



LAQUINTA[®]

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.

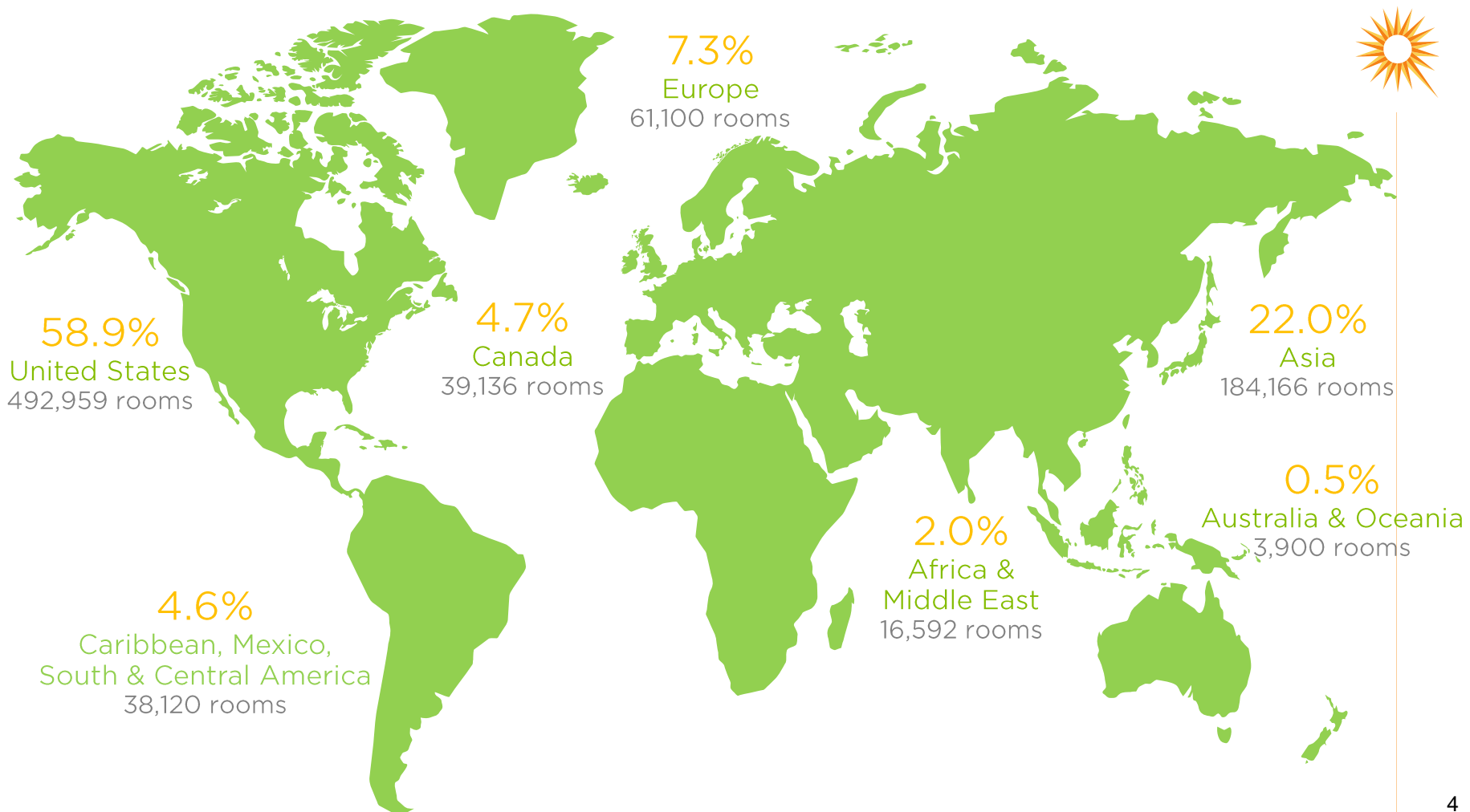
HUMAN RIGHTS & ETHICS

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

WYNDHAM[®]
Alltra
ALL-INCLUSIVE

RAMADA[®]
BY WYNDHAM

RAMADA
encore
BY WYNDHAM

Howard Johnson[®]
BY WYNDHAM

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VIENNA HOUSE
BY WYNDHAM

RAMADA
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encore
BY WYNDHAM

Howard JohnsonSM
BY WYNDHAM

Value Creation



SALES ON A GLOBAL SCALE



MARKETING POWERHOUSE



OPERATIONS SUPPORT & SAVINGS



DIVERSIFIED DISTRIBUTION



REVENUE MANAGEMENT GUIDANCE



PEOPLE EXCELLENCE

Pre-opening support

Global Sales representation for Corporate, MICE and specialist travel buyers

Participation in Wyndham Rewards award-winning loyalty program

Inclusion in rate distribution to major connected partners worldwide

Centrally built promotions and strategic rate plans

Learning and development opportunities

Ongoing operational support

Brand.com & mobile app

Strategic sourcing (access to procurement and operational support)

Lead generation for Group Sales

Exposure in global advertising and social media campaigns

Best-in-class commissions for OTA, wholesalers and GDS channels

Scale discounts on commercial Business Intelligence tools

Access to world-class training materials

Wyndham Green program to support sustainability and environmental performance

Opportunities in domestic, regional and global source markets

Marketing and PR templates and collaterals

Support with key distribution partners to optimize rate display

Analysis of industry trends and forward-looking forecasts

Count on Us hygiene initiative (support and resources)

Access to Trade shows and events

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

Webinar and events with major distribution partners

Support in optimizing revenue contribution across all channels

Human Resources training and support



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:



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.



