Lounge

MARKET DINING



- ⊕ Restaurant Design
- ⊕ Interactive Market Kitchen Experience
- ⊕ Cuisine: Regional Ethnic, Fresh, Local, “Thoughtful”
- ⊕ Casual Dining with Communal Tables & Connectivity Options
- ⊕ Inviting & Interactive, Highly Social Space

SIGNATURE EVENTS



- ⊕ **Branded Events**
 - ⊕ Event experiences designed to anticipate primary needs and keep lifestyle in mind
- ⊕ **Tailored Experiences, Not Menus**
 - ⊕ Event experiences designed to anticipate primary needs and keep lifestyle in mind
 - ⊕ We envision a selling process that presents experiences vs. menus
- ⊕ **Innovative Experiences**
 - ⊕ Incorporate interactive chef's tables, innovative team building events, charity tie-ins to create core events that leverage the strengths of the team's expertise
- ⊕ **Localized Events**
 - ⊕ Wine tasting events hosted in a vineyard in San Jose; an interactive Clam Bake in Norwalk; dinner in the sky at La Hulpe / Brussels

MEETINGS VALUE PROPOSITION

- ⊕ All-inclusive **Complete Meeting Packages (CMP)** designed especially for meeting customers
- ⊕ **Creative food and beverage** offerings using local and fresh ingredients
- ⊕ **IACC-certified** meeting facilities designed for both business and social events
- ⊕ **Meeting-focused staff** trained specifically to service meeting planners & customers

NOURISHMENT HUBS

- Fresh, Local, Seasonal, Thoughtful Selections
- Inviting & Interactive
- Connecting to be Energized
- Highly Social Space





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COLLATERAL

DOLCE
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MARKETING COLLATERAL: PRINT ADS



ONLINE COLLATERAL: DIGITAL BANNERS



eat inspired

SAVE UP TO 15%
ON ADVANCED BOOKINGS

[BOOK NOW >](#) **DOLCE**
HOTELS AND RESORTS



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DOLCE BRAND FULL CREATIVE LINE



WHY CHOOSE DOLCE

ALIGNMENT OF INTEREST WITH OWNERS

- ⊕ Alignment of investment thesis with owner objectives and vision for the project
- ⊕ Close collaboration with ownership in meeting investment goals
- ⊕ Owner base of private equity funds and Fortune 500 corporations

DEPTH OF SUPPORT

- ⊕ Experienced regional teams providing robust support to right-sized portfolio of hotels
- ⊕ Proven track record of hotel teams in engaging the local community
- ⊕ Hands-on support from the corporate senior team
- ⊕ Service culture training and execution

EVENTS AND GUEST EXPERIENCE

- ⊕ Proven leadership in delivering a superior experience and service culture
- ⊕ Pioneer of the Complete Meetings Package
- ⊕ Signature offerings around food and beverage and event experience

PERFORMANCE

- ⊕ Uniquely-positioned upper-upscale brand with global leadership in group hospitality
- ⊕ GSO with global reach and deep relationships with corporate clients



Dolce by Wyndham Sitges, Spain



Dolce by Wyndham Attica Riviera, Greece



Dolce by Wyndham CampoReal Lisboa, Portugal



Comwell Aarhus Dolce by Wyndham, Denmark



Dolce by Wyndham La Hulpe Brussels, Belgium



Dolce by Wyndham Bad Nauheim, Germany



Comwell Copenhagen Portside Dolce by Wyndham, Denmark



Comwell Copenhagen Portside Dolce by Wyndham, Denmark



Akti Imperial Hotel & Convention Center Dolce by Wyndham, Greece

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