

A woman with dark hair in a bun, wearing a white bikini, is seen from behind, floating in a swimming pool. Her arms are resting on the edge of the pool. The water is clear blue, and the background shows a bright blue sky and distant hills. The image is framed by large, abstract blue shapes on the left and right sides.

SIMPLY  
COMFORTABLE

PERSONAL

THOUGHTFUL

COMFORT

# 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.

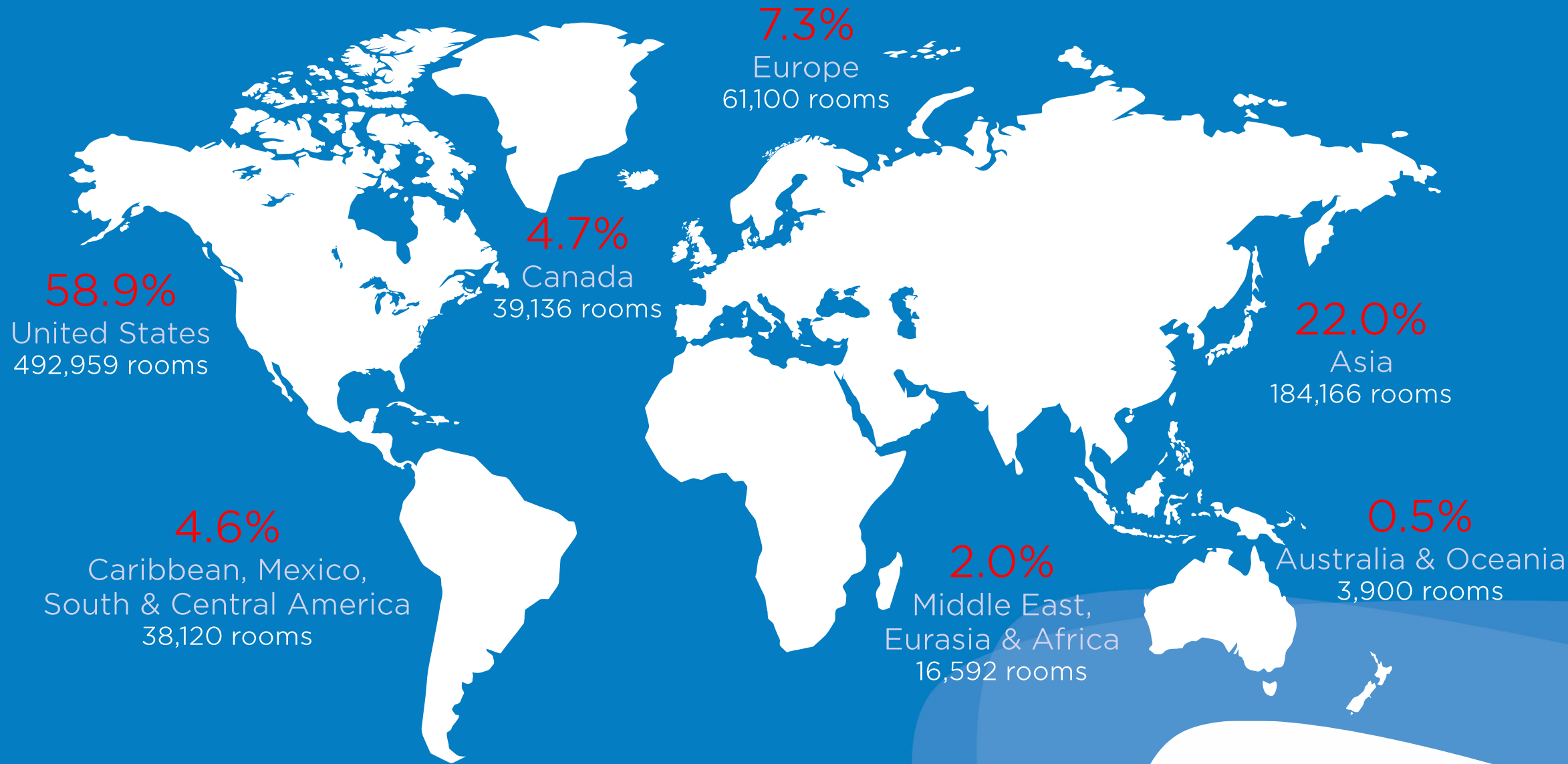
## HUMAN RIGHTS & ETHICS

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.*

# WYNDHAM

HOTELS & RESORTS

DISTINCTIVE

UPSCALE

LIFESTYLE

MIDSCALE

VALUE

EXTENDED STAY

REGISTRY  
COLLECTION HOTELS

DOLCE  
HOTELS AND RESORTS  
BY WYNDHAM

TRYP  
BY WYNDHAM

LA QUINTA  
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%

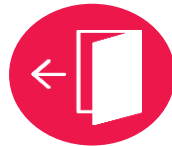
20%



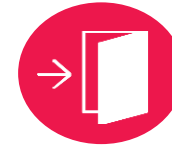
Free  
Wi-Fi



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.

