

A FRESH  
BURST OF  
ENERGY

WARM

VIBRANT

ENERGY

DAYS INN BY WYNDHAM

WYNDHAM HOTELS & RESORTS



# 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 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

**\$400**

Million

Adjusted EBITDA

2023 Q3 Results

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  
171,100 rooms

**4%**  
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 on 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

Days Inn.  
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 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*<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!

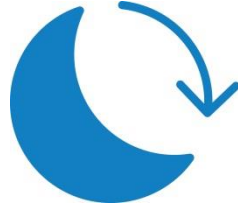
*go get 'em*<sup>SM</sup>

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

*go free*<sup>SM</sup>  
**PLUS**

PLUS Awards

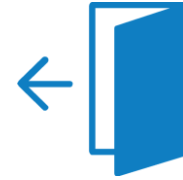
WYNDHAM REWARDS  
*You've earned this.*  
GOLD member



10% Bonus Points



Preferred Room



Early Check-In

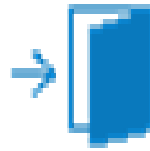


Dedicated Member Services

WYNDHAM REWARDS  
*You've earned this.*  
PLATINUM member



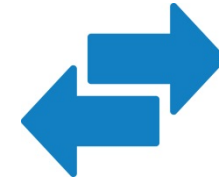
15% Bonus Points



Late Check-Out



Car Rental Upgrades



Caesars Rewards Status Match

WYNDHAM REWARDS  
*You've earned this.*  
DIAMOND member



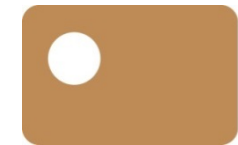
20% Bonus Points



Suite Upgrades



Welcome Amenity



Give GOLD

# WYNDHAM REWARDS – TITANIUM 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\*

\*excluding Bonus Point Accelerator

# HELP GROW GROUP BUSINESS WITH

*go meet*<sup>SM</sup>

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

# 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 FRESH  
BURST OF  
ENERGY

WARM

VIBRANT

ENERGY





Just like the sun, our vibrant hospitality fuels the mind and body. For more than four decades the sun has been shining on our doors and greeting guests in every possible travel destination, from Europe to North America, downtown to small town.

For those on the go, we help to start the day off right, by offering guests the option to enjoy an energising breakfast. Most Days Inn by Wyndham hotels include free Wi-Fi and some include a restaurant, bar and meeting space.



# VALUE PROPOSITION

- With **1,656** hotels worldwide, Days Inn is one of the largest economy brands
- Known for providing comfortable accommodations, with a touch of personality
- Global brand leader with over 80% brand awareness\*
- Versatile conversion brand in the economy segment with global distribution
- LEED-certifiable, design forward prototype available

Days Inn by Wyndham Nice, France



A modern hotel room with a bed, desk, and TV. The room features a large bed with a grey headboard and two patterned pillows. A desk with a TV and a chair is visible on the left. The room has a warm, yellowish wall and a wooden floor.

