



HOWARD JOHNSON

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

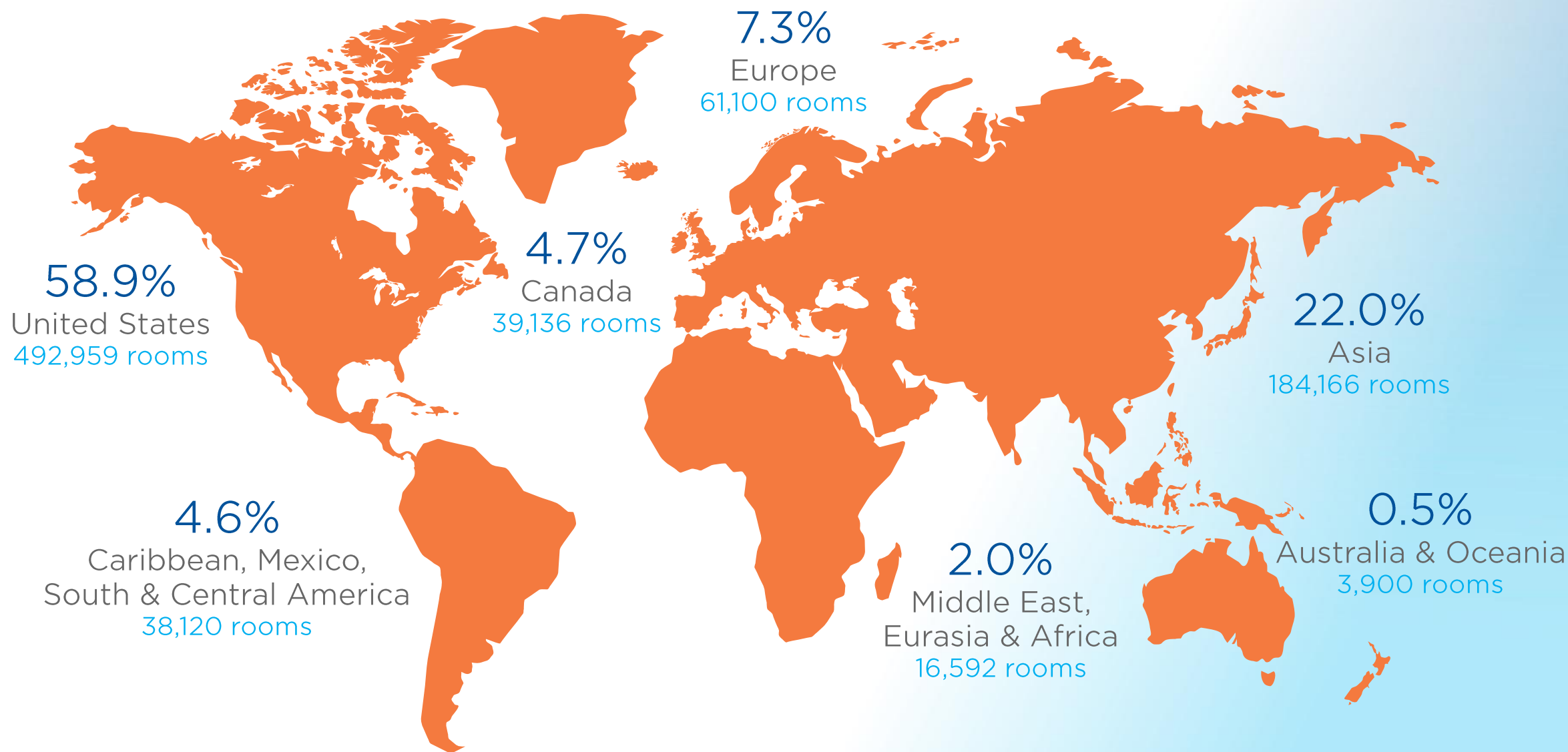
Through numerous initiatives, we take steps every day to minimize the impact of our operations, working to reduce our environmental footprint and preserve natural resources.

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.



*As a percentage of total number of rooms, Q2 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

LAQUINTA
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

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

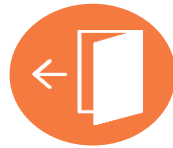


BLUE

+



Preferred
Room

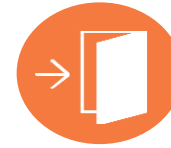


Late Check-out:
Up to 2 hours
later



GOLD

+



Early
Check-In:
Up to 2 hours prior



PLATINUM

+



Suite
Upgrade



Welcome
Amenity:
Drink & Snack



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
smile
IN EVERY
TOWN

optimistic
happy
community



A Smile in Every Town

Ice cream. Family holidays. Happiness. For nearly a century, Howard Johnson by Wyndham has helped generations of families create memories that last a lifetime.

