



Inspire  
Discovery

Shared  
—  
Creative  
—  
Inspiration

**DOLCE**  
HOTELS AND RESORTS®  
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 almost **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.

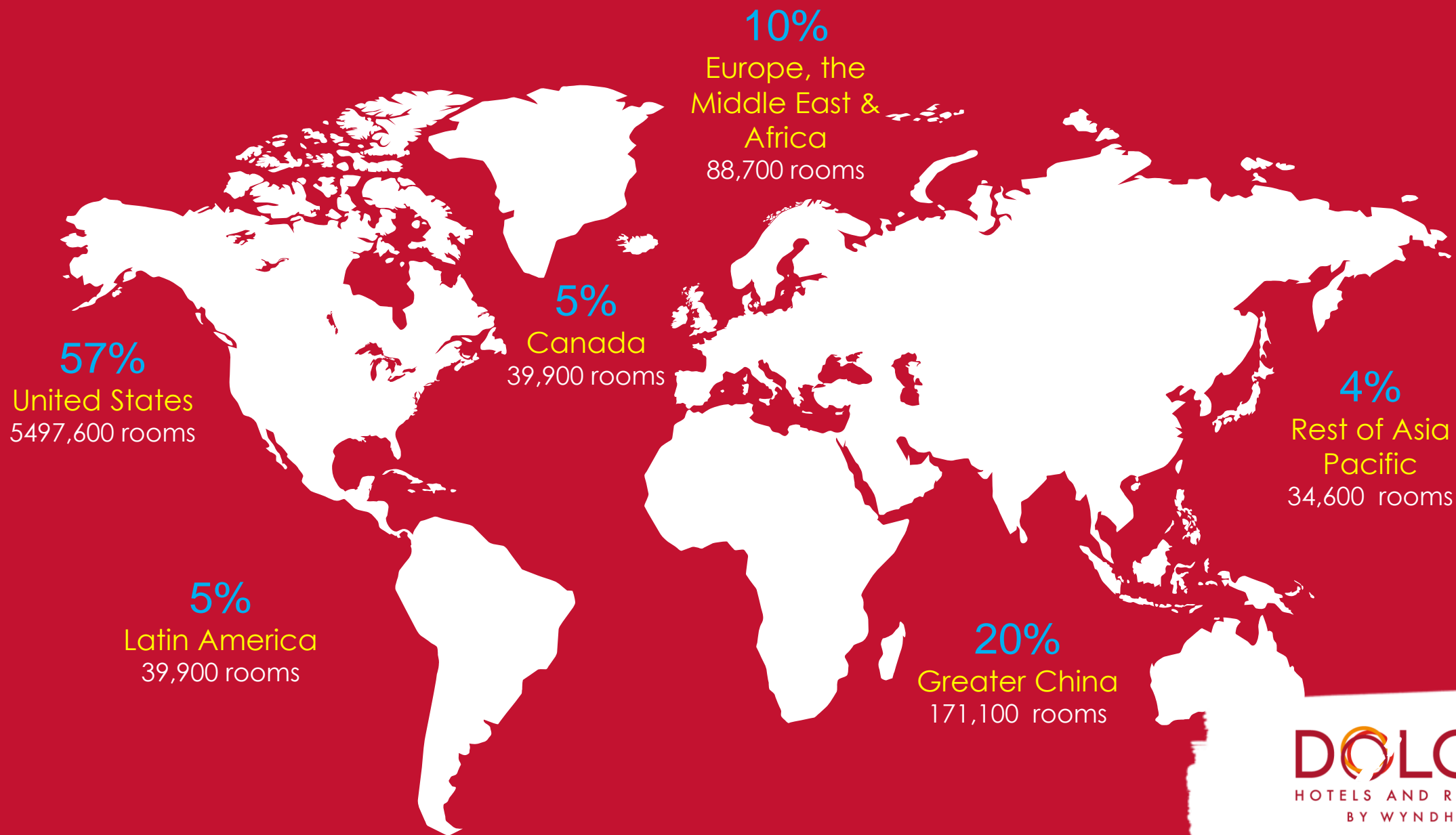
## COMMUNITY SUPPORT & RESPONSIVENESS

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

SIGNIFICANT GLOBAL PRESENCE



\*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



## 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 tradeshow 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 sixth 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*<sup>SM</sup>

