



HAWTHORN SUITES
WYNDHAM HOTELS & RESORTS

WE ARE WYNDHAM

The world's 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 million** Wyndham Rewards 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

WE ARE WORLD'S LARGEST HOTEL COMPANY

Approx.

9,200

Hotels

Over

858k

Rooms

\$400

Million

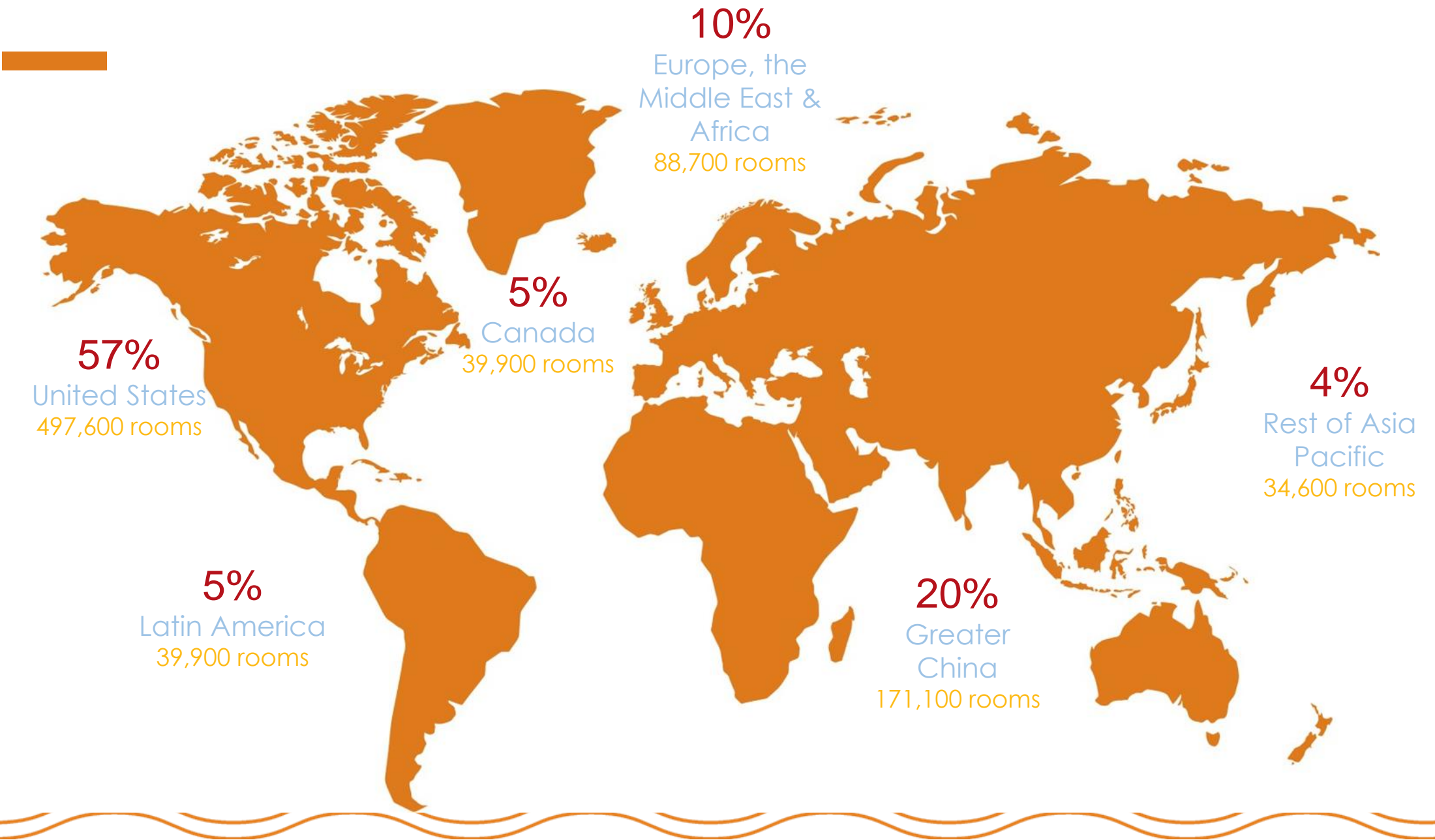
Revenue

\$200

Million

Adjusted EBITDA

SIGNIFICANT GLOBAL PRESENCE



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

LAQUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

Hawthorn
EXTENDED STAY

★★★
AmericInn

BAYMONT

RAMADA

RAMADA
encore

MICROTEL
BY WYNDHAM

Days Inn

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



PLUS Awards

WYNDHAM REWARDS
You've earned this:

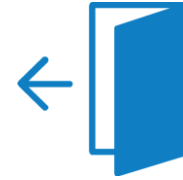
GOLD member



10% Bonus Points



Preferred Room



Early Check-In



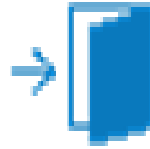
Dedicated Member Services

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*

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.

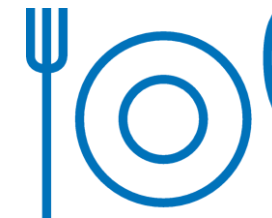
Planners can earn points for:



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



**STAY
LONGER
STAY
BETTER**

WELCOMING

FAMILIAR

HOME

STAY LONGER. STAY BETTER.

Hawthorn Suites by Wyndham is our signature extended-stay brand, offering a home away from home for travellers.