With warm, friendly service and thoughtful amenities such as free Wi-Fi and the option of a nutritious breakfast, staying with Howard Johnson means never having to feel like you're far from home. Most Howard Johnson hotels include an onsite restaurant and a fitness room, and many locations also offer swimming pools.



HOWARD JOHNSON AT A GLANCE

- ⊕ 288 Howard Johnson hotels
- ⊕ An established and iconic brand with strong awareness, powerful global geographic footprint and positive RevPAR growth*
- ⊕ An upscale brand in China and the Middle East Howard Johnson offers high-end amenities including indoor spas and banquet/ meeting facilities in key destinations.



Q3 2022 Results

VALUE PROPOSITION

- ⊕ RENEW
 - ⊕ Hotel design package intelligently crafted to appeal to multigenerational customers
 - ⊕ Gives owners a new look that is consistent, relevant and designed for the Next Generation.
 - ⊕ Builds loyalty, reinforcing brand history, and maximizing return on investment



CONSUMER PROFILE



41 years

Average Age



45%

Male



\$89.7k

Household Income



55%

Female



54%

Children in Home



67%

Employed Full-Time



51%

Leisure Travelers



51%

Bachelor's Degree +

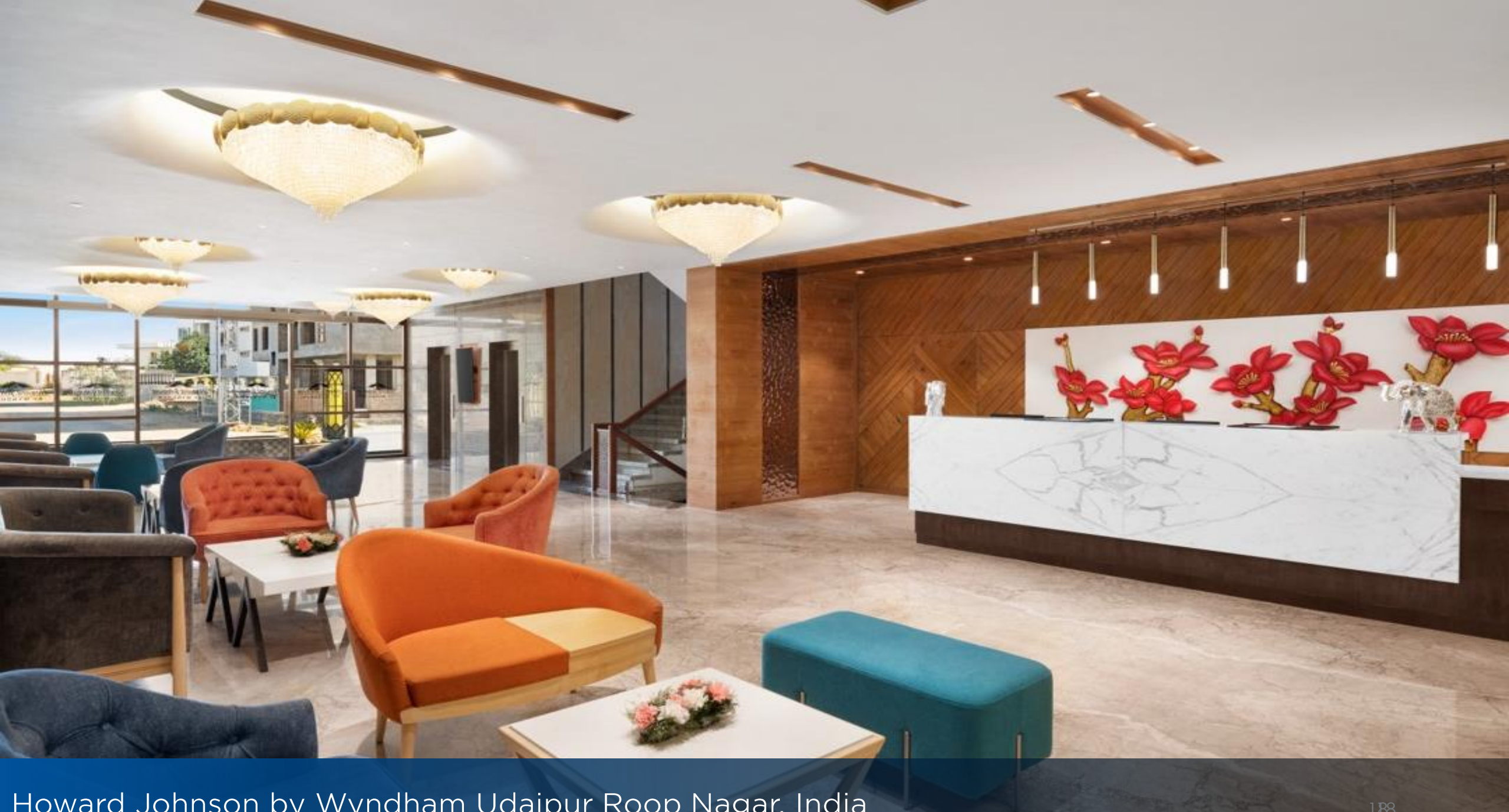
Source: Phoenix User Consumer Profiles ('13)