A free night at any participating Wyndham Rewards hotel, vacation club resort or vacation rental<sup>1</sup>

3 redemption levels:

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

*go fast*<sup>SM</sup>

A discount off the hotel's Best Available Rate, using points plus some cash, at participating hotels, vacation club resorts and vacation rentals<sup>1</sup>

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*<sup>SM</sup>

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



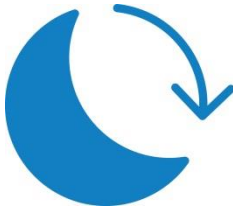
**1 GO FREE & GO FAST:** Point redemption levels & cash payment amounts vary by property & in the case of points, can be as high as 30,000 points per bedroom. Member must have enough points for all bedrooms in desired accommodation to book. **Resort & other fees may apply (even for Go Free nights); points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

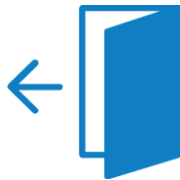
GOLD member



10% Bonus  
Points



Preferred Room



Early  
Check-In



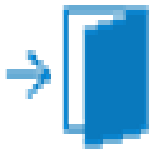
Dedicated  
Member Services

WYNDHAM  
REWARDS  
*You've earned this.*

PLATINUM member



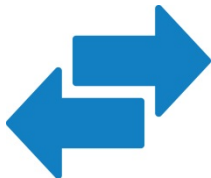
15% Bonus  
Points



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*<sup>SM</sup>

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

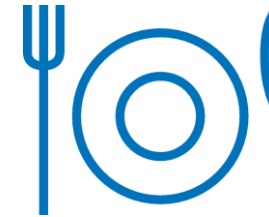
Planners can earn points for:



