

HAWTHORN SUITES

WYNDHAM HOTELS & RESORTS





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

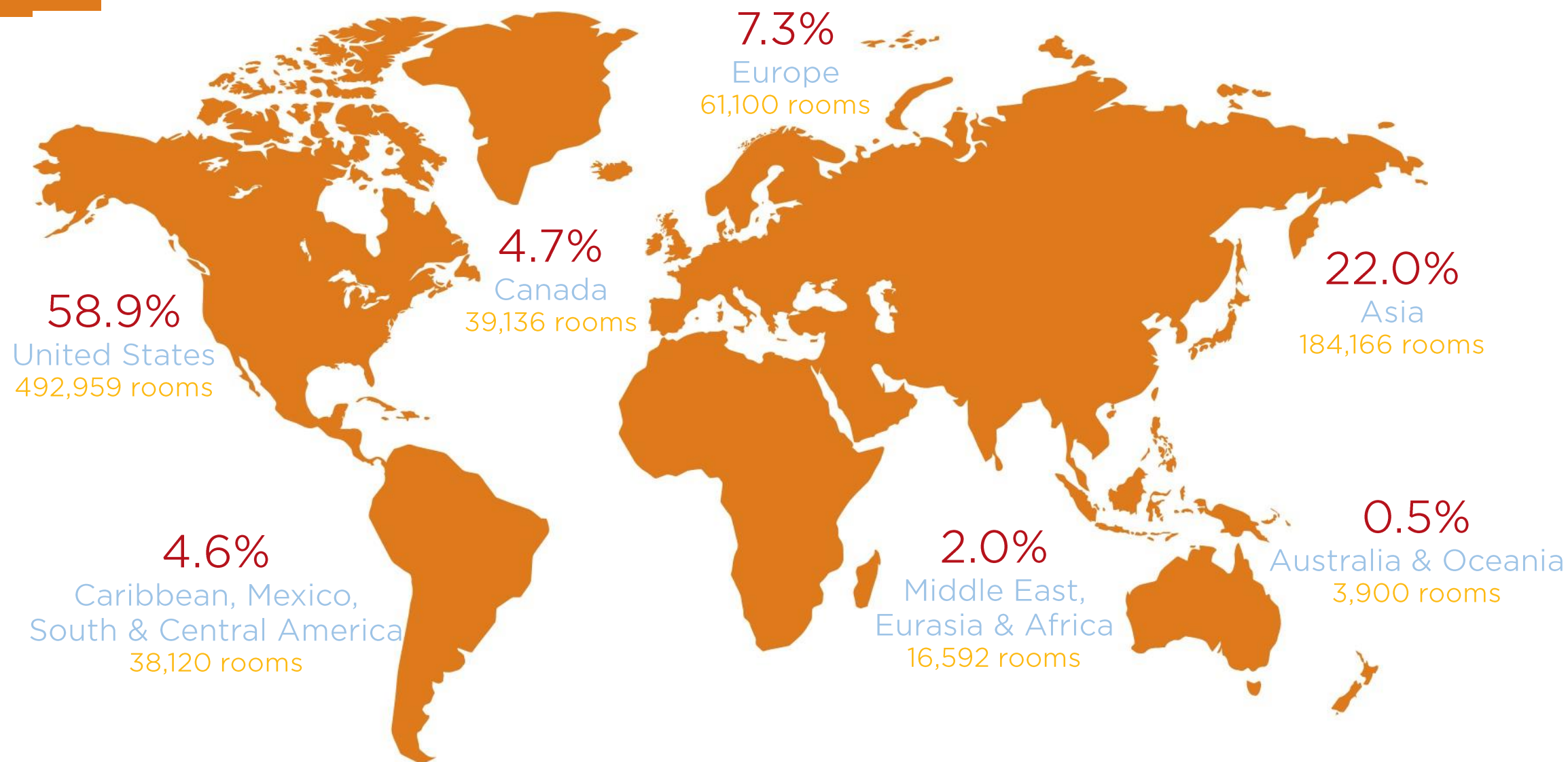
Through numerous initiatives, we take steps every day to minimize the impact of our operations, working to reduce our environmental footprint and preserve natural resources.

