



TRYP BY WYNDHAM

WYNDHAM HOTELS & RESORTS

TRYP
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.

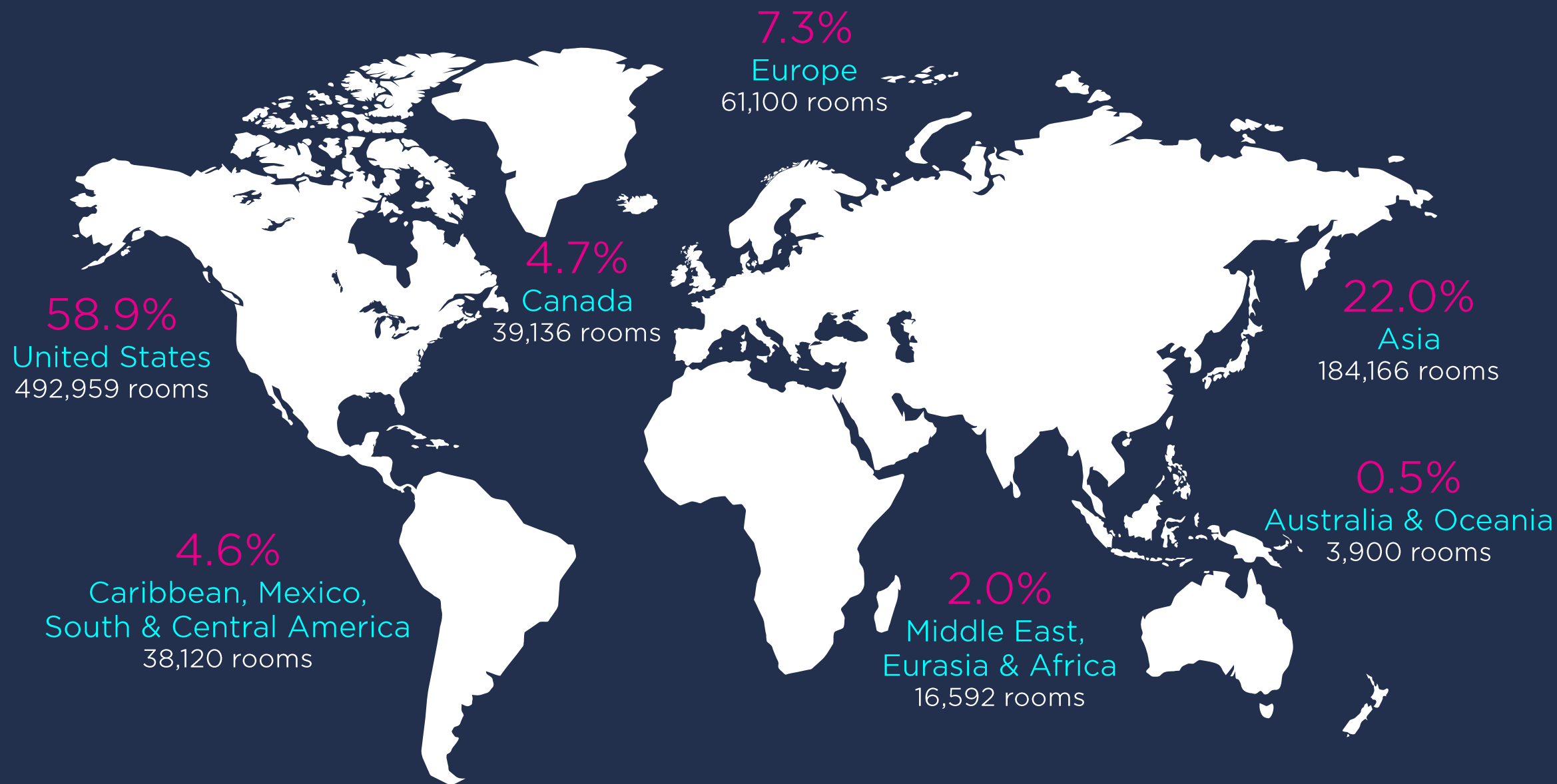
HUMAN RIGHTS & ETHICS

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.

Q3 2022 Results

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

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%

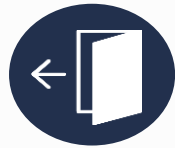
20%



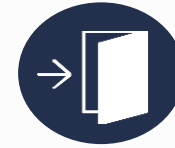
Free
Wi-Fi



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.

