

Trademark Collection

Independence Redefined

TM
TRADEMARK
COLLECTION BY WYNDHAM





Hyperion Hotel Leipzig,
Trademark Collection by Wyndham

Unique

We are each unique,
and we are global. Each
Trademark Collection hotel
inspires a memorable
experience for guests
from all around
the world.

Independent

We are independent thinkers, not influenced by the thoughts or actions of others, united by service excellence.



Character

We have character. Each Trademark Collection hotel is original in interesting and unexpected ways - guests feel this through our sense of design and how we behave.



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All images in this brochure represent the current Wyndham Hotels & Resorts portfolio and are provided for illustration purposes only.

A message from our EMEA President

Wyndham Hotels & Resorts is the world's largest hotel franchising company by number of properties, and our commitment is to accomplish our mission of making hotel travel possible for all. Our portfolio of iconic hotel brands offers a wide range of compelling experiences from value to distinctive for guests around the world and the right business opportunities for our partners.



We are firmly committed to our owner-first culture, as our owners are critical to our business. As part of this approach we are consistently looking for and implementing new ways to enhance our partnerships and provide partners with innovative products, services and exceptional support.

Trademark Collection by Wyndham is our fastest-growing brand and it is designed and perfectly suited for hoteliers who seek independence on their terms and take pride in their unique spirit. If you are a hotelier looking for the competitive advantages that come with the scale, distribution and award-winning loyalty programme of Wyndham Hotels & Resorts then Trademark Collection should be your brand choice. Just as no two travellers are alike, Trademark Collection by Wyndham hotels are equally distinctive, and this collection

of independent hotels enables guests to experience their chosen destination on their own terms.

Our guests, business partners and team members are at the heart of everything we do and we look forward to continuing to provide everyday travellers with unparalleled and outstanding guest experiences.

All the best,







A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

Dimitris Manikis
President, EMEA

Our Brand Portfolio

We are Wyndham. We are the world’s largest hotel franchising company by number of hotels, and a leading provider of hotel management services.



EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
 EXTENDED STAY BY WYNDHAM	 BY WYNDHAM	 BY WYNDHAM	 BY WYNDHAM		
 EXTENDED STAY BY WYNDHAM	 BY WYNDHAM	 BY WYNDHAM	 COLLECTION BY WYNDHAM	 HOTELS AND RESORTS BY WYNDHAM	
		 BY WYNDHAM	 BY WYNDHAM		
		 BY WYNDHAM	 WYNDHAM ALL-INCLUSIVE		
		 BY WYNDHAM			

Introducing Trademark Collection by Wyndham

A trademark is a symbol of character, an emblem of individuality. It signifies a uniqueness that cannot be replicated. At Trademark Collection by Wyndham that symbol represents the ability to retain an independent spirit while gaining partnership and support from a larger global brand.

Trademark Collection is a soft branded collection of midscale to upscale properties that maintain their own unique attributes.

Just as no two travellers are alike, Trademark Collection hotels are equally distinctive and defined by a spirit of independence and individuality, offering a unique experience at each location.

Operating on the principle that travel is deeply personal, hotels provide guests with the opportunity to experience the destination on their own terms.

With ample meeting spaces, one-off and exciting destinations, Trademark Collection is ideal for both business and leisure travellers.

TM
TRADEMARK
COLLECTION BY WYNDHAM

H+ Bremen, Trademark Collection by Wyndham



Key features & benefits

We put our owners at the centre of everything we do.

Behind the Trademark Collection by Wyndham brand is a team of global hospitality professionals working hard to support your hotel with powerful tools and best practices.

Franchising with us opens the door to a vast range of benefits, whilst allowing you to retain your independence and unique style.

