



RAMADA BY WYNDHAM  
WYNDHAM HOTELS & RESORTS

RAMADA<sup>®</sup>  
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.

Q3 2022 Results

# 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.

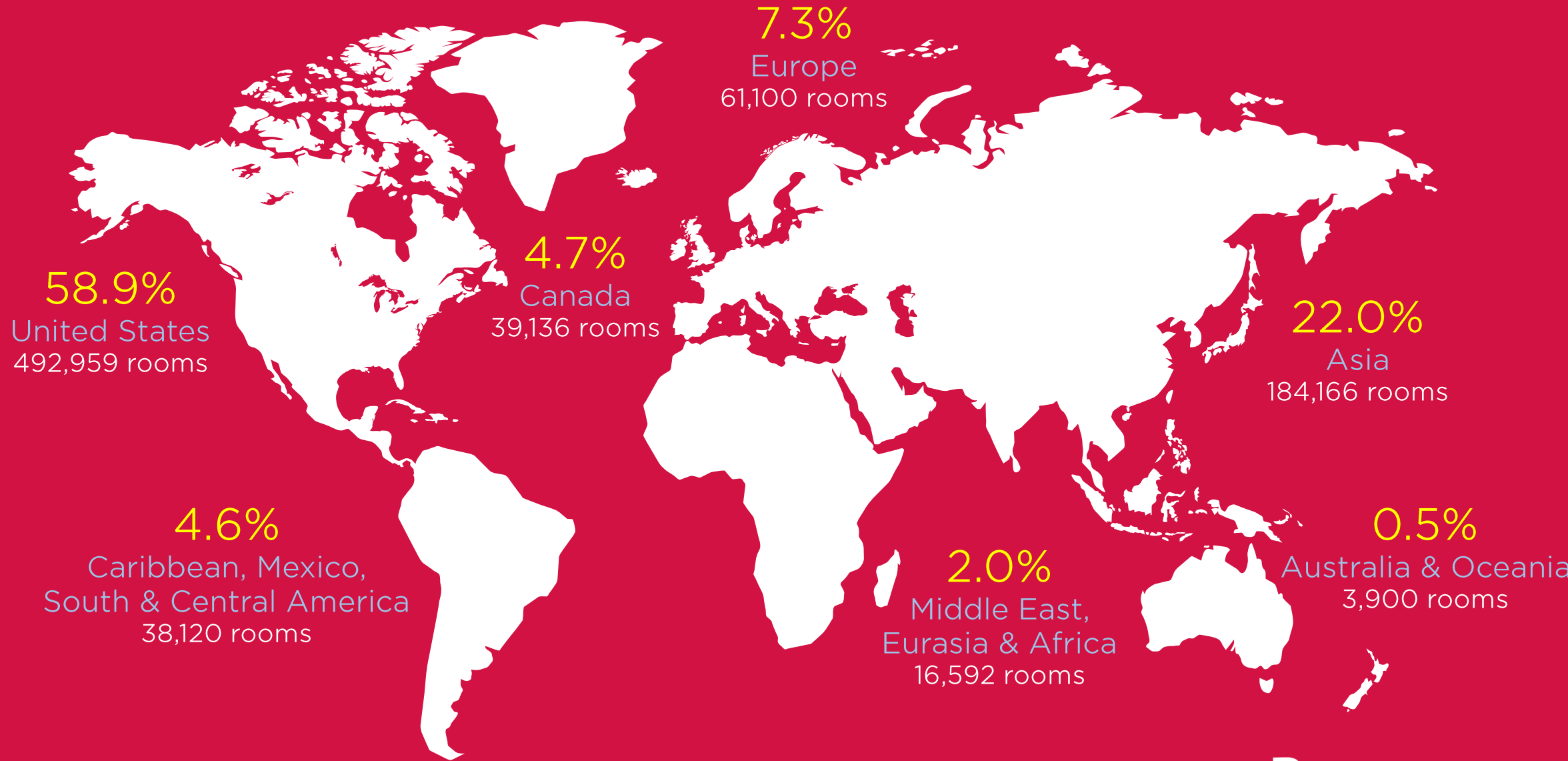
## HUMAN RIGHTS & ETHICS

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.*

Q3 2022 Results

# WYNDHAM

HOTELS & RESORTS

DISTINCTIVE

UPSCALE

LIFESTYLE

MIDSCALE

VALUE

EXTENDED STAY

REGISTRY  
COLLECTION HOTELS

DOLCE  
HOTELS AND RESORTS<sup>®</sup>  
BY WYNDHAM

TRYP  
BY WYNDHAM

LA QUINTA  
BY WYNDHAM

Days Inn  
BY WYNDHAM

HAWTHORN<sup>®</sup>  
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<sup>®</sup>  
BY WYNDHAM

VIENNA HOUSE  
BY WYNDHAM

RAMADA<sup>®</sup>  
encore  
BY WYNDHAM

Howard Johnson<sup>®</sup>  
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%

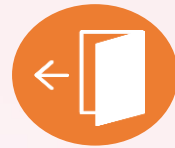
20%



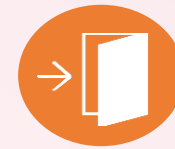
Free  
Wi-Fi



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.





PASSIONATE  
GLOBAL  
AMBASSADOR

SAMPLE  
THE  
WORLD

RAMADA®  
BY WYNDHAM



With 925 hotels around the world, *Ramada by Wyndham* is one of the most recognised hotel brands in the world. Ramada's deep passion for delivering meaningful hospitality shines through in charming pops-of-red at every hotel.