TRYP

BY WYNDHAM

POWERED BY THE CITY

MODERN

SAVVY

EXPLORATION

Tucked into the heart of the world's most exciting cities, and on the pulse of the best local hotspots, you'll find TRYP by Wyndham. Our hotels are staffed by locals who help guests uncover the side of a city that's not in the guidebooks.

A trademark feature of most TRYP hotels, is 'Plaza Central', a social lobby brought to life with its tapas-style Gastro bar.

Each hotel has multiple room types, including Fitness Rooms; equipped with exercise machines, Premium Rooms; engineered with comfy extras including bathrobes and slippers, and Family Rooms; including bunk beds for the kids and larger beds for adults.



VALUE PROPOSITION

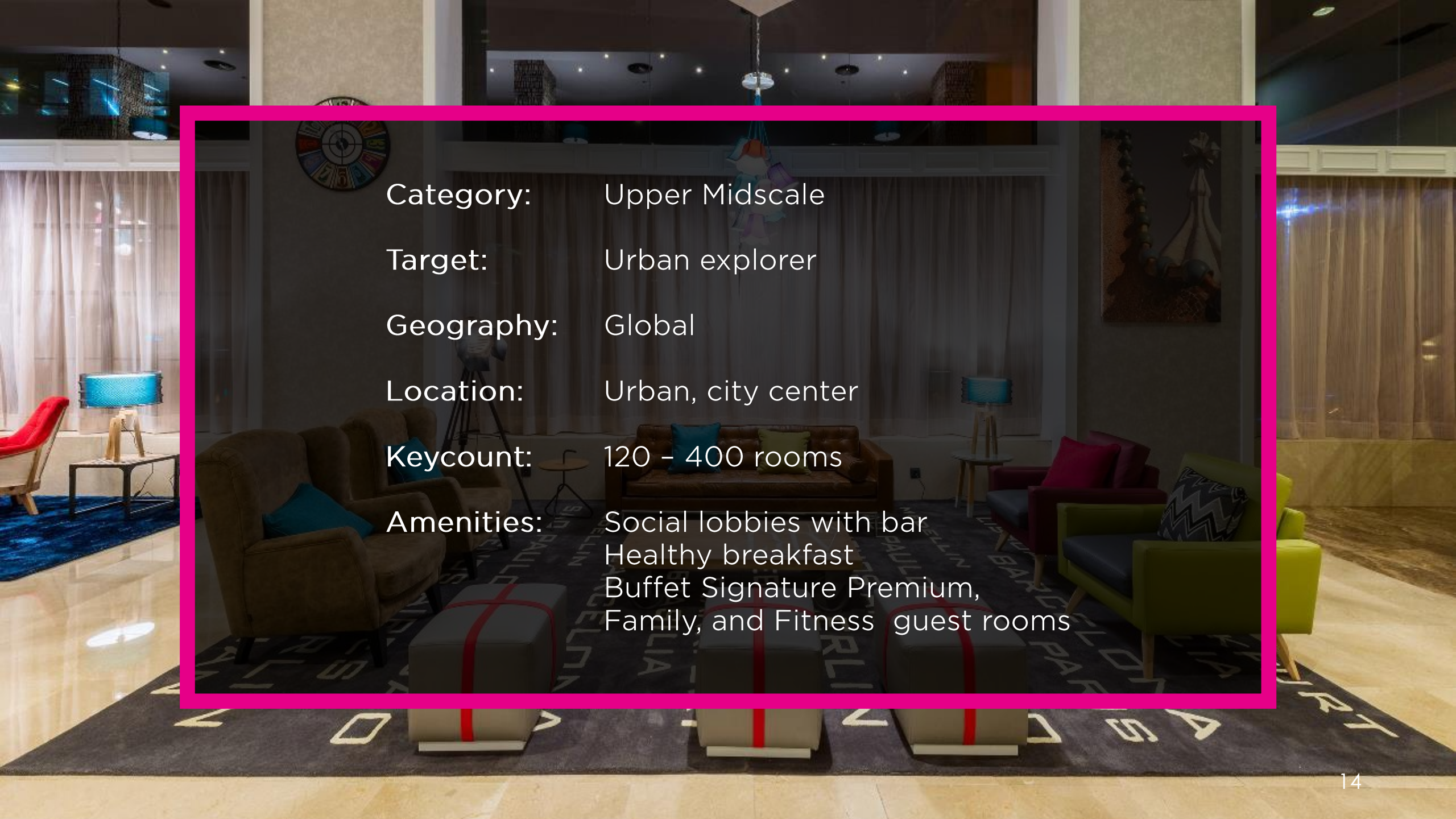
Unique, urban, lifestyle boutique brand with high-performing select-service margins.

