

# RAMADA ENCORE 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 Wyndham Rewards** 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.

9,200

Hotels

Over

858k

Rooms

\$400

Million

Revenue

\$200

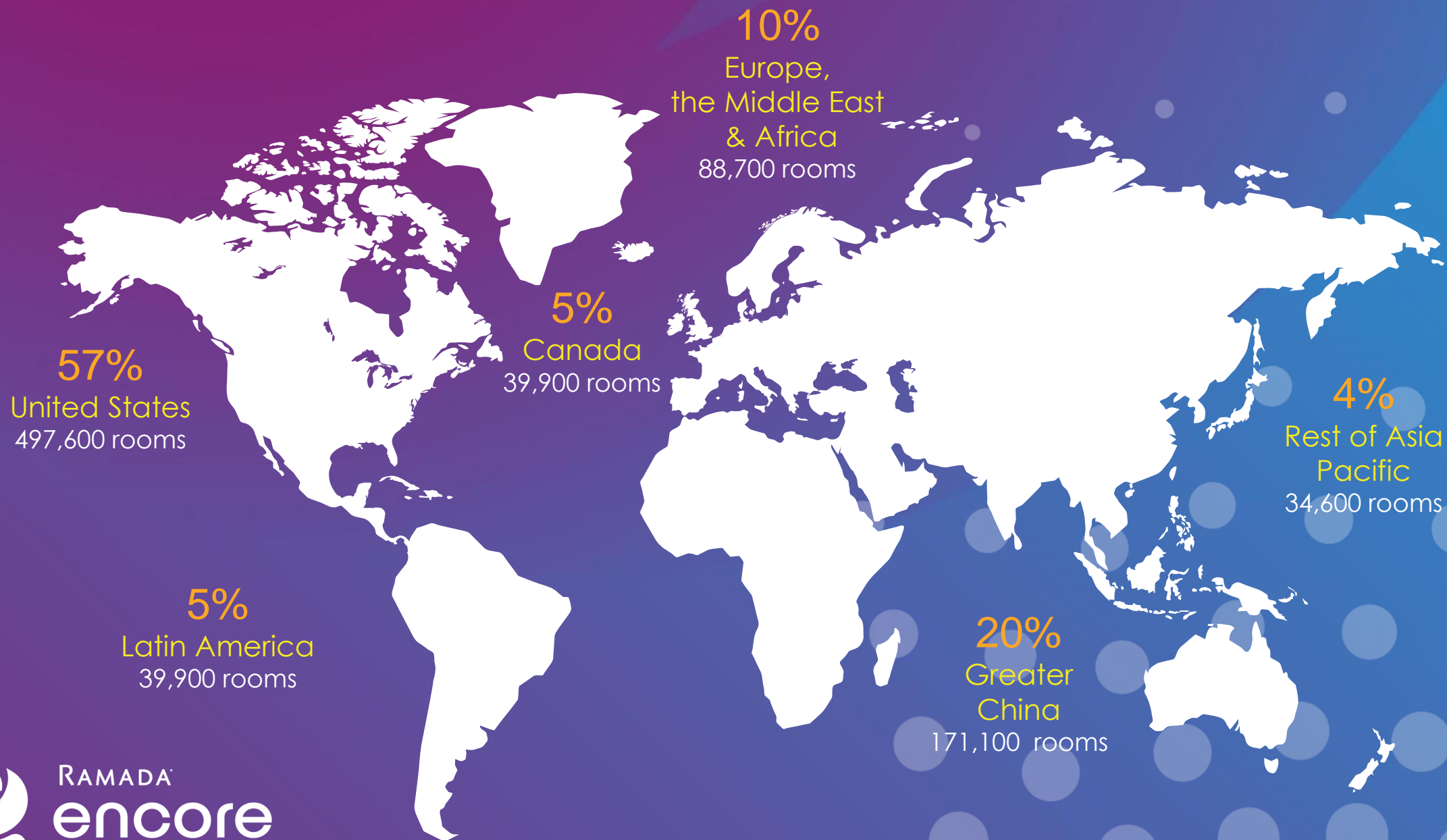
Million

Adjusted EBITDA

## SIGNIFICANT GLOBAL PRESENCE



RAMADA  
**encore**  
BY WYNDHAM



\*As a percentage of total number of rooms, 2021 Q4 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

LAQUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

Hawthorn  
EXTENDED STAY

★★★  
AmericInn

BAYMONT

RAMADA

RAMADA  
encore

MICROTEL  
BY WYNDHAM

Days Inn

Super  
8

Howard Johnson

Travelodge



RAMADA  
encore  
BY WYNDHAM

# 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 Wyndham Rewards 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>

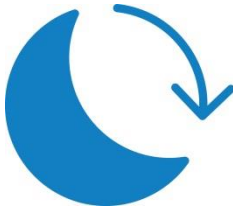
Members earn 10 points per dollar or 1,000 points on Qualified Stays—whichever is more!<sup>2</sup>

WYNDHAM  
REWARDS  
*You've earned this.*

BLUE member



Free Wi-Fi



Rollover Nights



Rewarding Rate



PLUS Awards

WYNDHAM  
REWARDS  
*You've earned this.*

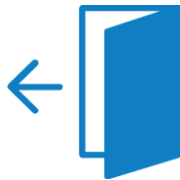
GOLD member



10% Bonus  
Points



Preferred Room



Early  
Check-In



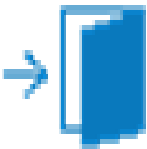
Dedicated  
Member Services

WYNDHAM  
REWARDS  
*You've earned this.*

PLATINUM member



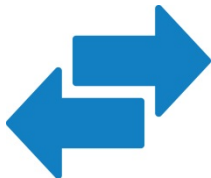
15% Bonus  
Points



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 Level

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*<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

relax. refresh. connect.

From business trips where our hub is your office, to leisure breaks where every minute counts, Ramada Encore thinks of what's next so you don't have to. That's because there is always the train to catch, the call to make, the e-mail to send.

Modern amenities, vibrant social spaces, free Wi-Fi and convenient locations make Ramada Encore a great place to connect with colleagues and friends, both offline and online.





# Brand History



The brand was launched in the 1990s. At this time the budget sector was already growing rapidly, but there remained considerable opportunity for further expansion and a need for innovation and style.

In 2018 the brand was endorsed with the powerful 'by Wyndham' suffix and underwent a re-branding project to challenge the sector by delivering a daringly different and wicked hotel experience.

Key features include signature open plan & flexible lobby space, a new throughout logo including a bright colour pallet and a refreshing and vibrant.

# The Hotel



## TYPE

New construction and conversion



## GEOGRAPHY

Global



## GUESTS

Practical business & leisure travellers



## ROOMS

90-300



## CATEGORY

Midscale



## AMENITIES

- Signature, open plan & flexible lobby space
- Central multi-functional island bar
- Zones available for guests to use for business, social or leisure
- Fresh, modern guestrooms and bathrooms