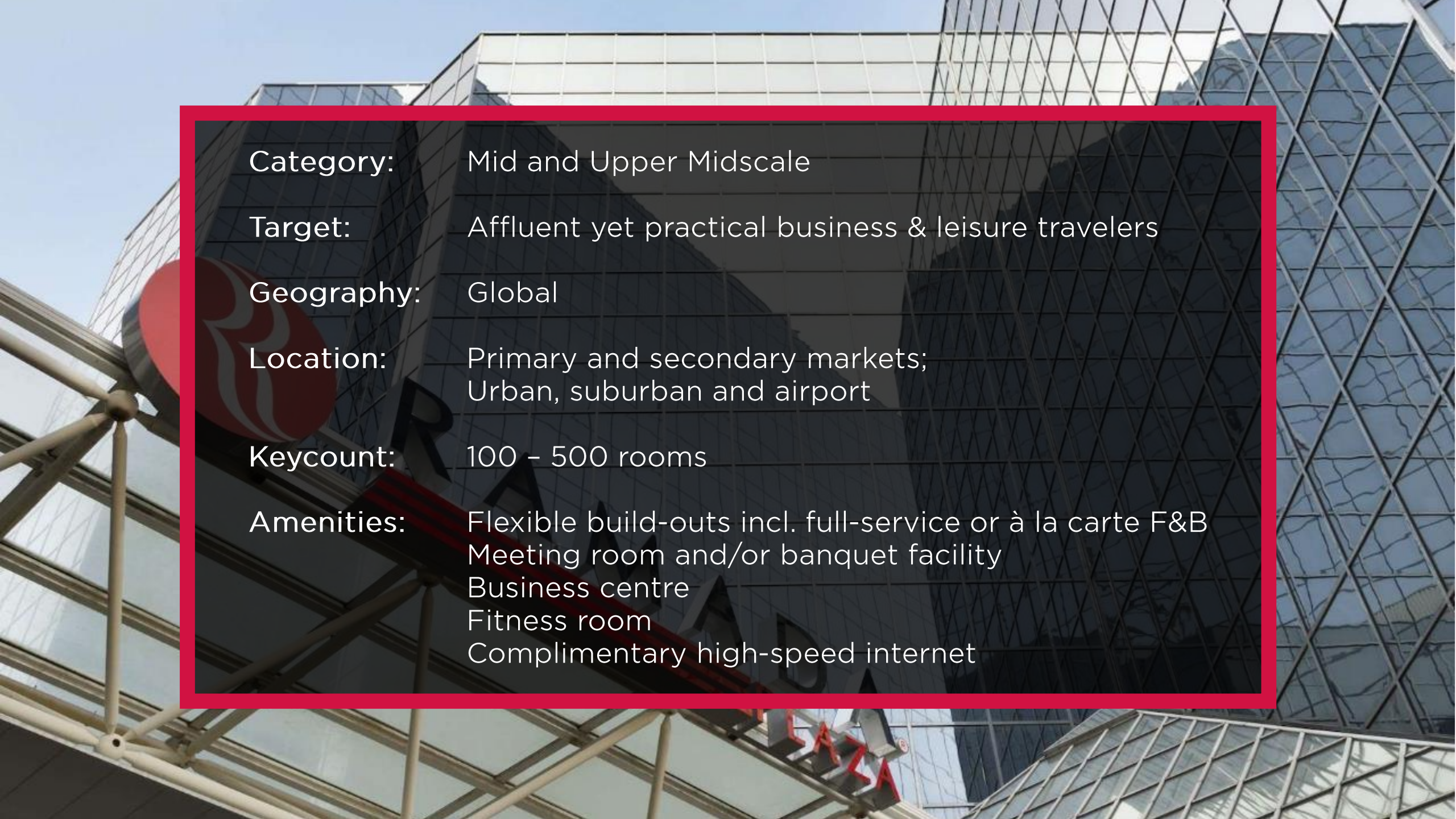
# SAMPLE THE WORLD OF RAMADA BY WYNDHAM

*Ramada Plaza by Wyndham* includes an onsite business centre, larger rooms with a mini bar and extensive breakfast options, including a hot cooking station and a chef serving up omelettes. Some hotels also offer additional recreational facilities such as a SPA, swimming pool & fitness centre.

*Ramada Hotel & Suites by Wyndham* offer that little extra for travellers, comprising a minimum of 40% suites and including a SPA and swimming pool as standard.

*Ramada Resorts by Wyndham* are located in holiday destinations such as Jordan, Turkey and Israel to name a few, and include additional facilities such as a SPA, swimming pool, fitness centre and other recreational facilities.





**Category:** Mid and Upper Midscale

**Target:** Affluent yet practical business & leisure travelers

**Geography:** Global

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

**Keycount:** 100 – 500 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





Ramada Resort by Wyndham Bodrum, Turkey





Ramada by Wyndham Adiyaman, Turkey





Ramada Hotel & Suites by Wyndham Yerevan, Armenia





