

WYNDHAM

HOTELS & RESORTS

MADRID LISBON  
BRUSSELS LONDON  
BERLIN MUNICH  
ISTANBUL TBILISI  
WARSAW ADDIS ABABA  
MILAN DOHA RIYADH  
BARCELONA TUNIS  
DELHI KARACHI  
ATHENS TASHKENT  
MUMBAI DUBAI  
BAKU VIENNA

FOR ANY LOCATION  
FOR EVERY TRAVELLER

DEVELOPMENT BROCHURE



We are the worlds largest hotel franchising company by number of hotels, and a leading provider in hotel management services.

With 24 brands and more than 9,100 hotels in over 95 countries, no one welcomes the world like we do.



# We Build Powerful Brands

More than 8,900 hotels  
95+ countries | 22 global brands

We have more properties than any other  
hotel company.

DISTINCTIVE



WYNDHAM GRAND<sup>®</sup>

  
REGISTRY  
COLLECTION HOTELS

UPSCALE



WYNDHAM<sup>®</sup>

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

LIFESTYLE



TRADEMARK  
COLLECTION BY WYNDHAM

  
BY WYNDHAM

  
WYNDHAM  
ALL-INCLUSIVE

MIDSCALE



 WYNDHAM  
GARDEN<sup>®</sup>

RAMADA<sup>®</sup>  
BY WYNDHAM

  
LA QUINTA<sup>®</sup>  
BY WYNDHAM

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

  
Howard Johnson<sup>®</sup>  
BY WYNDHAM

VALUE



  
Days Inn<sup>®</sup>  
BY WYNDHAM

  
Super  
8<sup>®</sup>  
BY WYNDHAM

EXTENDED  
STAY



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

More than