Millennial-focused with creative designs, tech-savvy features and social spaces

Specialty spaces provide opportunity to upsell rate and create even more revenue producing square footage

Offers flexibility in new construction and conversion





Category: Upper Midscale

Target: Urban explorer

Geography: Global

Location: Urban, city center

Keycount: 120 – 400 rooms

Amenities: Social lobbies with bar
Healthy breakfast
Buffet Signature Premium,
Family, and Fitness guest rooms

GLOBAL FOOTPRINT

- ⊕ 54 hotels worldwide, predominantly in EMEA and LATAM
- ⊕ In many of the world's most exciting cities including:

- + Abu Dhabi
- + Barcelona
- + New York City
- + Sao Paulo
- + Istanbul



TARGET CUSTOMER

DEMOGRAPHIC

- ⊕ Average age is 33 years old
- ⊕ 72% travel for business
- ⊕ 72% have children in the household
- ⊕ \$115k average household income annually

PSYCHOGRAPHIC

- ⊕ TRYP by Wyndham is the brand for travelers who are young at heart and want the inside scoop on a city
- ⊕ They have an energetic lifestyle and they are passionate about discovering experiences that uncover the unique local flavor, often off the beaten track
- ⊕ Business and leisure traveler, interested in unique experiences



TRYP by Wyndham Ankara, Turkey