**Category:** Upper Economy

**Target:** Leisure & business travelers

**Geography:** Global

**Location:** Small town, metropolitan, city centre, roadside,  
airport & destination

**Keycount:** 50 – 300 rooms

**Amenities:** 2+ story hotels  
Free high-speed internet  
Daybreak® breakfast offering healthy options



Days Hotel by Wyndham Jaipur Tonk Road, India



Days by Wyndham Dubai Deira , UAE

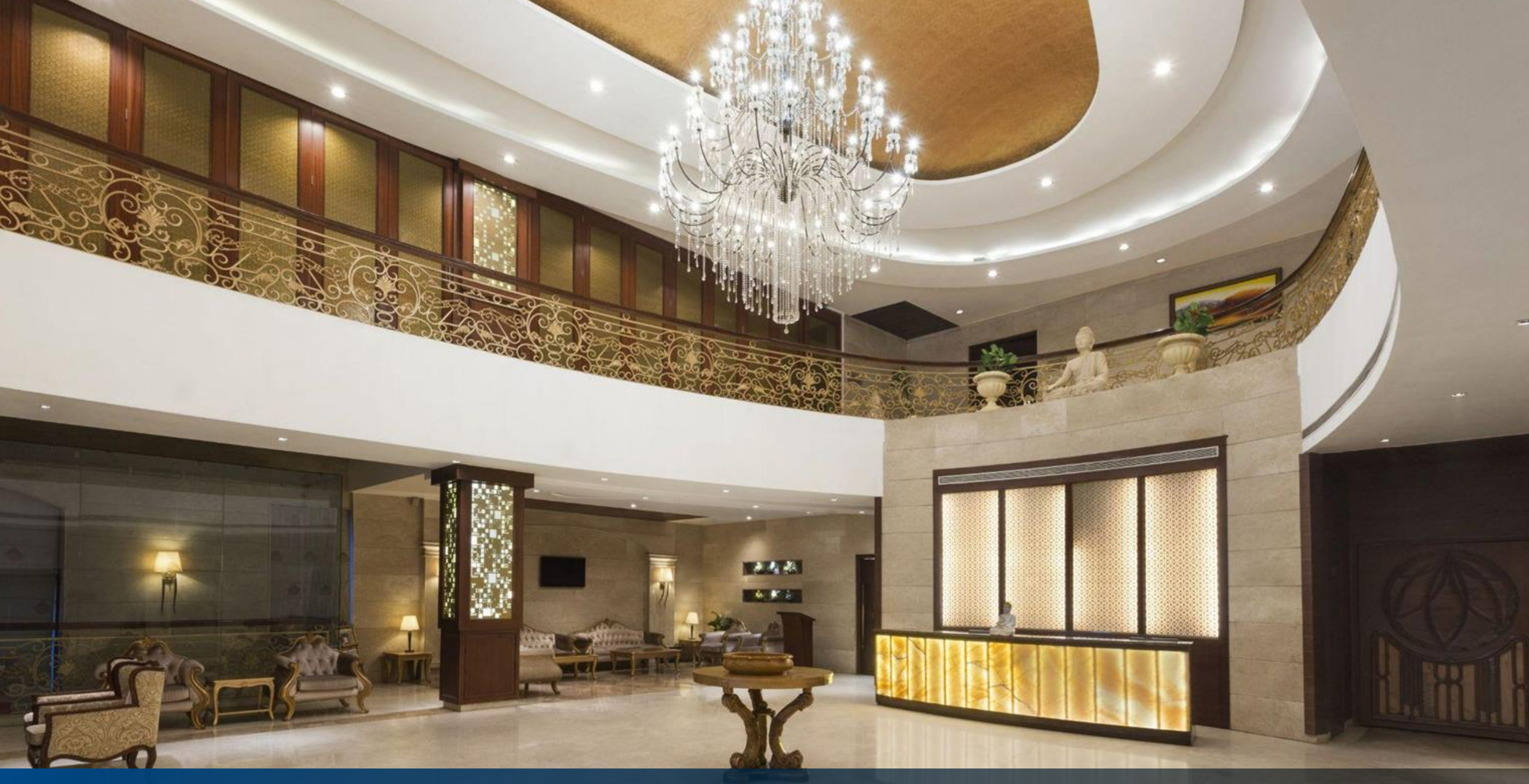


Days Hotel

Days Hotel by Wyndham Chennai OMR, India



Days Hotel by Wyndham Jalandhar Jyoti Chowk, India



Days Hotel by Wyndham Panipat, India






Days Hotel by Wyndham Istanbul Esenyurt, Türkiye




Days Inn & Suites by Wyndham Bengaluru Whitefield, India

# DESIGN GUIDELINES



A collage of images illustrating the design guidelines, including a woman hugging a child, a bathroom, a bedroom with a beach painting, a bird on a fence, a bedroom with a view, a shower, wood texture, and a sunset.



