# LUXURY WITHOUT LIMITS. INDEPENDENCE WITHOUT LIMITS.

# REGISTRY COLLECTION HOTELS

# 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 8136000 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.

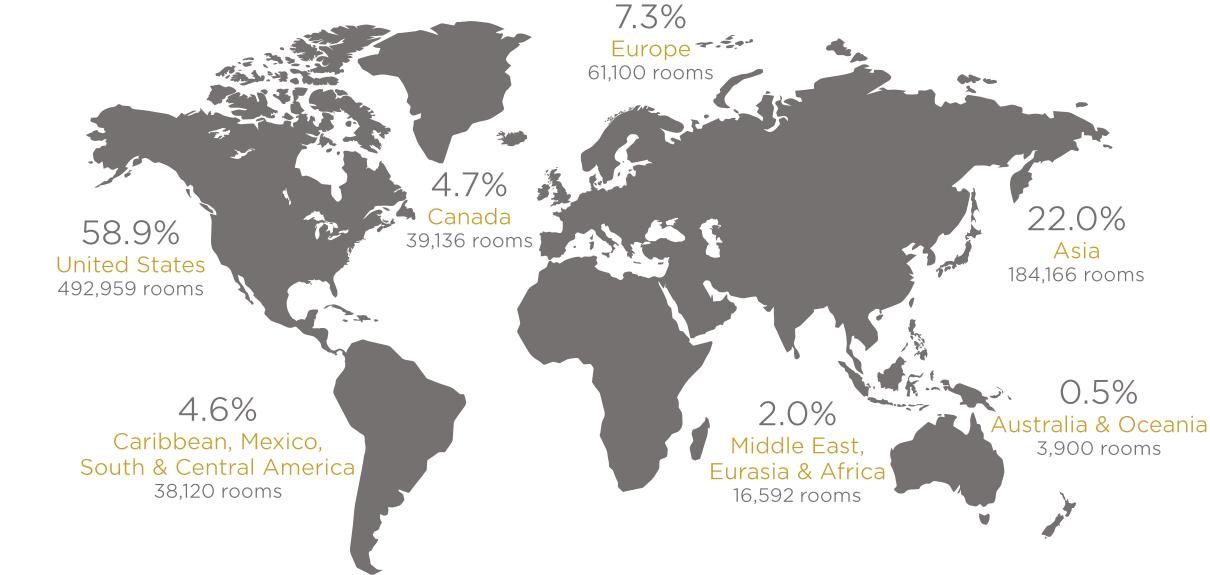
#### **HUMAN RIGHTS** AND **ETHICS**

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 AND **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.





DISTINCTIVE UPSCALE LIFESTYLE MIDSCALE VALUE **EXTENDED STAY** 

REGISTRY COLLECTION HOTELS

DOLCE HOTELS AND RESORTS'









**WYNDHAM GRAND** 

**WYNDHAM** 



ALL-INCLUSIVE















DISTINCTIVE

UPSCALE

LIFESTYLE

MIDSCALE

VALUE

**EXTENDED STAY** 

REGISTRY COLLECTION HOTELS











WYNDHAM GRAND

**WYNDHAM** 





RAMADA













#### Value Creation



#### SALES ON A **GLOBAL SCALE**



#### **MARKETING** POWERHOUSE



#### **OPERATIONS** SUPPORT & SAVINGS



#### DIVERSIFIED DISTRIBUTION



#### REVENUE **MANAGEMENT GUIDANCE**



#### PEOPLE **EXCELLENCE**

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

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)

Pre-opening support

Ongoing operational support

Strategic sourcing (access to procurement and operational support)

Wyndham Green program to support sustainability and environmental performance

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

Centrally built promotions and strategic rate plans

Scale discounts on commercial Business Intelligence tools

Analysis of industry trends and forwardlooking forecasts

Support in optimizing revenue contribution across all channels

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:**



Free Wi-Fi



BLUE

10%



Preferred Late Check-out: Up to 2 hours Room later



GOLD



15%



Early Check-In:

Up to 2 hours prior



**PLATINUM** 



20%



Suite Upgrade



Drink & Snack



DIAMOND



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.



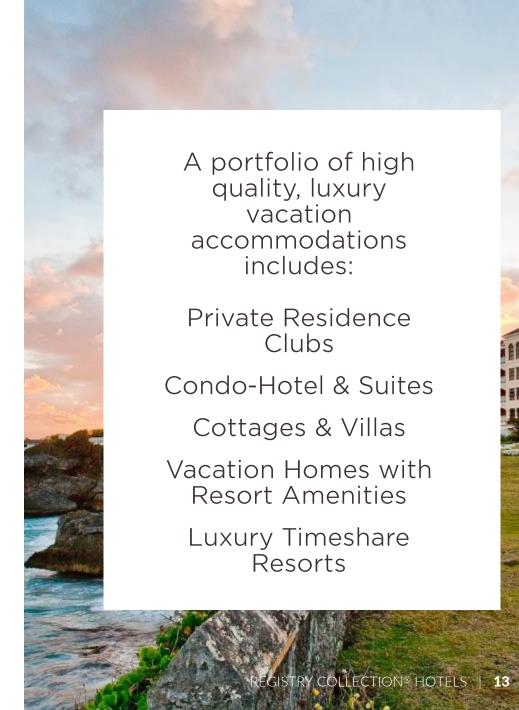
With a growing presence in the upper upscale segment, Wyndham Hotels & Resorts enters the luxury space.