Ramada by Wyndham Istanbul Alibeykoy, Turkey





Ramada by Wyndham Budapest City Center, Hungary





Ramada Plaza by Wyndham Istanbul Tekstil Kent, Turkey





Ramada by Wyndham Amsterdam Schiphol Airport, Netherlands





Ramada by Wyndham Lucknow, India





Ramada Plaza by Wyndham Chennai, India





Ramada Resort by Wyndham Kochi, India





Ramada by Wyndham Jaipur North, India





Ramada by Wyndham Downtown Dubai, UAE





Ramada by Wyndham Manama City Centre, Bahrain





Ramada Plaza by Wyndham Tunis, Tunisia





Ramada by Wyndham Dar Es Salaam, Tanzania





Ramada Plaza by Wyndham JHV Varanasi, India





Ramada by Wyndham Varanasi Katesar, India





Ramada by Wyndham Dubai Barsha Heights , UAE



# NEW DESIGN GUIDELINES - CONCEPT

## THE DESIGN

- employs the use of simple and tailored forms for a brand aesthetic that is current and globally relevant. A combination of contemporary forms mixed with traditional elements provides a welcoming, restorative environment.

- draws on the history of the brand in subtle ways to communicate with the guest. Colours are neutral and restful, with accents of Ramada red used in distinctive and interesting ways.