## LOCATION

Urban, Suburban & Airport

# Ramada Encore by Wyndham Istanbul Basin Express, Turkey





# Ramada Encore by Wyndham Eskisehir, Turkey





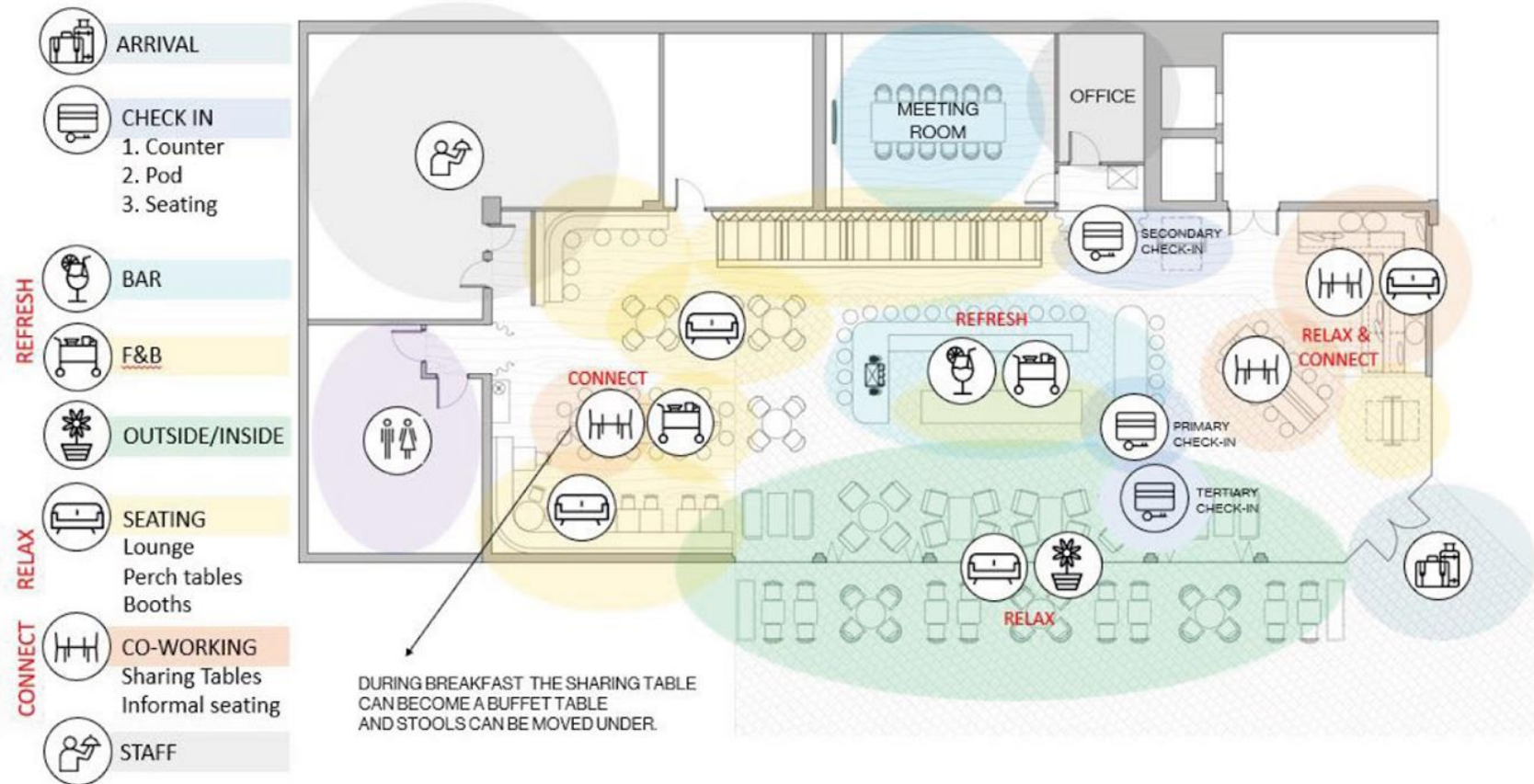
# Ramada Encore by Wyndham Tbilisi, Georgia