Key Features



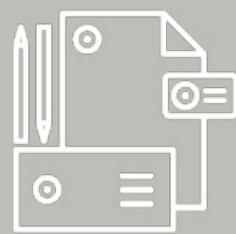
Midscale to
upscale hotels



Independent boutique,
historic and signature
properties



Located in urban,
suburban & resort
destinations



Freedom to maintain
and promote your hotel's
unique brand identity
and individuality

Benefits



You keep your
property level logo



Your external signage
will not change
(we require a small
plaque to include your
endorsed name on
entrance)



You keep your
current collateral
designs



Flexible F&B and no
minimum requirements
for services

Independent but not alone

Sales on a Global Scale

- Global Sales representation in a multinational portfolio of 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 at highly discounted rates

Marketing Powerhouse

- Participation in the award-winning loyalty programme, Wyndham Rewards, with over 87 million members
- Wyndham Hotels & Resorts website and mobile app
- Exposure in global advertising and social media campaigns
- Marketing and PR templates and collateral
- Marketing support services including photography, collateral design and printed materials

Operations Support & Savings

- Pre-opening support to provide a smooth and simple journey to launch
- Ongoing operational support to ensure you take full advantage of Wyndham tools and resources
- Strategic sourcing provides access to recommended suppliers and preferential rates
- Wyndham Green programme to support your sustainability and environmental performance



Revenue Management Strategy & Guidance

- Centrally built promotions and strategic rate plans
- Scale discounts on commercial business intelligence tools
- Analysis of industry trends and forward-looking forecasts
- Guidance to optimise revenue contribution across all channels

Diversified Distribution Connected Partners

- 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 optimise rate display
- Webinars and events with major distribution partners

People Excellence

- Learning and development opportunities, with access to world-class training materials
- Count on Us hygiene initiative to provide health and safety support and resources
- Human Resources training and tools to support your teams in delivering a great experience for staff and guests



Commercial advantages



Extended Reach:

Participation in Wyndham programmes with access to consumers, bookers and organisations on a global scale



Commercial Savings:

Reduced cost of sale, shared resources and negotiated discounts that put ROI at the heart of your partnership



Best Practice:

Industry-leading tools, training and analysis to take your business to the next level

Joining us is easy

It couldn't be simpler to join us and become part of Trademark Collection by Wyndham.

Whether you have one hotel or multiple hotels, if you want to keep your independence and uniqueness but are looking to realise the full potential of your hotel, we offer the commitment and support of a world-class hospitality organisation.



Parameters	Minimum Requirements
Tripadvisor Rating	Must achieve 3.5 or above
Fire Life Safety (FLS)	Must comply with international or country codes - location dependent
IT	Oracle Cloud or Oracle V5 to allow PMS to connect directly to our Central Reservation System (two-way enhanced interface)
Design	Interiors include an individual and established approach
Hotel Interior Condition	Levels of interior finishes and furnishings must be free of damage and general wear and tear
Signage	Display approved signage plaque at reception / check-in



Hyperion Hotel Munich, Trademark Collection by Wyndham

EMEA Development Team

Our experienced team will be on hand to assist you and answer any queries you may have.

Europe



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Hyperion Hotel Salzburg, Trademark Collection by Wyndham

WYNDHAM

HOTELS & RESORTS

REGISTRY
COLLECTION HOTELS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS
BY WYNDHAM

esplendor.
BY WYNDHAM

DAZZLER
BY WYNDHAM

WYNDHAM

VIENNA HOUSE
BY WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
COLLECTION BY WYNDHAM

WYNDHAM
Alltra
ALL-INCLUSIVE

LAQUINTA
BY WYNDHAM

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

Hawthorn
EXTENDED STAY
BY WYNDHAM

★★★
AmericInn
BY WYNDHAM

BAYMONT
BY WYNDHAM

RAMADA
BY WYNDHAM

RAMADA
encore
BY WYNDHAM

MICROTEL
BY WYNDHAM

Days Inn
BY WYNDHAM

Super
8
BY WYNDHAM

Howard Johnson
BY WYNDHAM

Travelodge
BY WYNDHAM

WYNDHAM

REWARDS