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

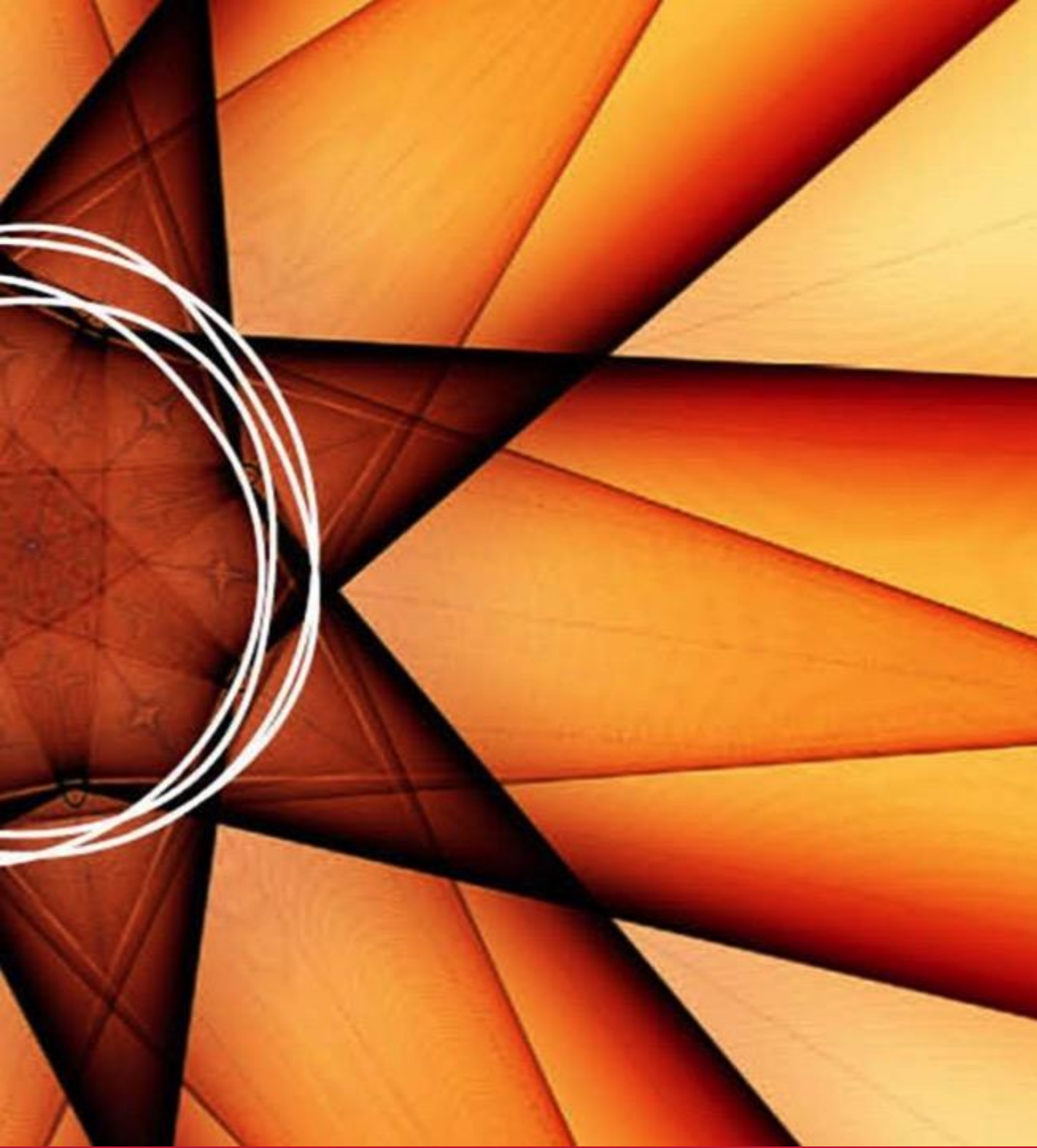


Cottages.com



Landal Green Parks





# DOLCE HOTELS AND RESORTS BY WYNDHAM

**DOLCE**  
HOTELS AND RESORTS®  
BY WYNDHAM



DOLCE  
HOTELS AND RESORTS  
SITGES

DOLCE  
HOTELS AND RESORTS  
SITGES

DOLCE BY WYNDHAM SITGES BARCELONA, SPAIN



Dolce Hotels and Resorts by Wyndham is a leader in meetings and events, a reputation well-earned by delivering incredible service in purposefully designed spaces.

Each hotel offers: 8-10 sqm of meeting space per guestroom, state-of-the-art meeting facilities, along with Nourishment Hubs to serve each cluster of meeting rooms with brain-healthy food, tea, coffee and cold drinks presented in elegant displays.

Dolce hotels foster inspiration through shared experiences. The brand's unique take on the art of hospitality celebrates the idea that there's always more to learn and discover. The brand's bespoke team building experiences, Trails of Discovery, is designed to help guests explore and draw inspiration from their surroundings.



# DEMONSTRATED SUCCESS

- Dolce acquired by Wyndham Hotel Group in February 2015
- Portfolio of 18 hotels across the US and Europe
- US portfolio exceeded Upper Upscale segment RevPAR growth\*
- GOP for US properties +20% vs. pre-acquisition budget\*



# DOLCE AT A GLANCE

- Founded in 1981, Dolce Hotels and Resorts is a branded hotel management company with expertise in meetings, derived from our conference center heritage
- Since then, the brand has evolved to include a focus on business transient and leisure business in appropriate markets
- 18 upper-upscale hotels in North America and EMEA
- Hotels, resorts and conference centers set in unique destinations
- Reputation for advanced meeting & conference facilities, sophisticated Food & Beverage and superior Technology