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.



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%

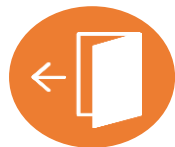
20%



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.

A warm, candid photograph of a family of four sitting at a wooden dining table. In the foreground, a man with a beard and short dark hair, wearing a light blue button-down shirt, is looking towards a young child. The child, with curly brown hair and wearing a grey t-shirt and blue and white striped pants, is holding a small piece of food and looking at the man. In the background, a woman and another child are also seated at the table, eating. The table is set with various items including a blue mug, a bowl, and some food. The overall atmosphere is cozy and domestic. A large red and yellow geometric graphic is overlaid on the right side of the image, containing white and yellow text.

**STAY
LONGER
STAY
BETTER**

WELCOMING

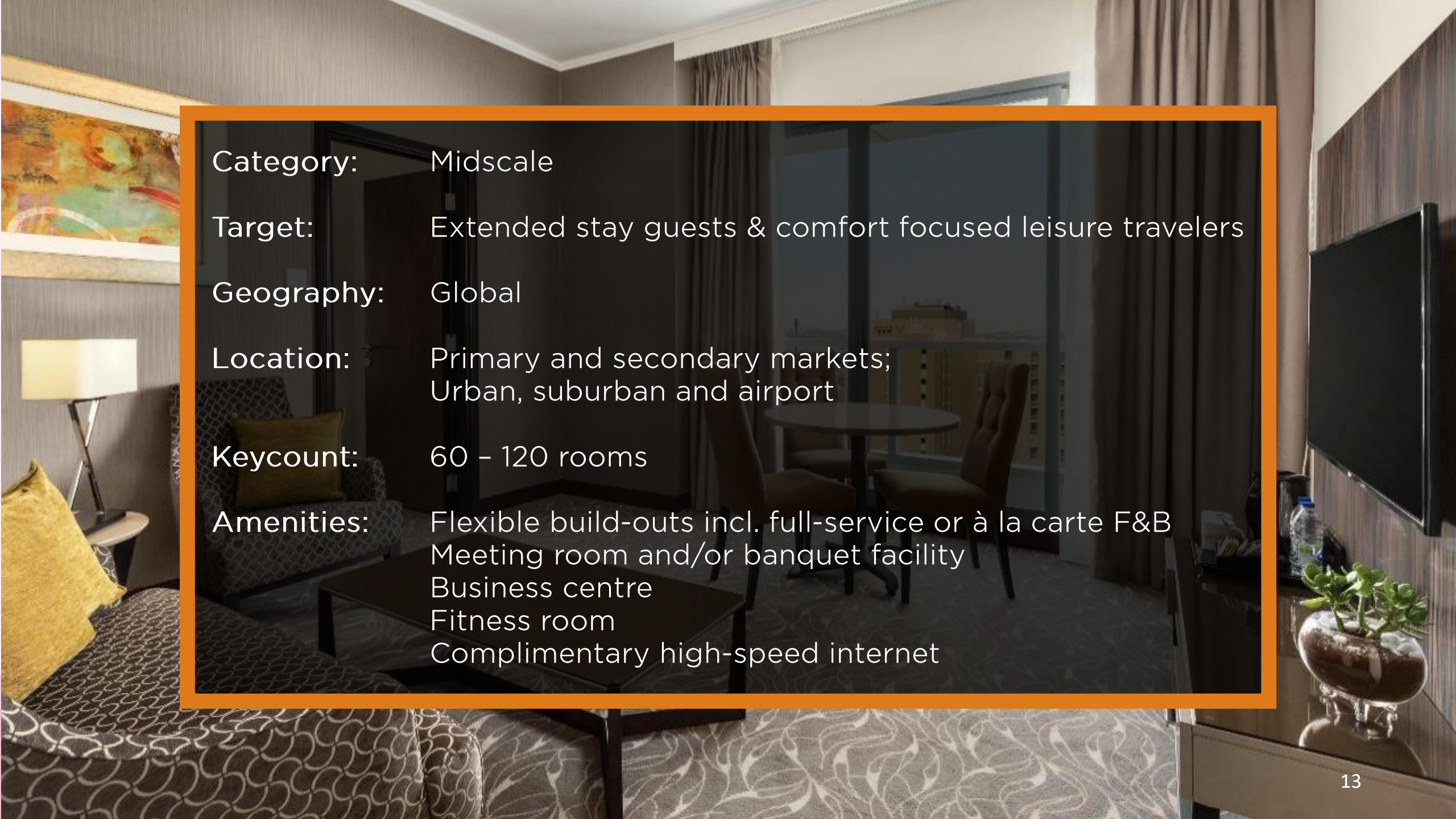
FAMILIAR

HOME

STAY LONGER. STAY BETTER.

Hawthorn Suites by Wyndham is our signature extended-stay brand, offering a home away from home for travellers.

We recognise that maintaining a routine is crucial for guests, which is why at Hawthorn Suites we offer energising fitness centres, complimentary healthy breakfast options, on-site laundry, free Wi-Fi and suites with kitchenettes to encourage home cooking. Weekday social hours also inspire insightful interaction among guests and offer a sense of community.



Category: Midscale

Target: Extended stay guests & comfort focused leisure travelers

Geography: Global

Location: Primary and secondary markets;
Urban, suburban and airport

Keycount: 60 – 120 rooms