9,100



Hotels

Over

97 Million



Wyndham Rewards Members

Over

836,000+



Rooms

Over

95



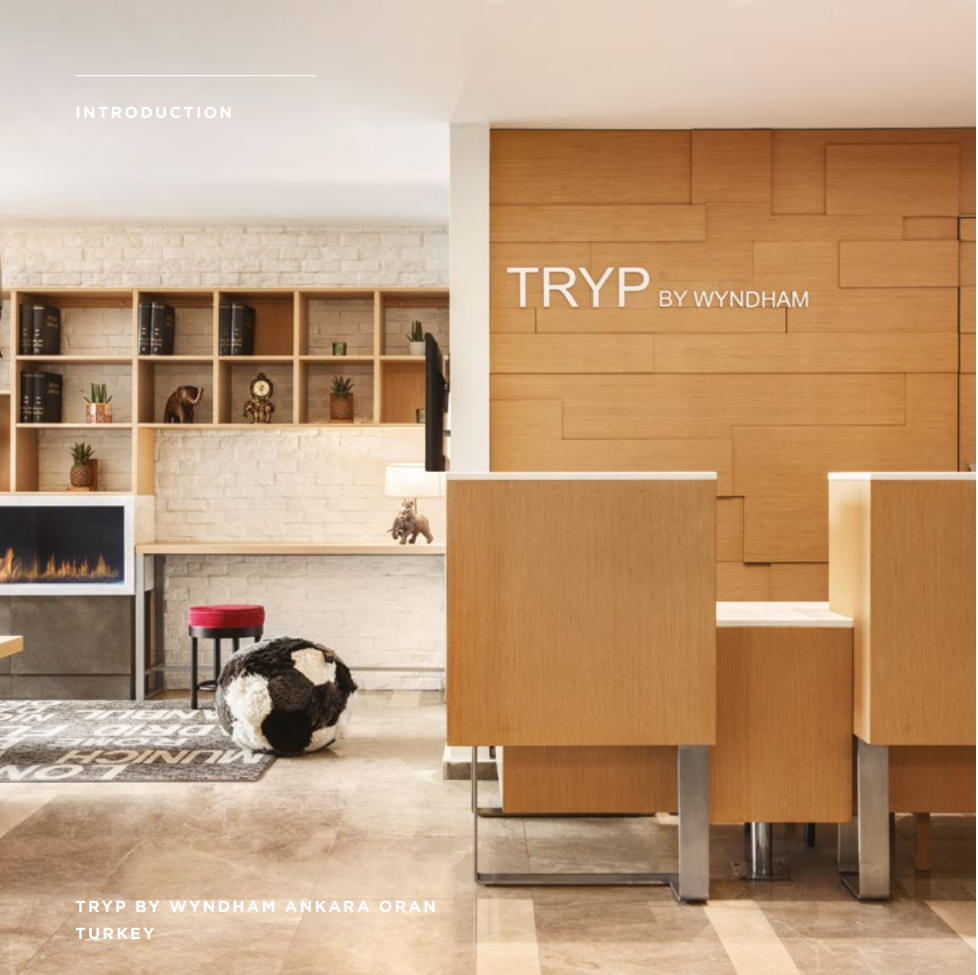
Countries

24



Brands





TRYP BY WYNDHAM ANKARA ORAN  
TURKEY



LA QUINTA BY WYNDHAM DUBAI JUMEIRAH  
UAE



WYNDHAM ALLTRA PLAYA DEL CARMEN ADULTS ONLY ALL-INCLUSIVE  
MEXICO

# A great stay is closer than you think

At Wyndham we are confident in the strength and resilience of our business and remain focused on delivering exceptional value to our hotel owners, shareholders and the guests visiting our hotels.



We make  
hotel travel  
possible  
for all



Wherever people go, Wyndham  
will be there to welcome them.

As the leader in midscale and value  
hotels, our name is synonymous  
with democratising hotel travel for  
all people.





WYNDHAM GRAND ISTANBUL LEVENT  
TURKEY

# Global Development Pipeline

Over

**1,600**

New Hotels

Over

**80%**

New Constructions

Over

**212,000**

New Rooms

Over

**60%**

International Pipeline



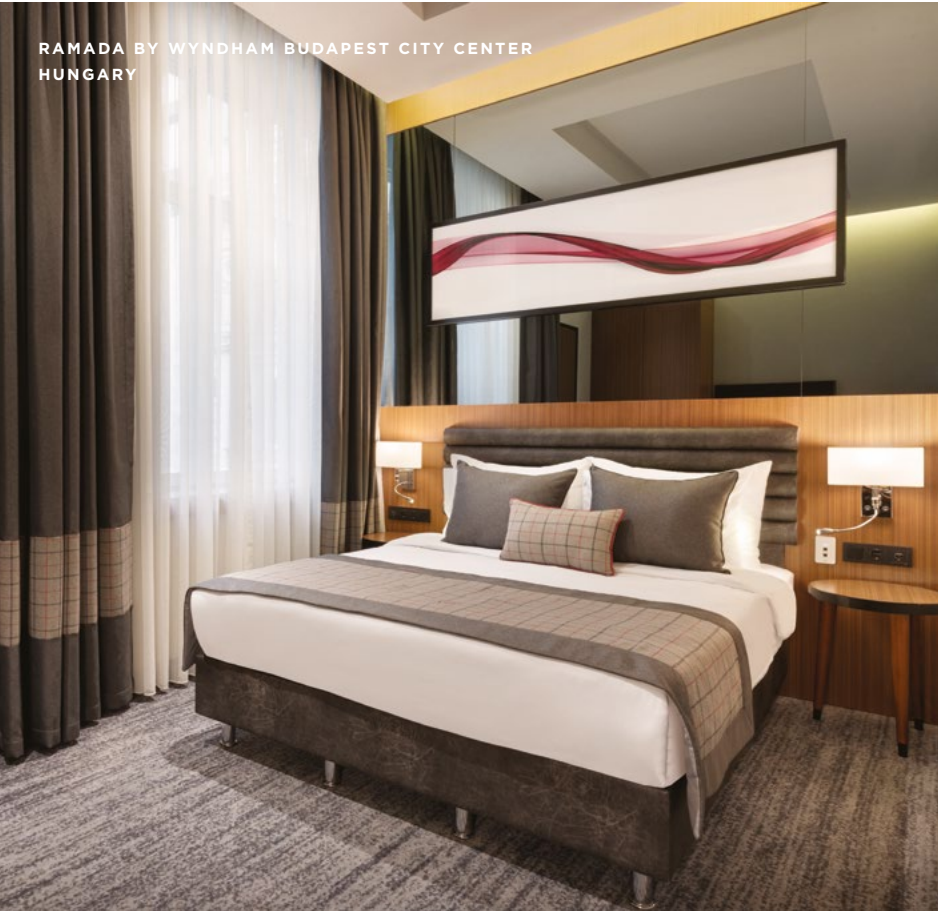
WYNDHAM GRAND MANAMA  
BAHRAIN





SUPER 8 BY WYNDHAM AUGSBURG  
GERMANY

# Best in class technology



RAMADA BY WYNDHAM BUDAPEST CITY CENTER  
HUNGARY

With our integrated technology programme, we streamline the management and operations of your hotel.