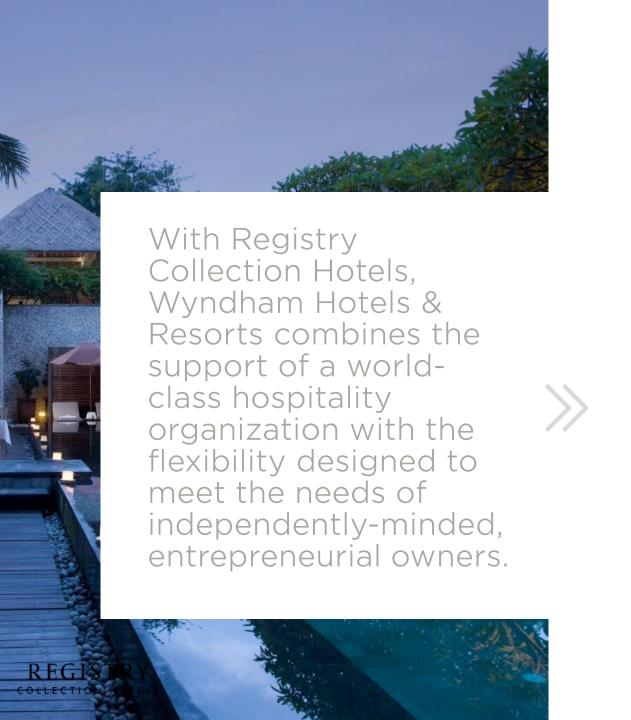
# Introducing REGISTRY COLLECTION HOTELS

# The Registry Collection is an established brand in luxury fractional home ownership

**8 50,00** Members

Annual exchanges





## A powerful partnership

Owners have full access to an experienced team, as well as an in-depth array of services designed to help you optimize your business, including:

- OTA fees based on scale compared to independent standalone
- Marketing and Distribution Services
- Participation in Wyndham Rewards
- Strategic Sourcing
- Global Sales Organization
- Brand Operations Support
- Best In Class Training

# Demographics

Current Registry Collection members are highly educated, wealthy, and love to travel.

83% \$227K

college graduates

household income (USD)

48%

\$500k+

own more than one vacation home

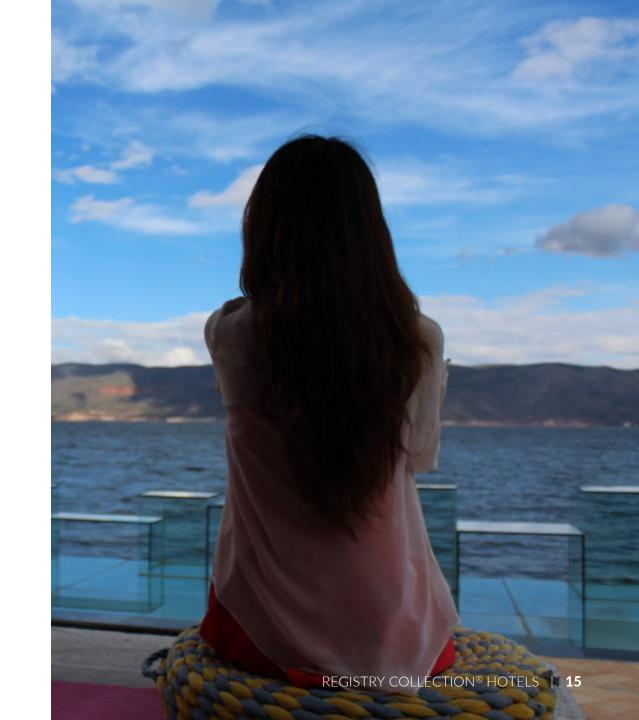
value of primary home (USD)

90%

number of annual vacation nights

TRC program satisfaction







# Brand Positioning

It takes the world's largest hotel company to redefine the luxury hospitality experience. Selecting the best independent hotels around the world to receive the ultimate badge of honor. A designation that promises every touch point is extraordinary.

Introducing Registry Collection Hotels. Where individuality is elevated.

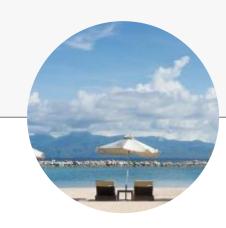
This is Luxury Without Limits<sup>®</sup>.

# Defining attributes

Distinguish ed design



Unparallele d service

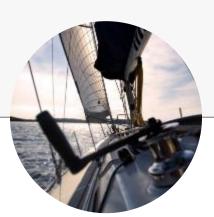


Desirable destinations



Unforgettable experiences







### Key considerations

- Franchised or managed
- Soft branded or market location
  - "The [Hotel Name], A Registry Collection Hotel"
  - "The RegistryCollection Hotel [Location]"



## The ART TBILISI

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# REGISTRY





When History and Culture meet Business it creates the Art of Luxury Life

The ART TBILISI

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# REGISTRY

COLLECTION HOTELS













#### THANK YOU

# REGISTRY

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