Howard Johnson by Wyndham Kolkata, India



Howard Johnson by Wyndham Bangalore, India



Howard Johnson by Wyndham Udaipur Roop Nagar, India



Howard Johnson by Wyndham Abu Dhabi, UAE



Howard Johnson by Dubai Deira, United Arab Emirates



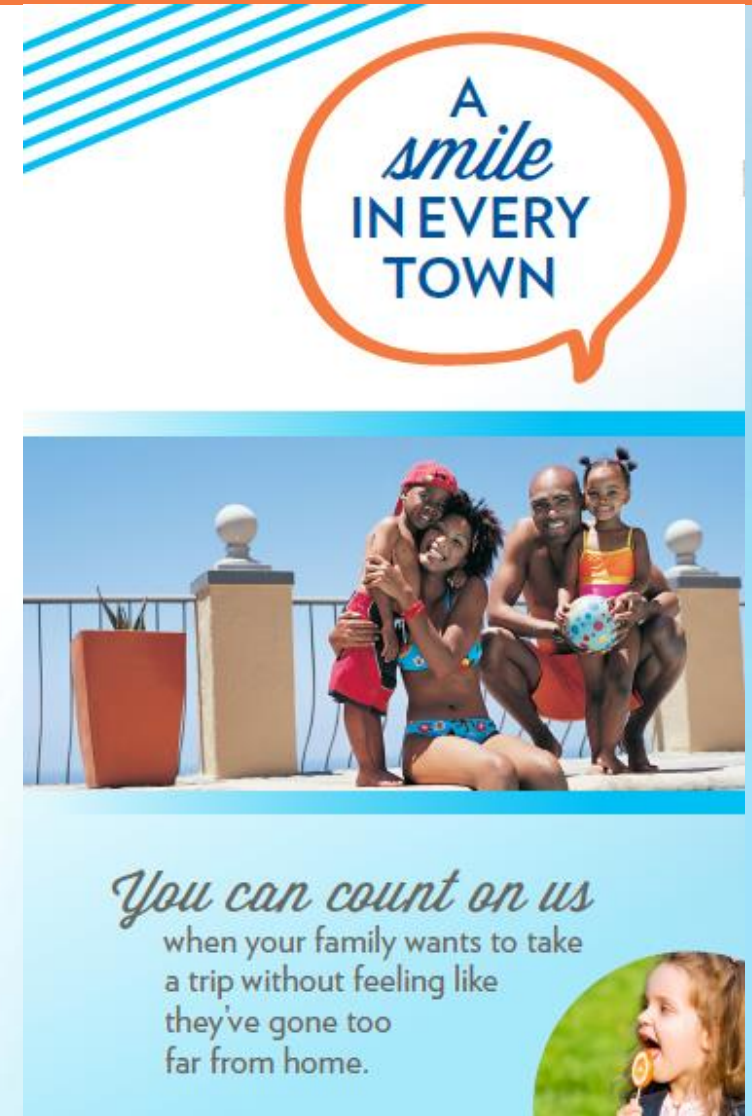
Howard Johnson by Dubai Deira, United Arab Emirates

BRAND ESSENCE

In every **HOWARD JOHNSON**, no matter the city or town, we hope your stay leaves you with the same unforgettable souvenir—smiles that last a lifetime.

You can count on us when your family wants to take a trip without feeling like they've gone too far from home. It's the same warm, friendly experience we've offered for decades—because we know that honest hospitality never goes out of style.

Whether it's your first time here or you've lost count, you'll feel right at home as a part of our **HOWARD JOHNSON** community.





A new look that is consistent, relevant and designed for the Next Generation









NEW ON-PROPERTY COLLATERAL





THANK YOU

WHRdevelopmentEMEA.com