Contemporary

Assured

Optimism



wake up on the bright side



Modern day travel can be a stressful experience, so our goal is to make each stay a bright and cheerful experience that brings guests back.

Expect a friendly service and thoughtful amenities at La Quinta whether travelling for business or leisure.

Our commitment to guest services and satisfaction, powers our growth. From expansive lobby space with comfortable seating areas, well equipped fitness centres, business centres with conference and meeting facilities and comfortable mattress for a great night's sleep, it's no wonder our guests keep coming back.



La Quinta by Wyndham Giresun, Turkey



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La Quinta by Wyndham Dubai Jumeirah, UAE



La Quinta by Wyndham Dubai Jumeirah, UAE



La Quinta by Wyndham Bodrum, Turkey

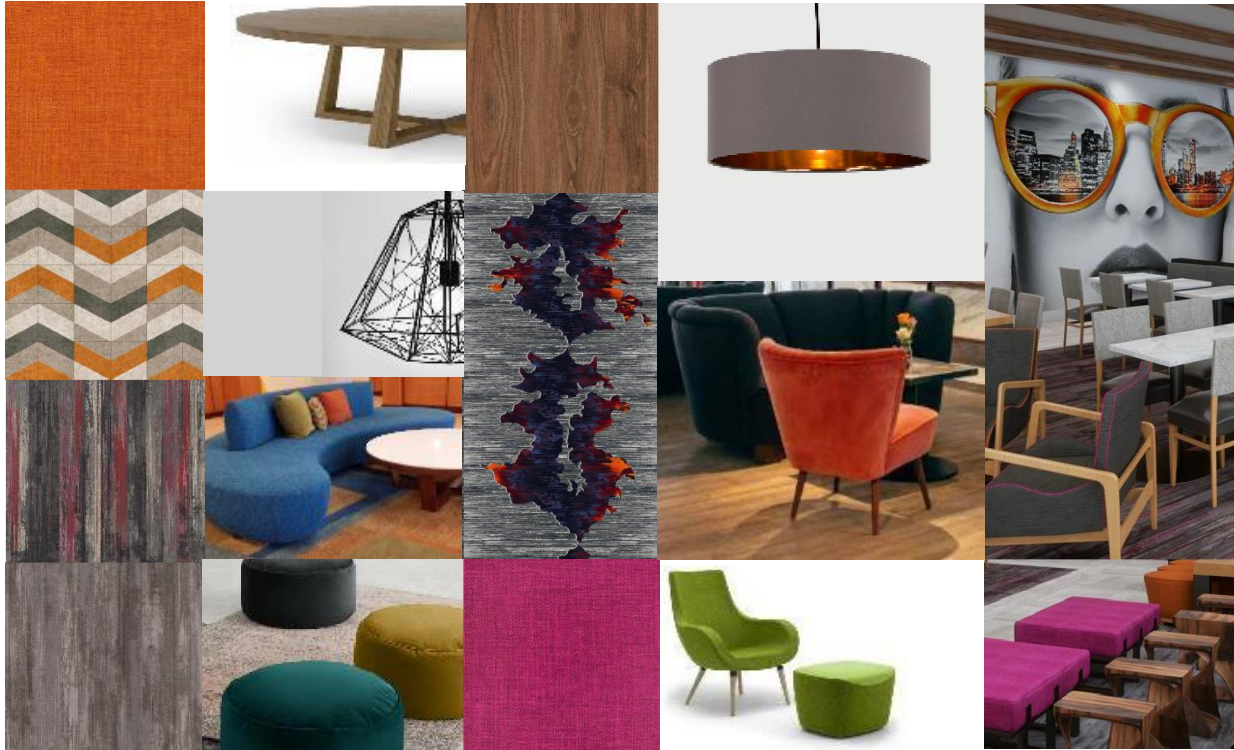


La Quinta by Wyndham Istanbul Gunesli, Turkey



DESIGN GUIDELINES

GREAT ROOM – SIGNATURE ELEMENTS



REGISTRATION | BRIGHT SIDE MARKET | PRINT STATION | BREAKFAST SERVING

GUESTROOM – BRAND ESSENCE



GUESTROOM – ARTWORK





THANK YOU!

WHRdevelopmentEMEA.com