We recognise that maintaining a routine is crucial for guests, which is why at Hawthorn Suites we offer energising fitness centres, complimentary healthy breakfast options, on-site laundry, free Wi-Fi and suites with kitchenettes to encourage home cooking. Weekday social hours also inspire insightful interaction among guests and offer a sense of community.



Category: Midscale

Target: Extended stay guests & comfort focused leisure travelers

Geography: Global

Location: Primary and secondary markets;
Urban, suburban and airport

Keycount: 60 – 120 rooms

Amenities: Flexible build-outs incl. full-service or à la carte F&B
Meeting room and/or banquet facility
Business centre
Fitness room
Complimentary high-speed internet

HAWTHORN SUITES BY WYNDHAM AT A GLANCE

- ▲ 110 midscale extended stay hotels worldwide
- ▲ Versatile with varied suite configurations, kitchens, and business-oriented amenities designed to appeal to a multitude of audiences for long-term stays



TARGET CONSUMER PROFILE



37 years
Average Age



53%
Male



\$101.4k
Household Income



47%
Female



54%
Children in Home



71%
Employed Full-Time



43%
Leisure Travelers



65%
Bachelor's Degree +

BRAND ESSENCE

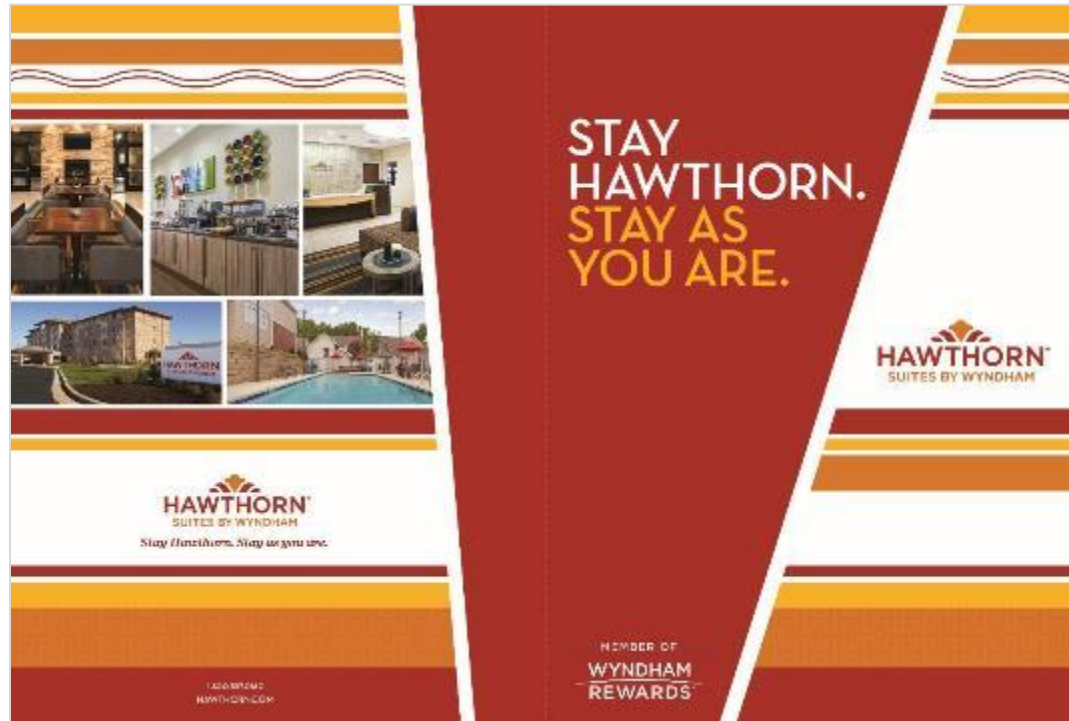


HEAD: HOW YOU THINK
WELCOMING

HAND: HOW YOU FEEL
FAMILIAR

HEART: WHAT WE DELIVER
HOME

MARKETING COLLATERAL | SALES FOLDER



MARKETING COLLATERAL | BANNER ADS



**CLEAN SOCKS
NIGHTLY.
WOOHOO!**

24/7 ON-SITE LAUNDRY.
STAY TIDY. STAY AS YOU ARE.

BOOK NOW

HAWTHORN
SUITES BY WYNDHAM

Stay Hawthorn. Stay as you are.™

The banner features a dark red background on the left with white and yellow text. On the right, there is a photograph of a wicker laundry basket containing white socks and a red circular icon with a white clothes hanger. The bottom of the banner has a white background with yellow and red horizontal stripes and a wavy red line.



**STAY REWARDED.
SAVE 15% WHEN
YOU BOOK
AHEAD.**

+ earn 200 Wyndham
Rewards® bonus points

BOOK NOW

HAWTHORN
SUITES BY WYNDHAM

Stay Hawthorn. Stay as you are.™

The banner features a dark red background on the left with white and yellow text. On the right, there is a photograph of a Hawthorn Suites by Wyndham building. The bottom of the banner has a white background with yellow and red horizontal stripes and a wavy red line.

MARKETING COLLATERAL | ON PROPERTY





Hawthorn Suites by Wyndham Abu Dhabi, UAE



Hawthorn Suites by Wyndham Abuja, Nigeria



Hawthorn Suites by Wyndham Istanbul Airport, Turkey



Hawthorn Suites by Wyndham Cerkezkoy, Turkey



THANK YOU



WHRdevelopmentEMEA.com

