



HOWARD JOHNSON

WYNDHAM HOTELS & RESORT

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, over **9,200** hotels, over **872,000** rooms in more than **95** countries and **106 million** Wyndham Rewards members 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

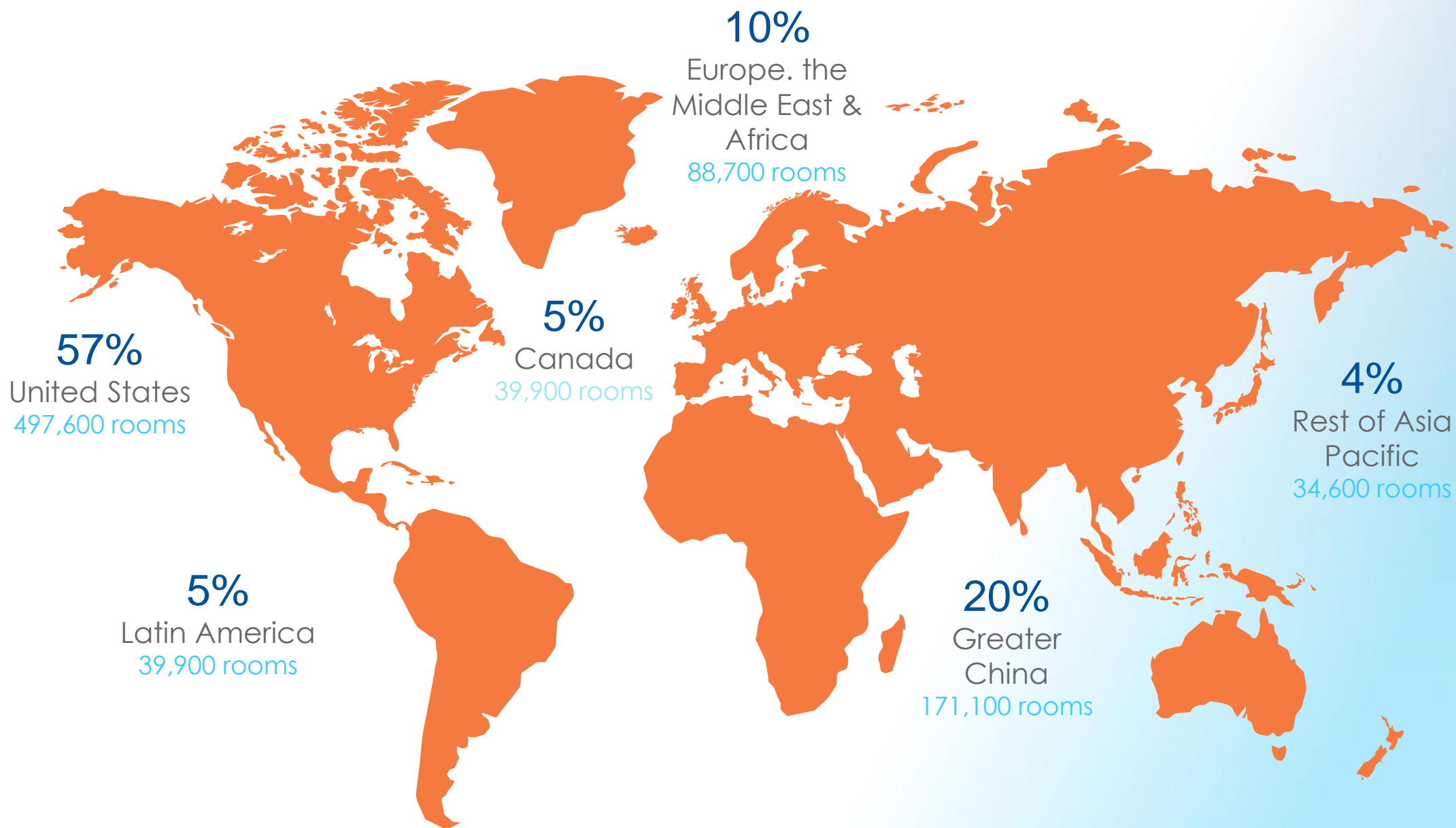
Putting a stop to human trafficking is a major priority for us and our entire industry. Together with our franchisees, we support the UN Universal Declaration of Human Rights and the Polaris Project, which combats all forms of human trafficking.

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.

WE ARE WORLD'S LARGEST HOTEL COMPANY

Approx.	Over		
9,200	858k	\$400	\$200
Hotels	Rooms	Million	Million
		Revenue	Adjusted EBITDA



*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

2023 Q3 Results

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



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



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

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

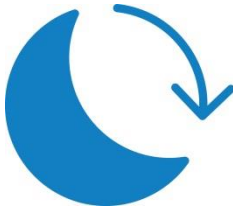
1 GO FREE & GO FAST: Point redemption levels & cash payment amounts vary by property & in the case of points, can be as high as 30,000 points per bedroom. Member must have enough points for all bedrooms in desired accommodation to book. **Resort & other fees may apply (even for Go Free nights); points 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.

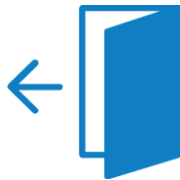
GOLD member



10% Bonus
Points



Preferred Room



Early
Check-In



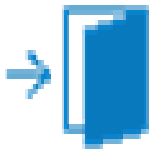
Dedicated
Member Services

WYNDHAM
REWARDS
You've earned this.