# VALUE PROPOSITION

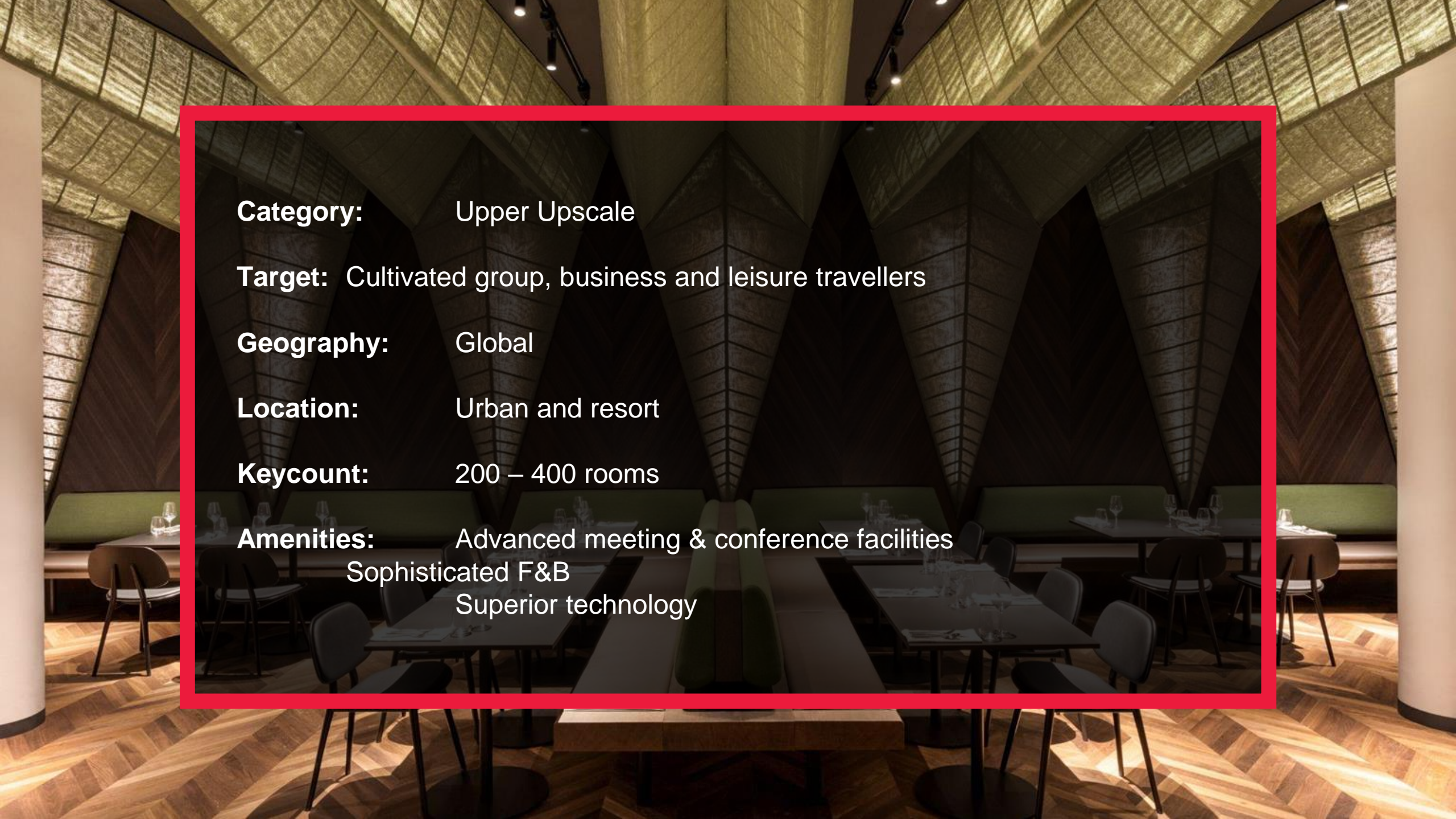
- The unequivocal leader in meetings and group accommodations
- Stunning portfolio and unique approach to the art of hospitality is bound to inspire and cultivate loyalty
- Differentiated by our thoughtful food and beverage program and inventive dining options
- Managed-only product ensures high quality and consistency across the Dolce portfolio



# MEETING VALUE PROPOSITION

- All-inclusive **Complete Meeting Packages (CMP)** designed especially for meeting customers
- **Creative food and beverage** offerings using local and fresh ingredients
- Meeting facilities designed for both **business and social events**
- **Meeting-focused staff** trained specifically to service meeting planners & customers





**Category:** Upper Upscale

**Target:** Cultivated group, business and leisure travellers

**Geography:** Global

**Location:** Urban and resort

**Keycount:** 200 – 400 rooms

**Amenities:** Advanced meeting & conference facilities  
Sophisticated F&B  
Superior technology

# TARGET CUSTOMER

## DEMOGRAPHIC

- 55% of travelers, 45-60 years of age
- 49% female
- 43% of guests attended a meeting
- 70% earn over \$110k annually

## PSYCHOGRAPHIC

- Business and leisure traveler, interested in unique experiences
- Willing to spend extra to ensure their event or meeting is a success
- Looking for facilities that fit all of their meeting needs, whether social or corporate





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# DOLCE MANIFESTO

When thinkers and doers come together, ignited by the spark of inspiration, mountains are moved. And while inspiration may feel like magic, it's really an art.

It starts with an innate need to push the limits of what is "possible." A desire to create something that's never been seen before. An insatiable urge to invite discovery into the lives of others.