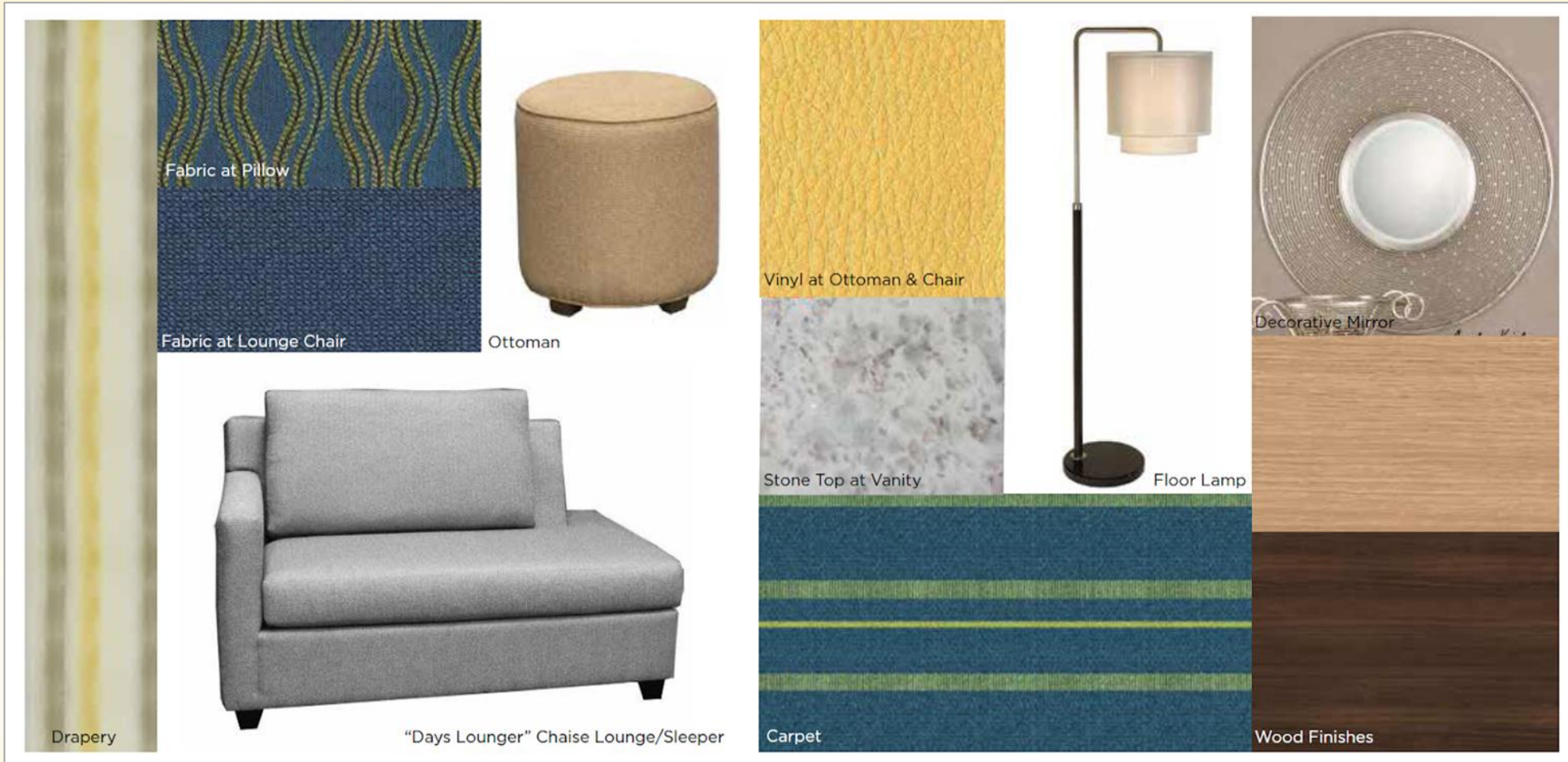
A color palette consisting of nine color swatches: white, light gray, medium gray, light yellow, bright yellow, light blue, medium blue, and dark blue.