PLATINUM member



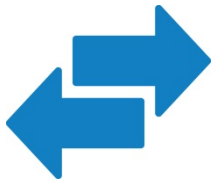
15% Bonus
Points



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*

*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.

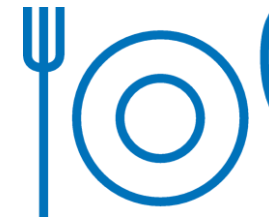
Planners can earn points for:



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
Howard Johnson

A
smile
IN EVERY
TOWN

optimistic
happy
community



A Smile in Every Town

Ice cream. Family holidays. Happiness. For nearly a century, Howard Johnson by Wyndham has helped generations of families create memories that last a lifetime.

With warm, friendly service and thoughtful amenities such as free Wi-Fi and the option of a nutritious breakfast, staying with Howard Johnson means never having to feel like you're far from home. Most Howard Johnson hotels include an onsite restaurant and a fitness room, and many locations also offer swimming pools.



HOWARD JOHNSON AT A GLANCE

- 312 Howard Johnson hotels
- An established and iconic brand with strong awareness, powerful global geographic footprint and positive RevPAR growth*
- An upscale brand in China and the Middle East Howard Johnson offers high-end amenities including indoor spas and banquet/ meeting facilities in key destinations.



VALUE PROPOSITION

- Strong performance results - 125.89% RevPAR Index against the economy segment*
- RENEW
 - Hotel design package intelligently crafted to appeal to multigenerational customers
 - Gives owners a new look that is consistent, relevant and designed for the Next Generation.
 - Builds loyalty, reinforcing brand history, and maximizing return on investment



CONSUMER PROFILE



41 years

Average Age



45%

Male



\$89.7k

Household Income



55%

Female



54%

Children in Home



67%

Employed Full-Time



51%

Leisure Travelers



51%

Bachelor's Degree +

Source: Phoenix User Consumer Profiles ('13)



Howard Johnson by Wyndham Udaipur Roop Nagar, India



Howard Johnson by Wyndham Bengaluru Hebbal, India



Howard Johnson Plaza by Wyndham Dubai Deira, UAE



Howard Johnson by Wyndham Bur Dubai, UAE



Howard Johnson by Wyndham Udaipur, India



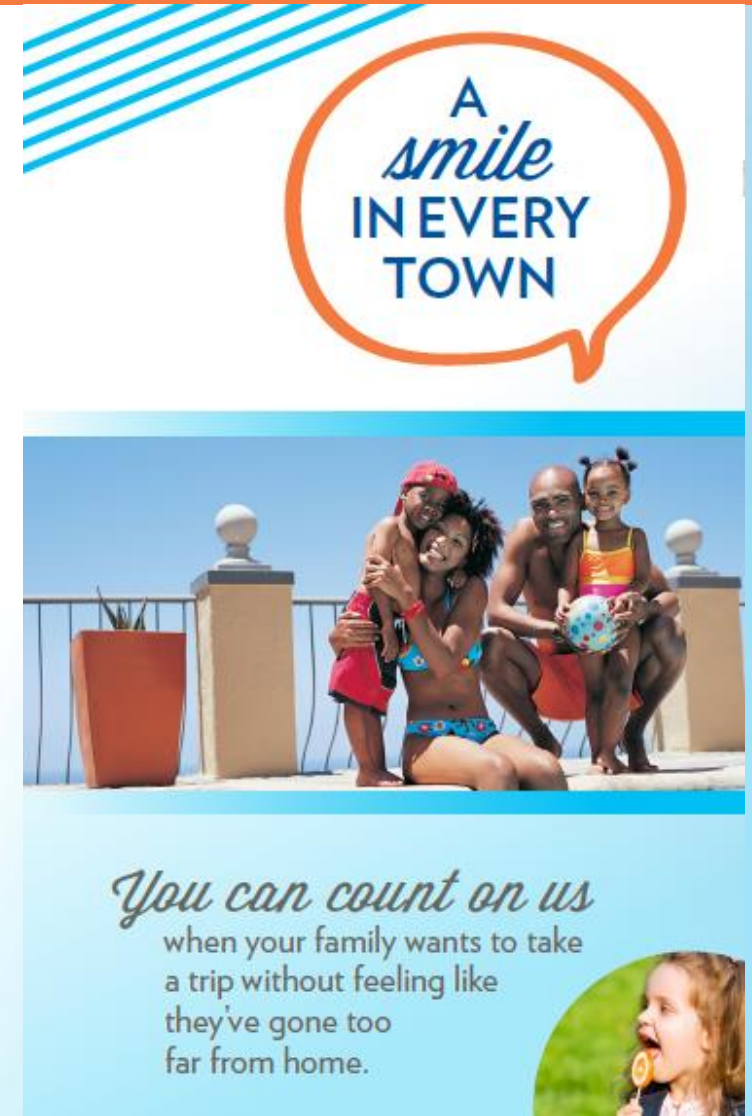
Howard Johnson by Wyndham Kolkata, India

BRAND ESSENCE

In every **HOWARD JOHNSON**, no matter the city or town, we hope your stay leaves you with the same unforgettable souvenir—smiles that last a lifetime.

You can count on us when your family wants to take a trip without feeling like they've gone too far from home. It's the same warm, friendly experience we've offered for decades—because we know that honest hospitality never goes out of style.

Whether it's your first time here or you've lost count, you'll feel right at home as a part of our **HOWARD JOHNSON** community.





A new look that is consistent, relevant and designed for the Next Generation











NEW ON-PROPERTY COLLATERAL





THANK YOU

WHRdevelopmentEMEA.com

