
TM

TRADEMARK
COLLECTION 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 **25** brands, more than **9,200** hotels, over **872,000** rooms in over **95** countries, and **106** Wyndham Rewards members 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 minimise 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

WE ARE WORLD'S LARGEST HOTEL COMPANY

Approx.
9,200
Hotels

Over
858k
Rooms

\$400
Million
Revenue

\$200
Million
Adjusted EBITDA

SIGNIFICANT GLOBAL PRESENCE

57%
United States
497,600 rooms

5%
Latin America
39,900 rooms

5%
Canada
39,900 rooms

10%
Europe,
the Middle East
& Africa
88,700 rooms

20%
Greater
China
171,000 rooms

22%
Rest of Asia
Pacific
34,600 rooms

**As a percentage of total number of rooms, 2023 Q3 Results*

GLOBAL DEVELOPMENT PIPELINE

over **1,930** New hotels

79% New construction

approx. **237,000** New rooms

58% International pipeline

A 12% year-over-year room decrease in the pipeline.

WYNDHAM

HOTELS & RESORTS

REGISTRY
COLLECTION HOTELS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor.

DAZZLER

WYNDHAM

waterwalk
EXTENDED STAY BY WYNDHAM

VIENNA HOUSE

TRYP
BY WYNDHAM

TM
TRADEMARK
COLLECTION BY WYNDHAM

Alltra
ALL-INCLUSIVE

LA QUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

Hawthorn
EXTENDED STAY

★★★
AmericInn

BAYMONT

RAMADA

RAMADA
encore

MICROTEL
BY WYNDHAM

DaysInn

Super
8

Howard Johnson

Travelodge

TECHNOLOGY: OUTSOURCED AND CLOUD-BASED

Wyndham has cloud-based platforms leveraging best-in-class software and partnerships across the key aspects of the guest and franchisee experience



Digital Content
+ Web



Central
Reservations



Property
Management

GLOBAL SALES VALUE CREATION



DEDICATED TEAM

Sellers on 5 continents with regional expertise across all major market segments

A single point of contact for more than **2,500+** global accounts



GLOBAL PARTNERSHIPS

Master service agreements and preferred agreements with **Fortune 500** and other leading companies

Chain-wide discounted rates reward corporations for growing revenue with WHR



SMALL & MID-SIZE BUSINESS REACH

Team of sellers dedicated to driving bookings from small to mid-size businesses

Globally **75,000+** RFPs were accepted in 2019

Over **12,000** MICE & Leisure Group Leads were sent to hotels by the EMEA GSO Team in 2019



EXPOSURE

Dedicated platforms on Wyndham's website and Cvent simplify sourcing of group and meetings RFPs at scale

More than **120** industry events and tradeshows were attended in 2019

WYNDHAM REWARDS



Best Hotel Loyalty Program: Wyndham Rewards

Named the **No. 1 hotel rewards program** by readers of USA TODAY for the third year in a row, Wyndham Rewards® loyalty program offers **106 million enrolled members** the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rental properties globally.

WYNDHAM REWARDS – PROGRAMME PILLARS

*go free*SM

A free night at any participating Wyndham Rewards hotel, vacation club resort or vacation rental¹

3 redemption levels:

7,500 points , 15,000 points, 30,000 points

*go fast*SM

A discount off the hotel's Best Available Rate, using points plus some cash, at participating hotels, vacation club resorts and vacation rentals¹

3 redemption levels:

1,500 points, 3,000 points, 6,000 points + some cash

And members can earn points on the cash portion!

*go get 'em*SM

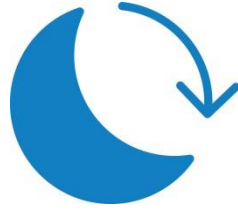
Members earn 10 points per dollar or 1,000 points on Qualified Stays—whichever is more!²

¹ GO FREE & GO FAST: Point redemption levels & cash payment amounts vary by property & in the case of points, can be as high as 30,000 points per bedroom. Member must have enough points for all bedrooms in desired accommodation to book. Resort & other fees may apply (even for Go Free nights); points can't be used to pay them. Most properties: award applies to standard room rate only (*go free*: including taxes, *go fast*: excluding taxes). Awards subject to availability, blackout dates/rates & other restrictions; see WyndhamRewards.com/terms for more information. ² GO GET EM: At most properties, points are earned for dollars spent on the room rate only. Qualified Stays must be booked through the call centers or web sites of Wyndham Hotels & Resorts, directly with the properties or through the Wyndham Rewards app. See WyndhamRewards.com/terms for more information on qualified stays.