## THE RED LINE

is movement, progress and continuity. Where the past, present and future are a single continuum. Red is the journey. keeping it simple for the world's travellers.

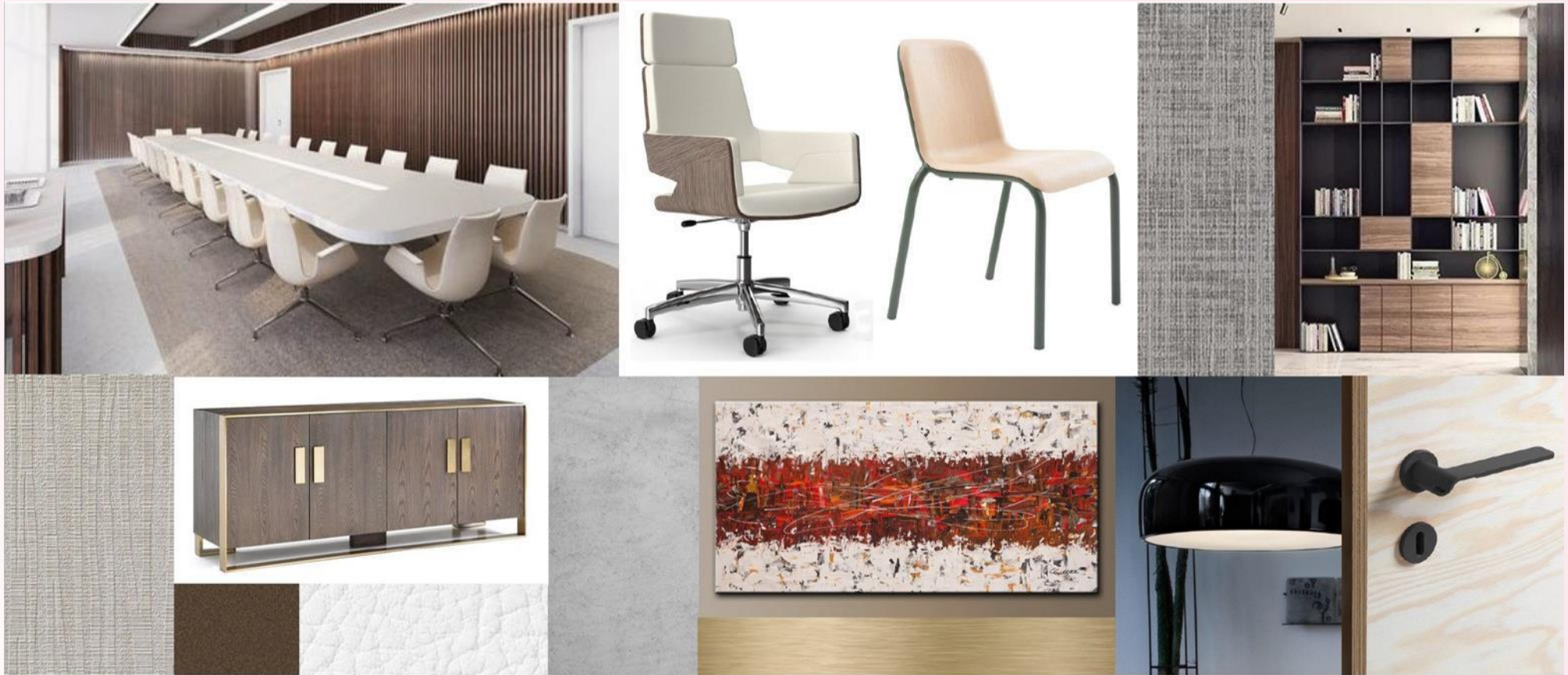
The following Design Guidelines contain a kit of parts, with key Signature Elements designed with flexibility in mind, adaptable to a wide variety of property types and configurations.