A soft and natural design approach, incorporating soothing blues with small accents of soft yellow. Creating a clean and comfortable ambience for guests with the brand promise in mind of being warm, vibrant, energetic and optimistic.

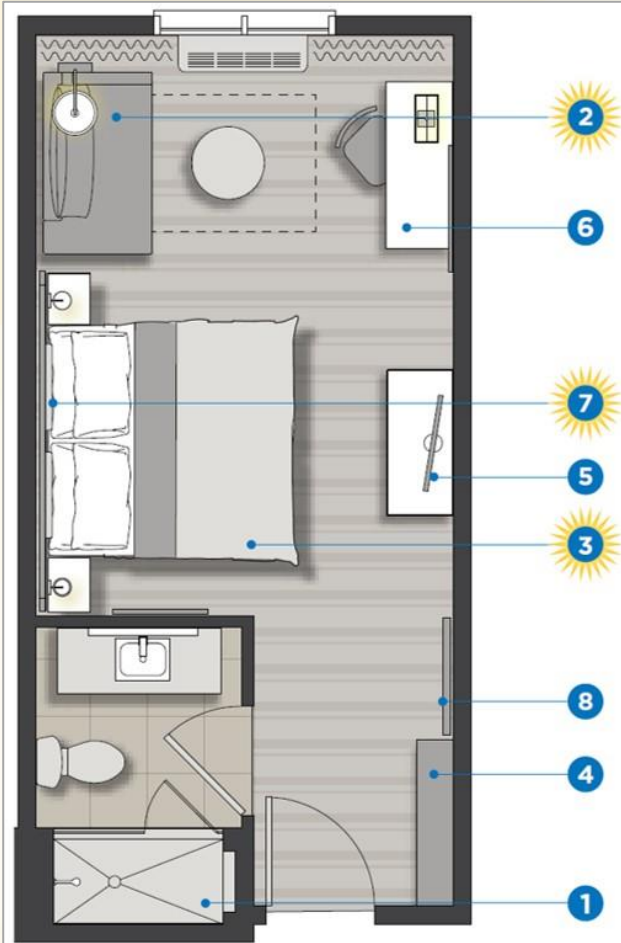
# LOBBY MATERIALS & FINISHES



# ROOM MATERIALS & FINISHES

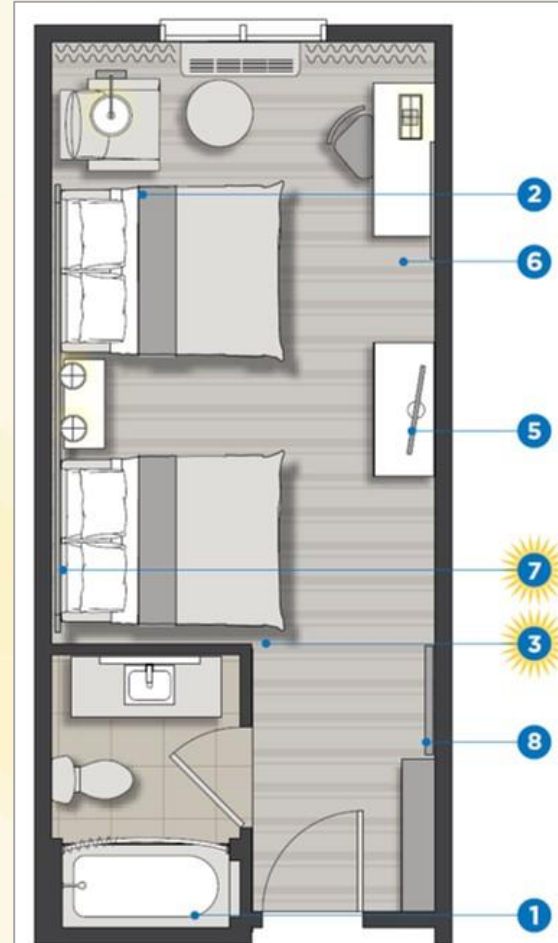


# KING & QUEEN GUESTROOM PLAN



## Features

- 1 Shower option available for King rooms
- 2 Signature "Days Lounger" chaise lounge/sleeper and ottoman provide a comfortable seating spot for relaxation or work
- 3 Signature top-of-bed
- 4 Slim wardrobe cabinet at foyer provides hanging space and storage in a compact footprint
- 5 Dresser/TV unit with optional mini-fridge
- 6 Spacious desk surface accommodates work or dining
- 7 Headboards feature a padded backrest for working from bed
- 8 Full length mirror



## Features

- 1 Tubs at Queen/Queen rooms for families
- 2 Lounge seating and ottoman provide a comfortable seating spot for relaxation or work
- 3 Signature top-of-bed
- 4 Slim wardrobe cabinet at foyer provides hanging space and storage in a compact footprint
- 5 Dresser/TV unit with optional mini-fridge unit
- 6 Spacious desk surface accommodates work or dining
- 7 Headboards feature a padded backrest for working from bed
- 8 Full length mirror