Amenities: Flexible build-outs incl. full-service or à la carte F&B
Meeting room and/or banquet facility
Business centre
Fitness room
Complimentary high-speed internet

HAWTHORN SUITES BY WYNDHAM AT A GLANCE

- ▲ 72 midscale extended stay hotels worldwide
- ▲ Versatile with varied suite configurations, kitchens, and business-oriented amenities designed to appeal to a multitude of audiences for long-term stays



BRAND ESSENCE



MARKETING COLLATERAL | SALES FOLDER



MARKETING COLLATERAL | BANNER ADS



**CLEAN SOCKS
NIGHTLY.
WOOHOO!**

24/7 ON-SITE LAUNDRY.
STAY TIDY. **STAY AS YOU ARE.**

BOOK NOW

HAWTHORN[®]
SUITES BY WYNDHAM

Stay Hawthorn. Stay as you are.SM

This banner ad features a red background on the left with white and yellow text. On the right, there is a photograph of a white garment hanging on a hanger inside a wicker basket. The bottom of the ad has a white background with the Hawthorn Suites by Wyndham logo and a decorative wavy line.



**STAY REWARDED.
SAVE 15% WHEN
YOU BOOK
AHEAD.**

+ *earn 200 Wyndham
Rewards[®] bonus points*

BOOK NOW

HAWTHORN[®]
SUITES BY WYNDHAM

Stay Hawthorn. Stay as you are.SM

This banner ad features a red background on the left with white and yellow text. On the right, there is a photograph of a Hawthorn Suites by Wyndham hotel building. The bottom of the ad has a white background with the Hawthorn Suites by Wyndham logo and a decorative wavy line.

MARKETING COLLATERAL | ON PROPERTY





Hawthorn Suites by Wyndham Abu Dhabi, UAE



Hawthorn Suites by Wyndham Abuja, Nigeria



Hawthorn Suites by Wyndham Dwarka, India



Hawthorn Suites by Wyndham Dwarka, India



Hawthorn Suites by Wyndham Cerkezkoy, Turkey



THANK YOU

WHRdevelopmentEMEA.com