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SIMPLY  
COMFORTABLE

PERSONAL

THOUGHTFUL

COMFORT

You can count on Wyndham Hotels and Resorts to give you what you really need out of your hotel stay: a good night's sleep. The namesake of the world's largest hotel franchising company, the brand delivers comfort that exceeds expectations. From smartly designed guest rooms and beautifully appointed lounge areas, to well-designed meeting spaces, along with speciality dining experiences, Wyndham offers all the features expected at a world-class hotel.

Wyndham is a popular upscale, full-service hotel choice in urban and resort destinations around the world, including, Dubai, Istanbul and Athens.



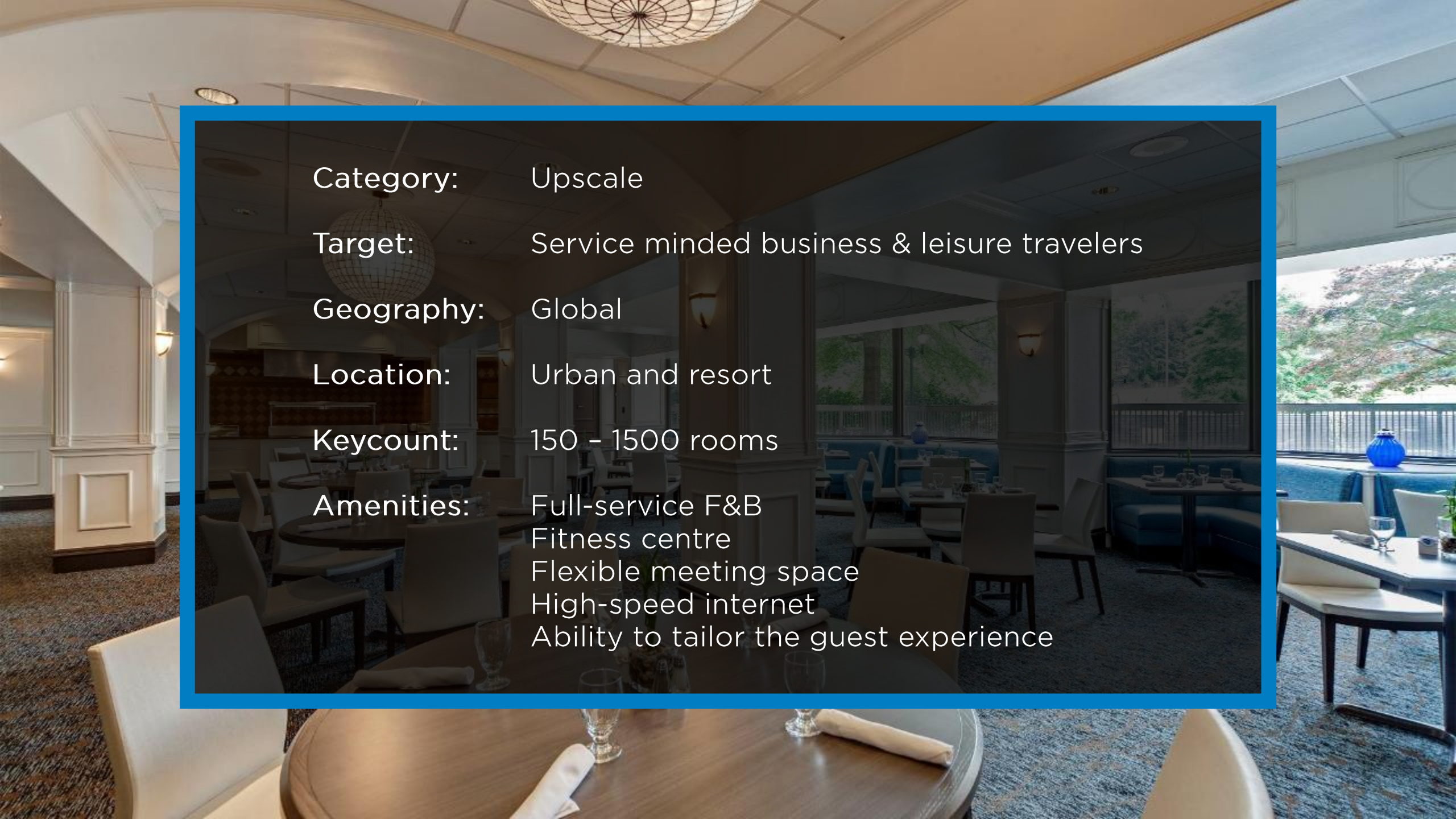
# VALUE PROPOSITION

- ⊕ 162 upscale hotels worldwide
- ⊕ Affinity to corporate clients and leisure clients alike
- ⊕ Offers powerful international brand awareness in the upscale full-service segment
- ⊕ Culinary focused and Chef inspired F&B Programme with lifestyle approach to our menus
- ⊕ Provides owners with an unusual degree of intelligent flexibility in the upscale full-service segment