- Seamlessly connected to a wide network of distribution channels – enhancing RevPAR performance
- Collaboration with leading technology companies – providing integrated PMS, RMS, and CRS systems
- Fully responsive sites and optimised for SEO – driving strong conversion rates and direct bookings



DOLCE BY WYNDHAM SITGES BARCELONA  
SPAIN

# Integrated & targeted marketing support

Using a comprehensive approach, our integrated brand marketing, media, eCommerce, PR, and sales teams build brands, monitor perceptions, and develop pilot programmes that enhance the guest experience to deliver results for owners.

- Online Advertising
- Social Media Marketing
- Traditional Media – radio and print
- Cross-Selling on eCommerce Websites – within and across brands
- Promotions, PR and Targeted Direct Marketing
- Sponsorships and Partnerships



# A loyalty programme like no other



WYNDHAM GRAND CRETE MIRABELLO BAY  
GREECE

Wyndham Rewards® is the world's most generous rewards programme with more than 9,100 hotels worldwide. Designed for the everyday traveller, members earn a guaranteed 1,000 points with every qualified stay and may redeem points for a wide-range of rewards, including free nights, online shopping, tours & activities, and more.

Starting from as low as 7,500 points, we're making free hotel nights more accessible to millions of members. What's more, members can redeem a discounted night for as low as 1,500 points – the lowest points & cash rate in the industry. While many programmes make it challenging to redeem, we continue to give our members the best redemption experience. Wyndham Rewards members can also earn points when redeeming for points & cash (go fast) – another differentiator from most programmes.

## WYNDHAM REWARDS

*go free*<sup>sm</sup>

Starting at just **7,500 points** members can get a **FREE NIGHT** at thousands of properties.

*go fast*<sup>sm</sup>

Get a **DISCOUNTED NIGHT** starting at just **1,500 points** plus some cash at participating properties.