# NEW DESIGN GUIDELINES – DINE & BAR

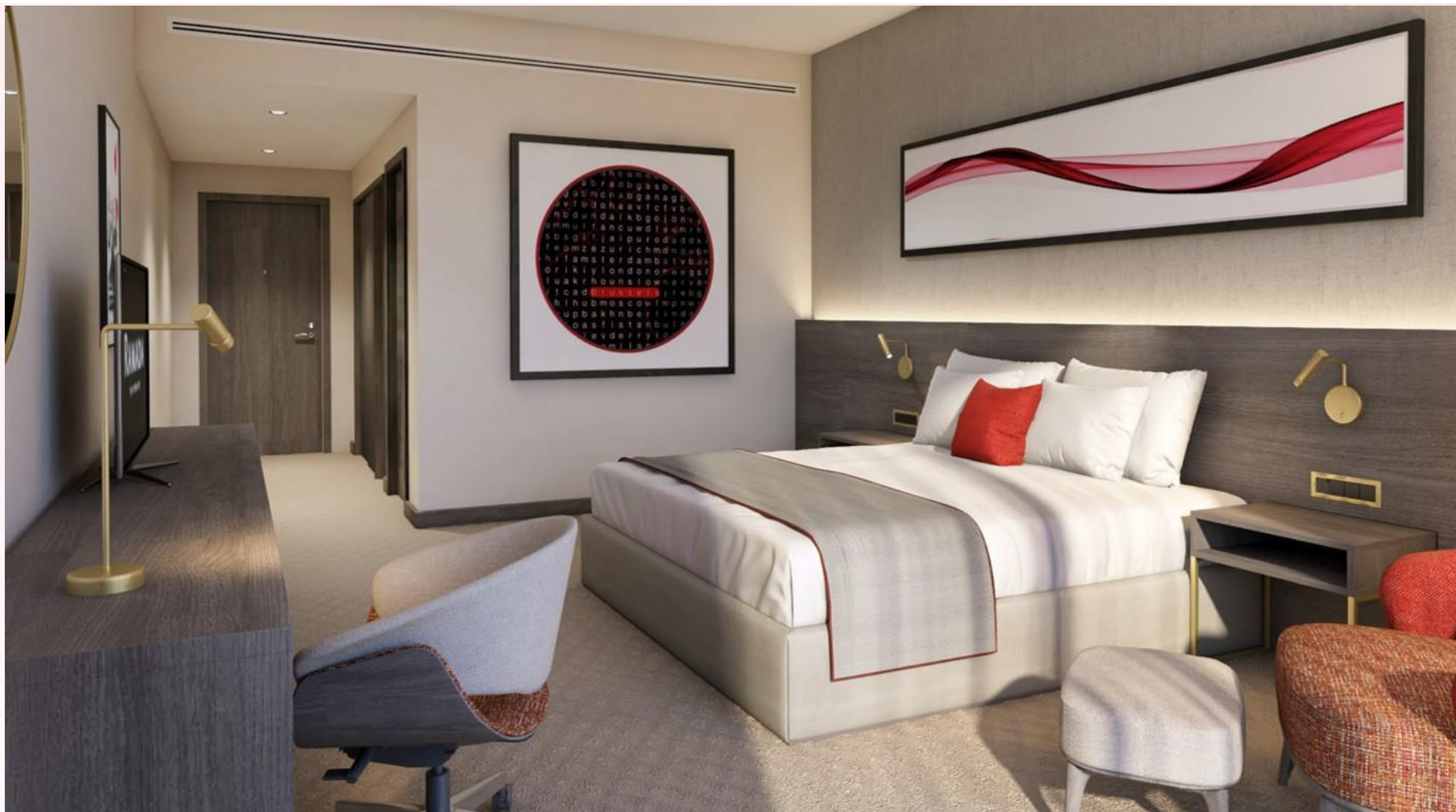




# NEW DESIGN GUIDELINES – MEETINGS



# NEW DESIGN GUIDELINES – GUESTROOM





# THANK YOU

[WHRDEVELOPMENTEMEA.COM](http://WHRDEVELOPMENTEMEA.COM)