# CORRIDORS



Corridor Artwork

Corridor Carpet

Paint Swatches

Corridor Sconce

Elevator Lobby Pendant

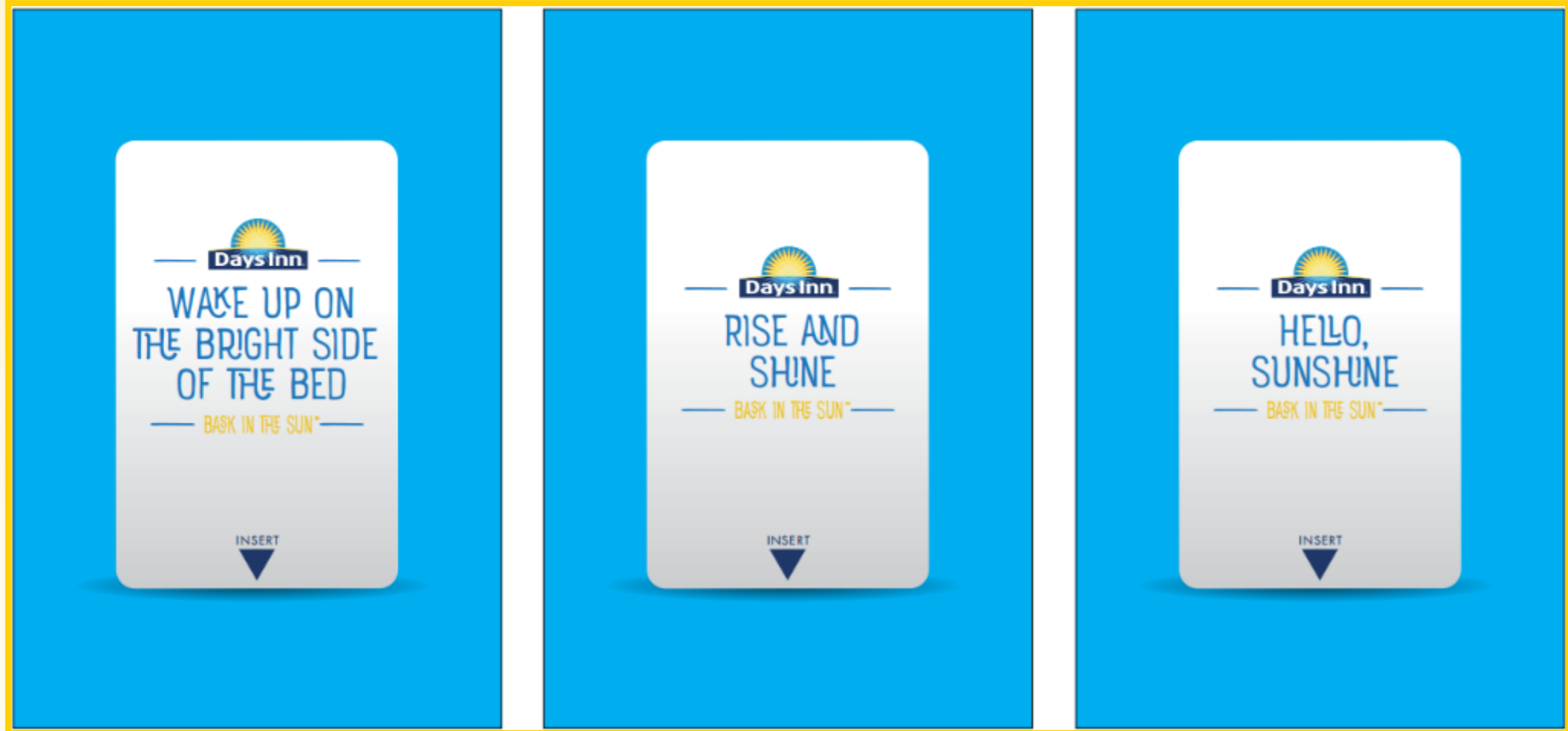
Elevator Lobby Artwork

The background of the image is a vibrant blue with a sunburst pattern. Numerous thin, light blue lines radiate from a central point, creating a sense of energy and warmth. The lines are evenly spaced and extend towards the edges of the frame.

BASK IN THE SUN<sup>SM</sup>




# BASK IN THE SUN – KEY CARDS



# BASK IN THE SUN – DOOR HANGERS



# BASK IN THE SUN – BILLBOARDS

  
**Days Inn.**  
TURN RIGHT  
AT HIGHWAY 98  
DELUXE BREAKFAST, POOL, FREE WIFI

WHY GO TO MARS  
WHEN THE SUN IS JUST  
ONE MILE AHEAD?  
BASK IN THE SUN™

# BASK IN THE SUN – PRINT ADS

**Days Inn**

THE SUN. COMPRISED OF HYDROGEN, HELIUM AND HOSPITALITY.

BASK IN THE SUN™

Earn up to 2,000 bonus points | [Book on DaysInn.com](http://DaysInn.com) | MEMBER OF WYNDHAM REWARDS

Reservations apply. Offer available. Subject to participating hotels. One of seven award packages (10K points, 1500 points, or 2,000 points) is at the discretion of participating hotels. It is possible that more of one than another award