TRYP by Wyndham Ankara, Turkey



TRYP by Wyndham Istanbul Topkapi, Turkey



TRYP by Wyndham Dubai, UAE



TRYP by Wyndham Dubai, UAE

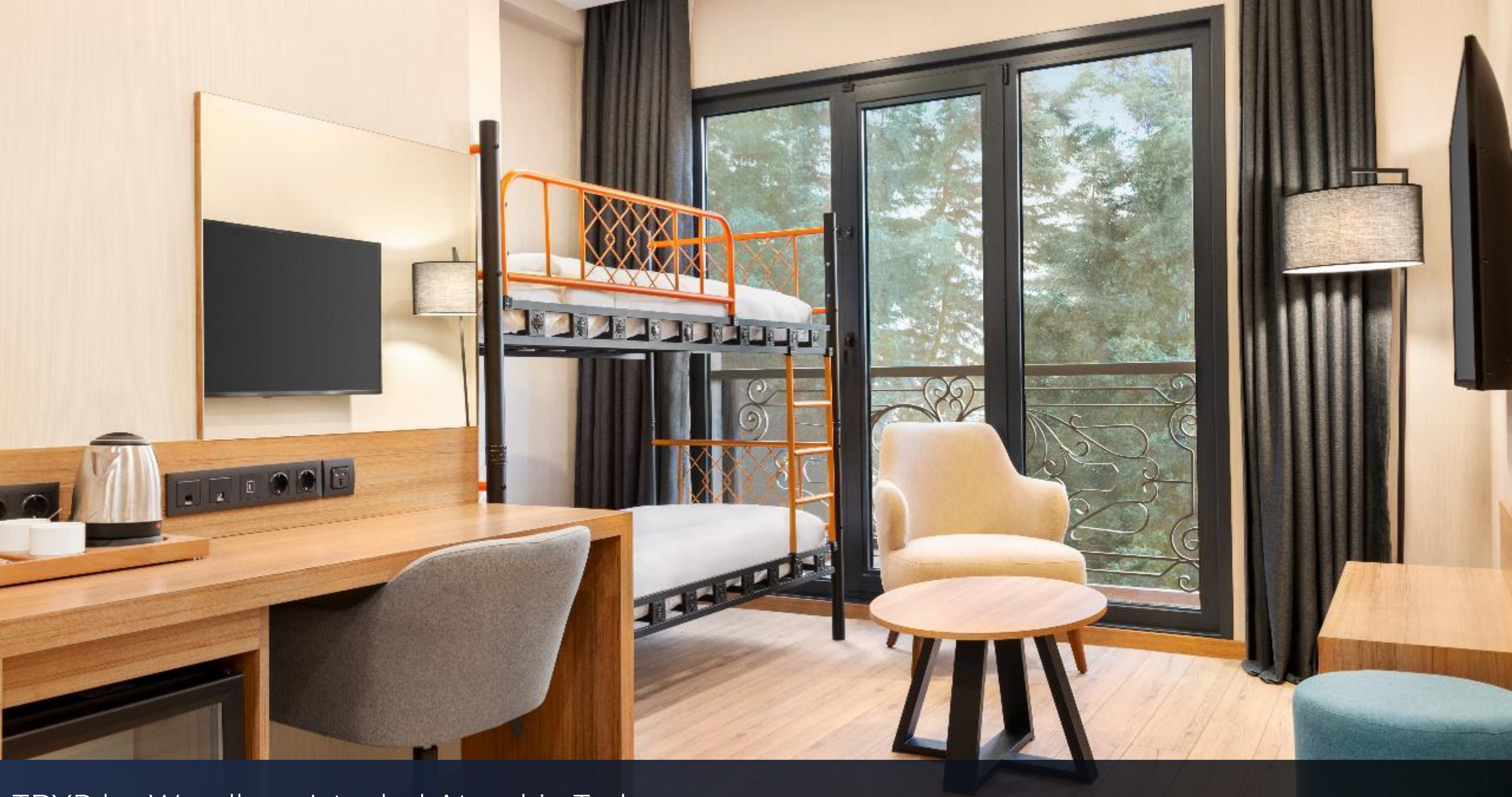


TRYP by Wyndham Istanbul Basin Ekspres, Turkey



TRYP by Wyndham Izmit, Turkey



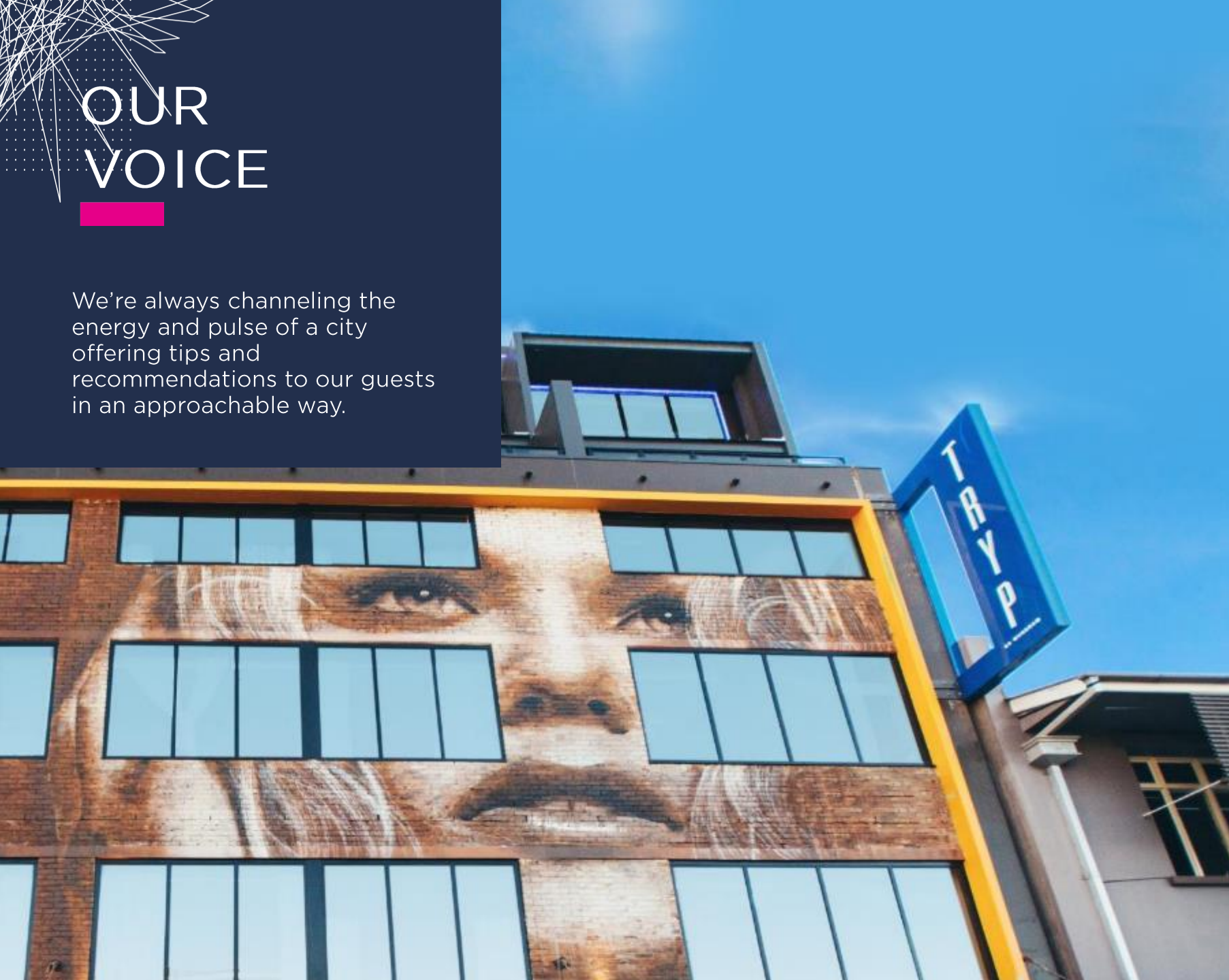


TRYP by Wyndham Istanbul Atasehir, Turkey



OUR VOICE

We're always channeling the energy and pulse of a city offering tips and recommendations to our guests in an approachable way.



When you stay at **TRYP by Wyndham** you're one of us – and we're all locals.

Savvy and streetwise, we know all the best restaurants, all the coolest spots, and all the best ways to tap directly into the pulse of whatever location – big or small – you're exploring.

We'll bring that energy into the hotel, so you experience a side of the city you won't find in guidebooks. Here's your chance to be an insider and engage with the new, now and next.



TRYP
BY WYNDHAM

POWERED BY
THE CITY

THIS IS
MY TRYP

BOOK IN ADVANCE
AND SAVE 15%

BOOK NOW ▶



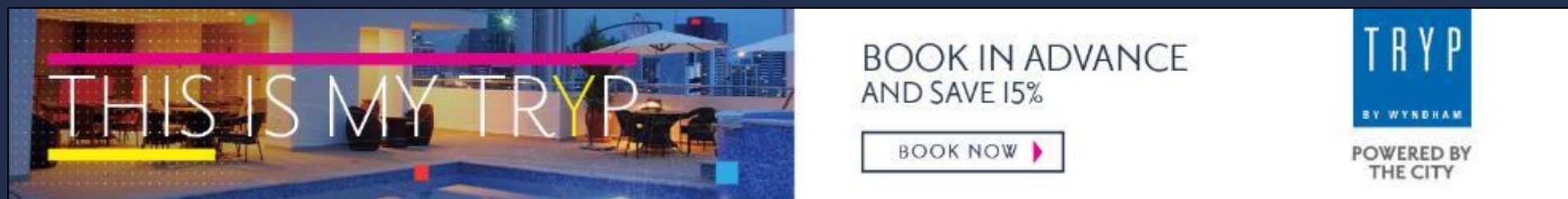
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GUEST EXPERIENCE MUSIC



CURIOUS TRAVELER (40-50%)
BRAND KEYS: COSMOPOLITAN, RENEWED, NOVEL
ERA: 2000s TO TODAY

02