Wyndham Loutraki Poseidon Resort, Greece







Category: Upscale

Target: Service minded business & leisure travelers

Geography: Global

Location: Urban and resort

Keycount: 150 – 1500 rooms

Amenities: Full-service F&B  
Fitness centre  
Flexible meeting space  
High-speed internet  
Ability to tailor the guest experience





Wyndham Ankara, Turkey





Wyndham Tashkent, Uzbekistan





Wyndham Loutraki Poseidon Resort, Greece





Wyndham Dubai Marina, UAE





Wyndham Dubai Deira, UAE





Wyndham Residences The Palm, UAE





Wyndham Doha West Bay, Qatar





Wyndham Ahmedabad Shela, India





Wyndham Chandigarh Mohali, India



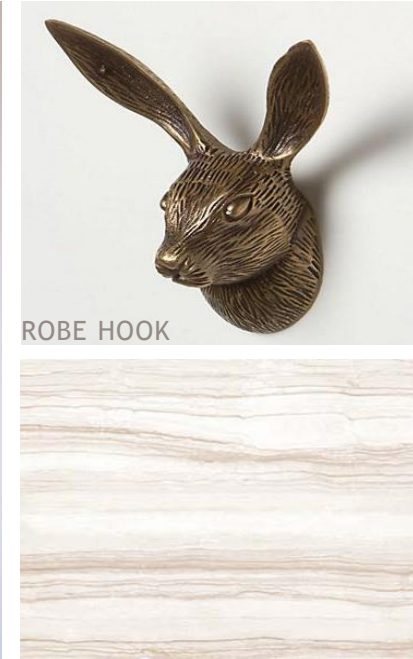
# PROTOTYPE: WYNDHAM GUESTROOM



SHOWER AMENITY NICHE WITH BACK-LIT MIRROR VANITY MIRROR



VANITY INSPIRATION & TILE PATTERN



ROBE HOOK

FLOOR TILE



SHELF AT WATER CLOSET

# PROTOTYPE: WYNDHAM GUESTROOM



ENTRY FEATURE



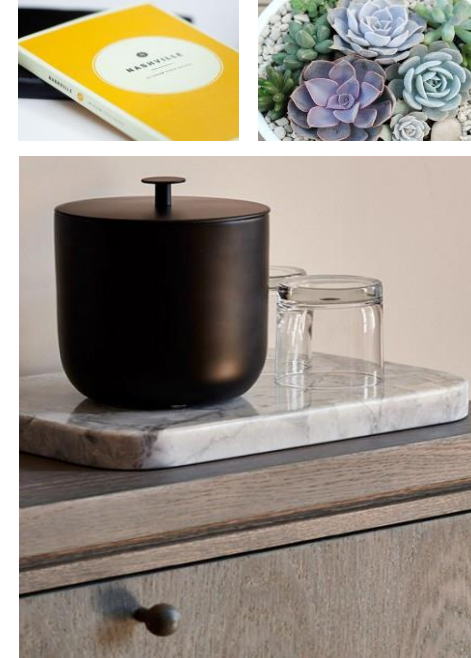
CLOSET



OPEN LUGGAGE  
NICHE



INSPIRATION



MILLWORK ACCENT



SCULPTURAL MOMENTS



# PROTOTYPE: WYNDHAM GUESTROOM

FULL LENGTH MIRROR WITH  
CONVENIENCE SHELF



PENDANT AT DESK



HOSPITALITY HUTCH



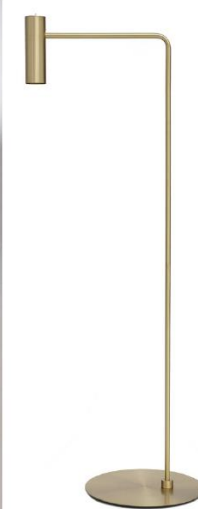
TABLE AT SOFA



SOFA



FLOOR LAMP



DESK



DESK CHAIR



HEADBOARD & NIGHTSTAND



NIGHTSTAND PENDANT



BED BENCH

# PROTOTYPE INSPIRATION

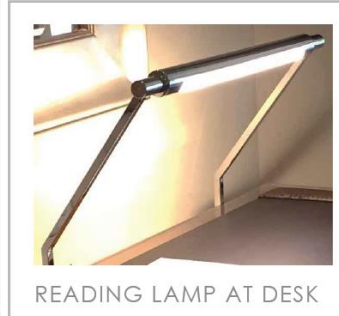
FULL LENGTH MIRROR WITH  
CONVENIENCE SHELF



HOSPITALITY HUTCH



SCONCE AT HEADBOARD



READING LAMP AT DESK

DESK



TABLE AT LOUNGE CHAIR



LOUNGE CHAIR



HEADBOARD & NIGHTSTAND



DESK CHAIR

# THANK YOU

[WHRdevelopmentEMEA.com](http://WHRdevelopmentEMEA.com)