is available at certain hotels on all participating hotels. There may be restrictions. Reservations for multiple stays. To learn more about the Wyndham Rewards program, including full program terms and conditions, please visit [www.wyndhamrewards.com](http://www.wyndhamrewards.com). © 2014 Days Inn, LLC. All Rights Reserved. All Days Inn hotels are independently owned and operated.

**Days Inn**

IT DOESN'T TAKE A SPACESHIP TO TRAVEL TO THE SUN.

BASK IN THE SUN™

MEMBER OF WYNDHAM REWARDS

Book now at hotel name and enjoy:

- FREE Daybreak breakfast\*
- FREE Wi-Fi
- Earn Wyndham Rewards® points for your stays
- Amenity Here
- Amenity Here

[DaysInn.com](http://DaysInn.com) | 123 Any Street, Any Town, Any State 01234 | 617-254-1234

# SOCIAL MEDIA



# DISPLAY ADVERTISING



— **Days Inn.** —

THE SUN. GOOD FOR  
BUSINESS, PLEASURE  
AND PHOTOSYNTHESIS.

— BASK IN THE SUN™ —



— **Days Inn.** —

Earn up to 2,000  
bonus points

**BOOK NOW**

— MEMBER OF —  
WYNDHAM  
REWARDS™



**Days Inn.**

OUR SOLAR SYSTEM CONSISTS OF  
FLUFFED PILLOWS AND HEALTHY BREAKFASTS.

BASK IN THE SUN™



# THANK YOU

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