Global Pop and Electronica. Fresh takes within established musical conversations.

ARTISTS INCLUDE: SILVA, Céu, Natalia Lafourcade, Chico Mann, Brigitte

MOOD:TRYP BY WYNDHAM

MUSIC DESIGN OVERVIEW | AUDIO IDENTITY REFRESH | 5.12.16 | MUSIC DESIGNER: AMY FRISHKEY

GUEST EXPERIENCE TRYP TERMINAL



DESIGN GUIDELINES



PLAZA CENTRAL ZONING

Plaza Central is at the core of every TRYP.

It is the primary common area that is comprised of zones, each playing its own role within the space that encourages guests to meet, eat, drink, work, recluse, relax, socialize, observe and enjoy TRYP's city centric vibe.



GASTROBAR

Gastrobar is the zone within plaza central where the communal table, bar, and café are located.

Ideally these areas are in proximity to each other and allow for guests to move freely between them. Breakfast, tapas, wine, beer are served and other activities occur here from the morning through to the evening.



BRAND DEFINING ELEMENTS

- GASTROBAR
- COMMUNAL TABLE
- POSTCARD FIXTURE

FITNESS ROOM

Fitness Rooms are ideal for guests who want to maintain their daily regular workout schedules in the privacy of their own room.

Each TRYP hotel will provide fitness rooms that feature exercise equipment within the guestroom.



THANK YOU

WHRDEVELOPMENTEMEA.COM