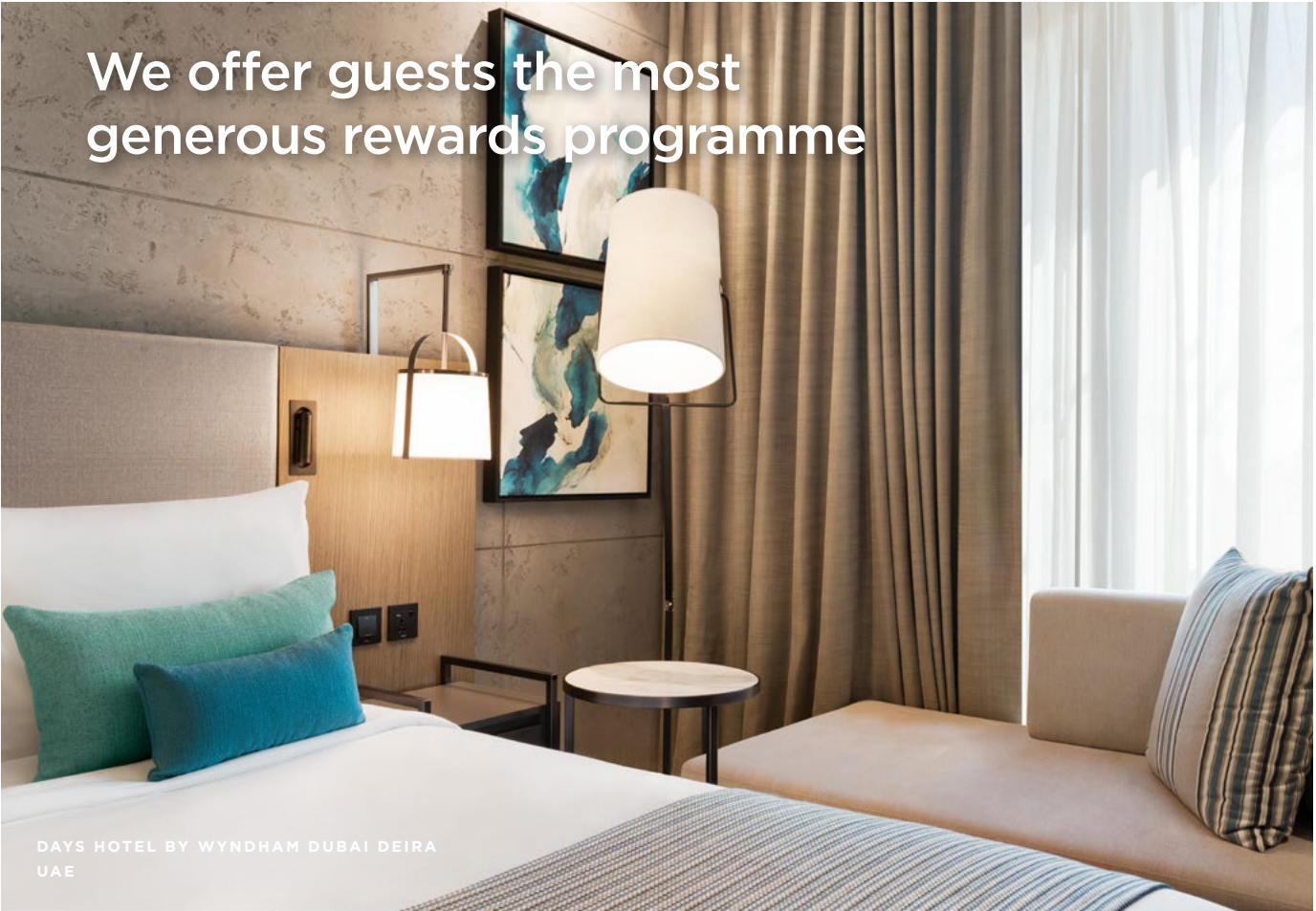
*go get'em*<sup>sm</sup>

For every **QUALIFIED STAY**, earn **10 points** per dollar or **1,000 points**, whichever is more.

Over 97 million members worldwide

30,000 redemption locations, including hotels, long stay apartments and villas

# We offer guests the most generous rewards programme



DAYS HOTEL BY WYNDHAM DUBAI DEIRA  
UAE

## Titanium Wyndham Rewards at its most magical!

Being a hotel owner with Wyndham Rewards certainly has its perks. To celebrate your partnership with us, Wyndham Rewards offers an exclusive Titanium level, just for our most dedicated hotel owners. Titanium membership comes with generous perks including:

- Avis President's Club membership, which includes special car hire benefits that will make the drive much more enjoyable
- 30,000 Annual bonus points – enough for one or more free night!
- Access to our members only Rewarding Rate, saving you up to 10% when booking at any of our hotels
- *go free*<sup>sm</sup> 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
- Suite upgrades, including award night stays
- Give Gold level to a friend
- Dedicated Titanium concierge service



It’s all in  
the detail



RAMADA ENCORE BY WYNDHAM TBILISI  
GEORGIA

Whether you build a new hotel with Wyndham Hotels & Resorts or convert an existing property to a Wyndham brand, our dedicated Architecture, Design & Construction (AD&C) team will support and guide you through the process from start to finish.

**Area Schedules**

We offer areas schedules that will guide you in the early space planning phases of your hotel design.

**Design Reviews**

We review your existing plans and drawings and provide any advice we feel beneficial with regard to cost, design and operational efficiencies.

**Meetings and Site Visits**

We participate in your design and consultant meetings to provide input on all aspects of the project and offer our expertise in assisting you with problem solving.

**Mock Up Rooms**

We review and give feedback on mock up rooms to prevent costly mistakes in the critical roll out phase of projects.

**Design and Brand Standards**




We advise and lead you through our Design and Brand Standards.





**Property Report**

We provide a property report which highlights the standards for your hotel to meet our brand requirements.