WYNDHAM REWARDS
You've earned this:
BLUE member



Free Wi-Fi



Rollover Nights



Rewarding Rate

go freeSM
PLUS

PLUS Awards

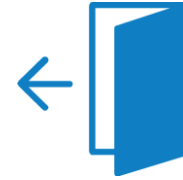
WYNDHAM REWARDS
You've earned this:
GOLD member



10% Bonus Points



Preferred Room



Early Check-In

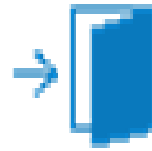


Dedicated Member Services

WYNDHAM REWARDS
You've earned this:
PLATINUM member



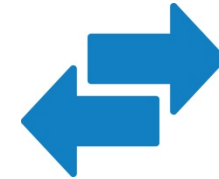
15% Bonus Points



Late Check-Out



Car Rental Upgrades



Caesars Rewards Status Match

WYNDHAM REWARDS
You've earned this:
DIAMOND member



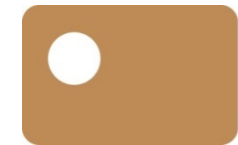
20% Bonus Points



Suite Upgrades



Welcome Amenity



Give GOLD



WYNDHAM REWARDS TITANIUM

Wyndham Rewards offers an exclusive TITANIUM level, just for our most dedicated hotel owners. TITANIUM membership comes with the most generous perks including:



- 30,000 Annual Bonus points – enough for 1 or more FREE nights!
- Caesars Entertainment Total Rewards Diamond Status Match
- Avis President’s Club Membership
- go free PLUS Experiences - for every go free award night booked in our top destinations, you’ll receive 2 FREE PASSES to a local experience (up to \$150 value)
- Suite upgrades, including award nights
- Welcome Amenity (at select hotel brands)
- Give GOLD level to a friend
- Dedicated TITANIUM concierge service
- Plus the Perks of DIAMOND*

**excluding Bonus Point Accelerator*

HELP GROW GROUP BUSINESS WITH

*go meet*SM

Casual & professional planners can earn 1 point per dollar spent on qualifying revenue, regardless of billing method.

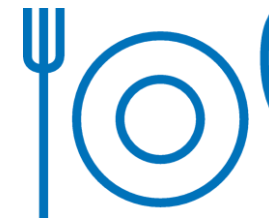
Planners can earn points for:



10+ rooms
booked on at
least 1 night



Event Space



Event Food &
Beverage

ONE OF THE LARGEST & MOST DIVERSE REDEMPTION PORTFOLIOS IN THE WORLD

30,000+ Hotels, Vacation Club Resorts, & Vacation Rentals



Wyndham Hotels & Resorts



Caesars Entertainment



Wyndham Vacation Resorts



Wyndham Vacation Rentals



Cottages.com



Landal Green Parks

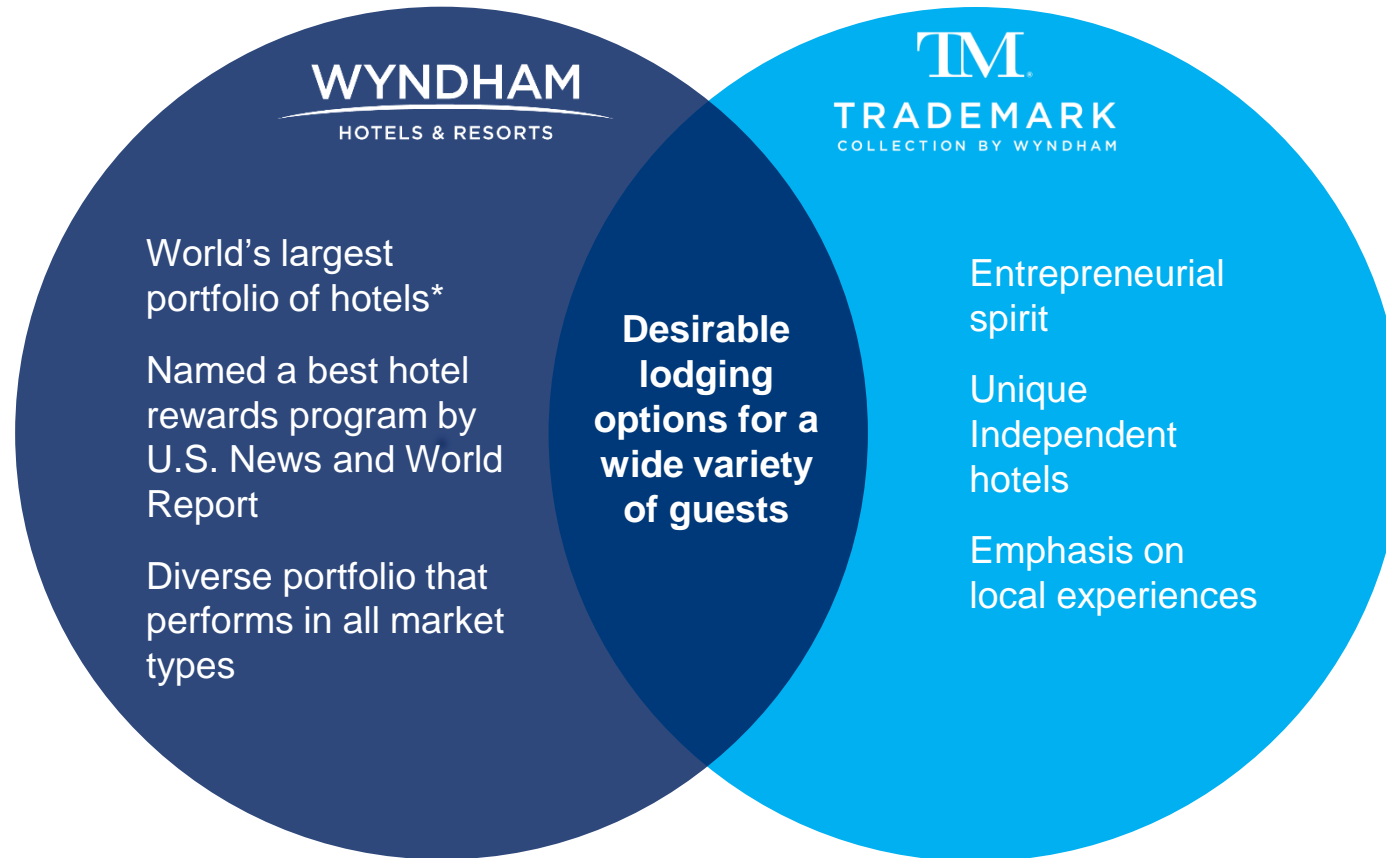
A POWERFUL PARTNERSHIP

Trademark Collection combines the support of a world-class hospitality organisation, Wyndham Hotels & Resorts, with the flexibility designed to meet the needs of independently-minded, entrepreneurial owners.

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:

- Strategic Sourcing
- Global Sales Organisation
- Revenue Management
- Marketing and Distribution Services
- OTA fees based on scale compared to independent standalone
- Brand Operations Support
- Best-in-class Training
- Participation in Wyndham Rewards, ranked one of the Best Travel Rewards Hotel Programs by U.S. News and World Report three years in a row

CAPITALISING ON A MARKET NEED



IT'S TIME TO TRADEMARK.

Category: Lifestyle and above

Target: Independent, historic or signature hotels

Geography: Global

Location: Primary and secondary markets;
Urban and resort destinations

Rating: 3.0-4.0 stars

Amenities: Flexible F&B (with a restaurant or lounge),
Flexible fitness (room or access to local gym),
Flexible meeting spaces



QUADRO HOTEL, TRADEMARK COLLECTION BY WYNDHAM | MALTA



HYPERION

HYPERION HOTEL SALZBURG, TRADEMARK COLLECTION BY WYNDHAM | AUSTRIA



FONTINHA PORTO, TRADEMARK COLLECTION BY WYNDHAM | PORTUGAL





THE BALKAN JEWEL RESORT, TRADEMARK COLLECTION HOTEL | BULGARIA



TRADEMARK HOTEL AVENUE LOUISE BRUSSELS | BELGIUM

THANK YOU

WHRDEVELOPMENTEMEA.COM