Expertise and vision are the elixir that convert feelings into action. Locations are chosen to stimulate, environments are created to motivate, and experiences are curated to nourish the mind and body. Now, it's careful consideration of every detail, activity, interaction, presentation, flourish, sight, sip, smell, and savory bite that put the final touches on what is to become a beautiful, behind-the-scenes ballet.

And when the curtain opens, the orchestra begins, and the events are set in motion... That is the art of inspiration.

Dolce Hotels and Resorts. The art of inspiration.

# CULINARY VISION

## FOCUSED ON THE MEETINGS GUEST



**Chef-Centric:** Our chefs create all our menu items and always feature a regional specialty, in addition to the chefs' own creations.

**Thoughtful Foods for Thoughtful Minds® :** These options are made from natural ingredients designed to keep you feeling alert and energized naturally throughout your day.



Market Dining



Nourishment Hub



Signature Events



A la Carte Restaurants



Bar & Lounge



# MARKET DINING



- Restaurant Design
- Interactive Market Kitchen Experience
- Cuisine: Regional Ethnic, Fresh, Local, “Thoughtful”
- Casual Dining with Communal Tables & Connectivity Options
- Inviting & Interactive, Highly Social Space

# SIGNATURE EVENTS



- **Branded Events**
  - Event experiences designed to anticipate primary needs and keep lifestyle in mind
- **Tailored Experiences, Not Menus**
  - Event experiences designed to anticipate primary needs and keep lifestyle in mind
  - We envision a selling process that presents experiences vs. menus
- **Innovative Experiences**
  - Incorporate interactive chef's tables, innovative team building events, charity tie-ins to create core events that leverage the strengths of the team's expertise
- **Localized Events**
  - Wine tasting events hosted in a vineyard in San Jose; an interactive Clam Bake in Norwalk; dinner in the sky at La Hulpe / Brussels



# MEETINGS VALUE PROPOSITION

- All-inclusive **Complete Meeting Packages (CMP)** designed especially for meeting customers
- **Creative food and beverage** offerings using local and fresh ingredients
- **IACC-certified** meeting facilities designed for both business and social events
- **Meeting-focused staff** trained specifically to service meeting planners & customers

# NOURISHMENT HUBS

- Fresh, Local, Seasonal, Thoughtful Selections
- Inviting & Interactive



- Connecting to be Energized
- Highly Social Space







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Discovery

**COLLATERAL**

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# MARKETING COLLATERAL: PRINT ADS





# ONLINE COLLATERAL: DIGITAL BANNERS



*eat inspired*

SAVE UP TO 15%  
ON ADVANCED BOOKINGS

[BOOK NOW >](#) **DOLCE**  
HOTELS AND RESORTS



*eat inspired*

SAVE UP TO 15%  
ON ADVANCED BOOKINGS

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*relax inspired*

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*relax inspired*

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*golf inspired*

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*golf inspired*

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# DOLCE BRAND FULL CREATIVE LINE



# WHY CHOOSE DOLCE

## **ALIGNMENT OF INTEREST WITH OWNERS**

- Alignment of investment thesis with owner objectives and vision for the project
- Close collaboration with ownership in meeting investment goals
- Owner base of private equity funds and Fortune 500 corporations

## **DEPTH OF SUPPORT**

- Experienced regional teams providing robust support to right-sized portfolio of hotels
- Proven track record of hotel teams in engaging the local community
- Hands-on support from the corporate senior team
- Service culture training and execution

## **EVENTS AND GUEST EXPERIENCE**

- Proven leadership in delivering a superior experience and service culture
- Pioneer of the Complete Meetings Package
- Signature offerings around food and beverage and event experience





DOLCE ATTICA RIVIERA, GREECE





COMWELL COPENHAGEN PORTSIDE DOLCE BY WYNDHAM, DENMARK





AKTI IMPERIAL HOTEL & CONVENTION CENTER DOLCE BY WYNDHAM, GREECE





DOLCE BY WYNDHAM MILAN MALPENSA, ITALY





DOLCE BY WYNDHAM CAMPO REAL LISBOA, PORTUGAL





COMWELL AARHUS DOLCE BY WYNDHAM, DENMARK





DOLCE BY WYNDHAM BAD NAUHEIM, GERMANY





DOLCE BY WYNDHAM VERSAILLES, FRANCE



**THANK YOU**

**WHRDEVELOPMENTEMEA.COM**