# Hotel Requirements







<div><div></div><div></div><div></div></div>			
Category	Distinctive	Upscale	Midscale
Target Market	Affluent business & leisure travellers	Service minded business & leisure travellers	Convenience focussed travellers
Ideal Keycount	150 – 1,500	150 – 1,500	100 – 250
GUESTROOMS			
Minimum clear area:			
– Europe	30m	26m	24m
– Middle East & Africa	40m	32m	30m
– Eurasia	35m	32m	28m
Minimum ceiling height:			
– Entrance foyer	Min 2.40m	Min 2.40m	Min 2.10m
– Guestroom area	Min 2.70m	Min 2.70m	Min 2.40m
Bathroom fixtures	5	4	3 or 4
% King / Twin	80 / 20 – subject to location	80 / 20 – subject to location	80 / 20 – subject to location
% Suite	Min 10% subject to location	Min 10% subject to location	No
ADA requirements	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Interconnecting rooms	Min 10%	Min 10%	Min 10%
CORRIDORS			
Minimum width	Min 1.80m	Min 1.80m	Min 1.50m
Minimum ceiling height	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Guest elevators	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Card Access to Guestroom floors	Yes	Yes	Yes
Minimum Guest Elevators	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
Additional Guest Elevators	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Service Elevators	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
Additional Service Elevators	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Ballroom and / or Function room(s)	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Boardroom(s)	One meeting room min 100m²	One meeting room min 100m²	One meeting room min 100m²
Additional meeting room facilities	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Lobby Bar	Yes	Yes	Yes
All Day Diner	Yes	Yes	Yes
Speciality Outlets & Restaurant(s)	Yes	Yes	Subject to market conditions
LEISURE			
Spa	Yes	Yes	Optional
Gym	Min 50m² subject to size of property	Min 50m² subject to size of property	Min 30m² subject to size of property
Swimming Pool	Yes	Yes	Optional
Steam / Sauna / Jacuzzi	Yes	Yes	Optional
MISCELLANEOUS			
Executive Lounge	Yes	Yes	Not a brand requirement
Business Centre	Yes	Yes	Not a brand requirement
Retail	Appropriate to location	Appropriate to location	Appropriate to location

<div><div></div><div></div><div></div><div></div></div>			
Upscale	Upper Midscale	Midscale	Midscale
Cultivated group, business & leisure travellers	Affluent yet practical business & leisure travellers	Affluent yet practical business & leisure travellers	Affluent yet practical business & leisure travellers
200 – 400	100 – 500	100 – 500	100 – 500
GUESTROOMS			
Minimum clear area:			
26m	24m	22m	22m / 35m Apartments
32m	30m	28m	26m / 40m Apartments
32m	30m	26m	26m / 40m Apartments
Minimum ceiling height:			
Min 2.40m	Min 2.10m	Min 2.10m	Min 2.10m
Min 2.70m	Min 2.40m	Min 2.40m	Min 2.40m
5	4	3 or 4	4
70 / 30 subject to location	80 / 20 subject to location	80 / 20 subject to location	80 / 20 subject to location
Min 10% subject to location	Min 5% subject to location	Min 5% subject to location	Min 40% apartments subject to location
1 / 100 rooms	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Min 20%	Min 10%	Min 10%	Min 10%
CORRIDORS			
Min 1.80m	Min 1.80m	Min 1.50m	Min 1.80m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Yes > 2 levels	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Yes	Yes	Yes	Yes
Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Yes – To market conditions	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
Yes – To market conditions	One meeting room min 100m²	One meeting room min 100m²	One meeting room min 100m²
Yes – To market conditions	Yes – To market conditions	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Yes – To market conditions	Subject to market conditions	Subject to market conditions	Subject to market conditions
LEISURE			
Yes	Optional	Optional	Yes
Min 100m² subject to room count	Min 50m² subject to size of property	Min 30m² subject to size of property	Min 50m² subject to size of property
Yes	Optional	Optional	Yes
Yes	Optional	Optional	Yes
MISCELLANEOUS			
Yes	Not a brand requirement	Not a brand requirement	Not a brand requirement
Yes	Yes	Not a brand requirement	Yes
Appropriate to location	Appropriate to location	Appropriate to location	Appropriate to location