# New Design Guidelines



# PATEO®





# New Lobby Design

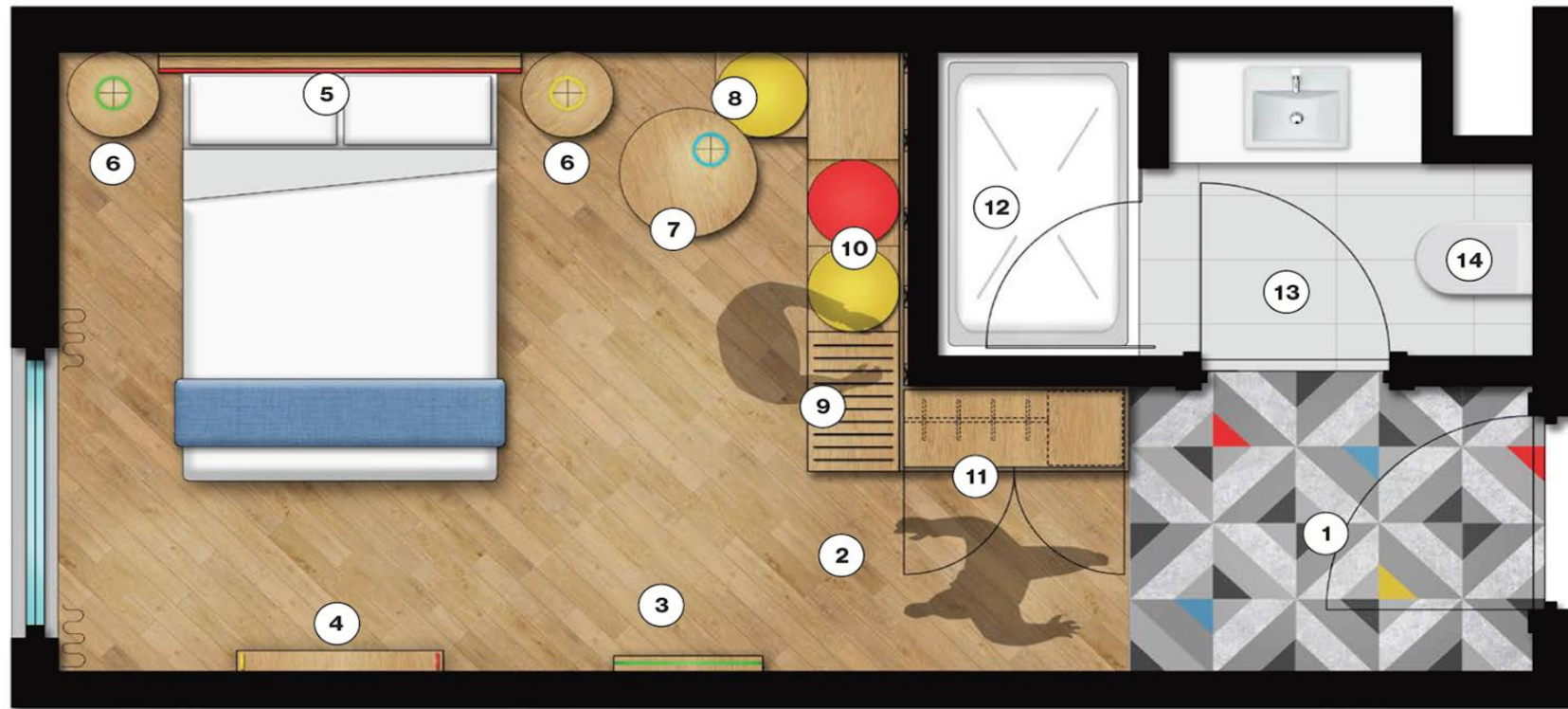




# New Lobby Design



# New Room Design

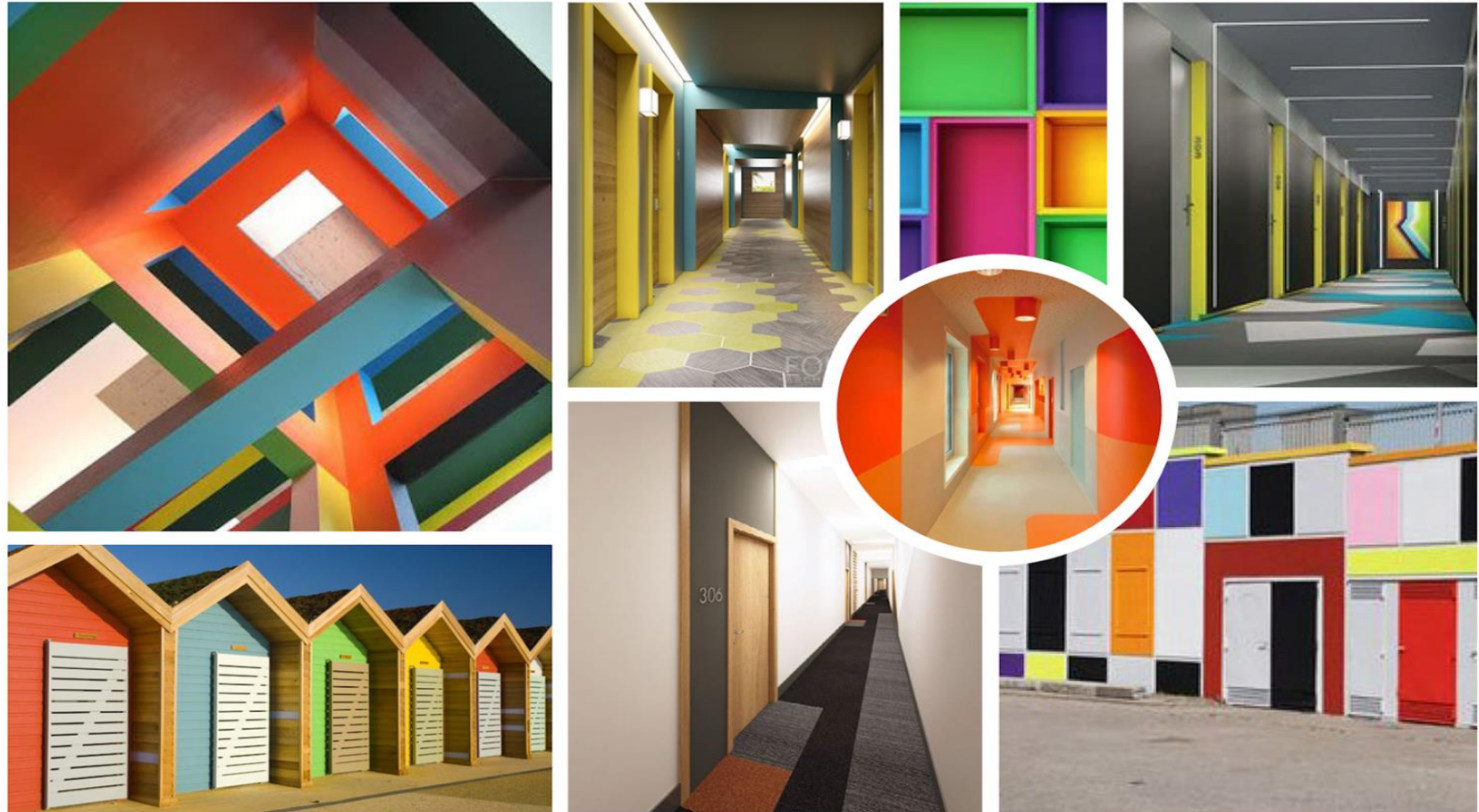


The key elements to the room include:

- 1. Highlighted entrance threshold
- 2. Printed vinyl floor
- 3. Statement mirror
- 4. TV and shelf
- 5. Artwork shelf
- 6. Bedside table and wall mounted lamps
- 7. Mobile work table
- 8. Moveable cube stool
- 9. Hanging peg wall
- 10. Landing seat
- 11. Wardrobe with space for ironing board
- 12. Walk in shower
- 13. Large format tiles to bathroom
- 14. Wall mounted sanitaryware



# Corridors



# THANK YOU

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



RAMADA  
**encore**  
BY WYNDHAM