<div><div></div><div></div><div></div></div>			
Category	Midscale	Midscale	Midscale
Target Market	Leisure & business travellers	Leisure & business travellers	Family orientated leisure & business travellers
Ideal Keycount	100 – 250	100 – 500	50 – 100
GUESTROOMS			
Minimum clear area:			
– Europe	22m²	20m²	20m²
– Middle East & Africa	28m²	24m²	26m²
– Eurasia	26m²	24m²	24m²
Minimum ceiling height:			
– Entrance foyer	Min 2.30m	Min 2.10m	Min 2.10m
– Guestroom area	Min 2.40m	Min 2.40m	Min 2.40m
Bathroom fixtures	3 or 4	3	3 or 4
% King / Twin	70 / 30 subject to location	70 / 30 subject to location	70 / 30 subject to location
% Suite	Min 20% subject to location	No	No
ADA requirements	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Interconnecting rooms	Min 10%	Min 10%	Min 10%
CORRIDORS			
Minimum width	Min 1.80m	Min 1.50m	Min 1.50m
Minimum ceiling height	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Guest elevators	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Card Access to Guestroom floors	Yes	Yes	Yes
Minimum Guest Elevators	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
Additional Guest Elevators	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Service Elevators	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
Additional Service Elevators	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Ballroom and / or Function room(s)	Not a brand requirement	Yes – To market conditions	Yes – To market conditions
Boardroom(s)	One meeting room min 50m²	One meeting room min 25m²	One meeting room min 100m²
Additional meeting room facilities	Not required	Yes – To market conditions	Yes – To market conditions
FOOD & BEVERAGE			
Lobby Bar	Yes	To market conditions, location, size of property	Yes
All Day Diner	Yes	Yes – multi-purpose The Hub	Yes
Speciality Outlets & Restaurant(s)	Subject to market conditions	Not required	Subject to market conditions
LEISURE			
Spa	Optional	Not a brand requirement	Not a brand requirement
Gym	Min 50m² subject to size of property	Min 30m² subject to size of property	Min 30m² subject to size of property
Swimming Pool	Optional	Optional	Optional
Steam / Sauna / Jacuzzi	Optional	Not a brand requirement	Optional
MISCELLANEOUS			
Executive Lounge	Not a brand requirement	Not a brand requirement	Not a brand requirement
Business Centre	Yes	Not a brand requirement	Not a brand requirement
Retail	Appropriate to location	Not required	Appropriate to location

<div><div></div><div></div><div></div><div></div></div>			
Lifestyle	Value	Value	Extended Stay
Urban explorers	Leisure & business travellers	Family orientated leisure & business travellers	Extended stay guest & comfort focussed leisure travellers
120 – 400	50 – 300	50 – 200	60 – 120
GUESTROOMS			
Minimum clear area:			
22m²	18m²	18m²	36m²
28m²	24m²	20m²	45m²
26m²	22m²	18m²	40m²
Minimum ceiling height:			
Min 2.10m	Min 2.10m	Min 2.10m	Min 2.10m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
3 or 4	3 or 4	3	4
70 / 30 subject to location	70 / 30 subject to location	70 / 30 subject to location	60 / 40 subject to location
Max 5% Premium Rooms	No	No	Min 5% subject to location
1 / 100 rooms	1 / 100 rooms	1 / 100 rooms	1 / 100 rooms
Min 10%	Min 10%	Min 10%	Min 10%
CORRIDORS			
Min 1.50m	Min 1.50m	Min 1.50m	Min 1.50m
Min 2.40m	Min 2.40m	Min 2.40m	Min 2.40m
VERTICAL TRANSPORT			
Yes > 2 levels	Yes > 2 levels	Yes > 2 levels	Yes > 2 levels
Yes	Yes	Yes	Yes
Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms	Min 2 for up to 150 rooms
+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms	+1 for each 150 additional rooms
Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms	Min 1 for up to 150 rooms
+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms	+1 for each 250 additional rooms
MEETINGS & EVENTS			
Yes – To market conditions	Not a brand requirement	Not a brand requirement	Yes – To market conditions
One meeting room min 25m²	Not a brand requirement	Not a brand requirement	One meeting room min 100m²
Yes – To market conditions	Not a brand requirement	Not a brand requirement	Yes – To market conditions
FOOD & BEVERAGE			
Yes	No	No	Yes
Yes – multi-purpose Plaza Central	Yes – breakfast area	Yes – multi-purpose The Café	Yes – Breakfast Area
Subject to market conditions	Not required	Not required	Not a brand requirement
LEISURE			
Optional	Not a brand requirement	Not a brand requirement	Not a brand requirement
Min 30m² subject to size of property	Not a brand requirement	Not a brand requirement	Min 30m² subject to size of property
Optional	Not a brand requirement	Not a brand requirement	Optional
Optional	Not a brand requirement	Not a brand requirement	Optional
MISCELLANEOUS			
Not a brand requirement	Not a brand requirement	Not a brand requirement	Not a brand requirement
Not a brand requirement	Not a brand requirement	Not a brand requirement	Yes
Not required	Not required	Not required	Appropriate to location





For any location

For every traveller







Learn more about hotel franchising  
and management opportunities at  
[WHRDevelopmentEMEA.com](http://WHRDevelopmentEMEA.com)

Discuss your project with us at  
[Development.EMEA@Wyndham.com](mailto:Development.EMEA@Wyndham.com)



