



**TRAVEL** *At ease*



 **WYNDHAM**  
**GARDEN®**

# 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.

Approx.

25

Brands

Approx.

9,300

Hotels

Approx.

903,000

Rooms

Over

95



Countries

Over

114m

Wyndham Rewards Members



EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
 EXTENDED STAY BY WYNDHAM	 BY WYNDHAM	 BY WYNDHAM	 BY WYNDHAM		
 EXTENDED STAY BY WYNDHAM	 BY WYNDHAM		 COLLECTION BY WYNDHAM	 BY WYNDHAM	
		 BY WYNDHAM	 BY WYNDHAM		
		 BY WYNDHAM	 ALL-INCLUSIVE		
		 BY WYNDHAM			
		 BY WYNDHAM			

# CORPORATE SOCIAL RESPONSIBILITY



## DIVERSITY & INCLUSION

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Not only is diversity part of how we do business, we see it as a competitive advantage.

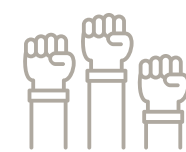
Our inclusive culture infuses different perspectives that reflect our diverse customers and communities around the world.



## ENVIRONMENT & SUSTAINABILITY

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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

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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.

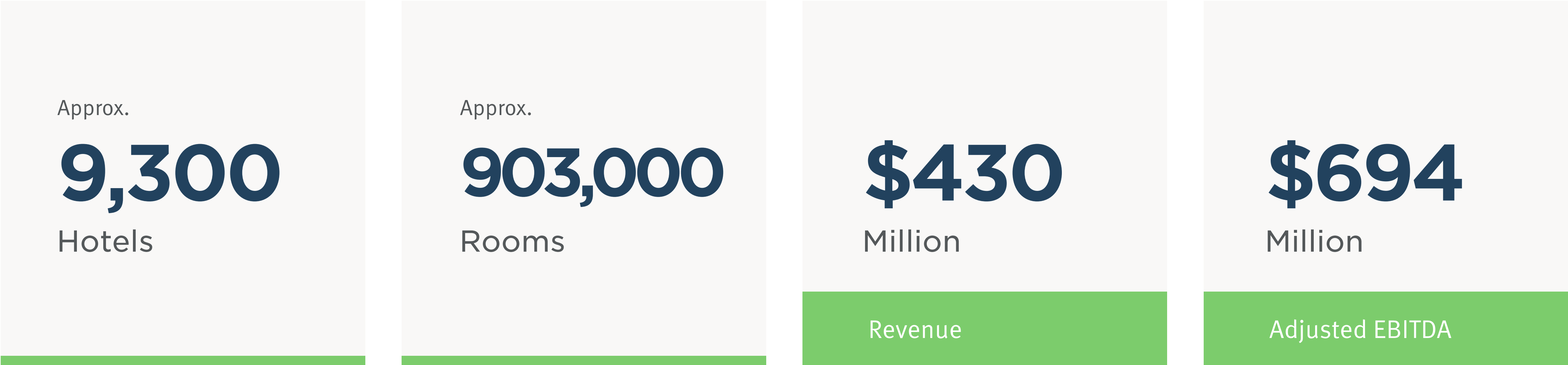


## COMMUNITY SUPPORT & RESPONSIVENESS

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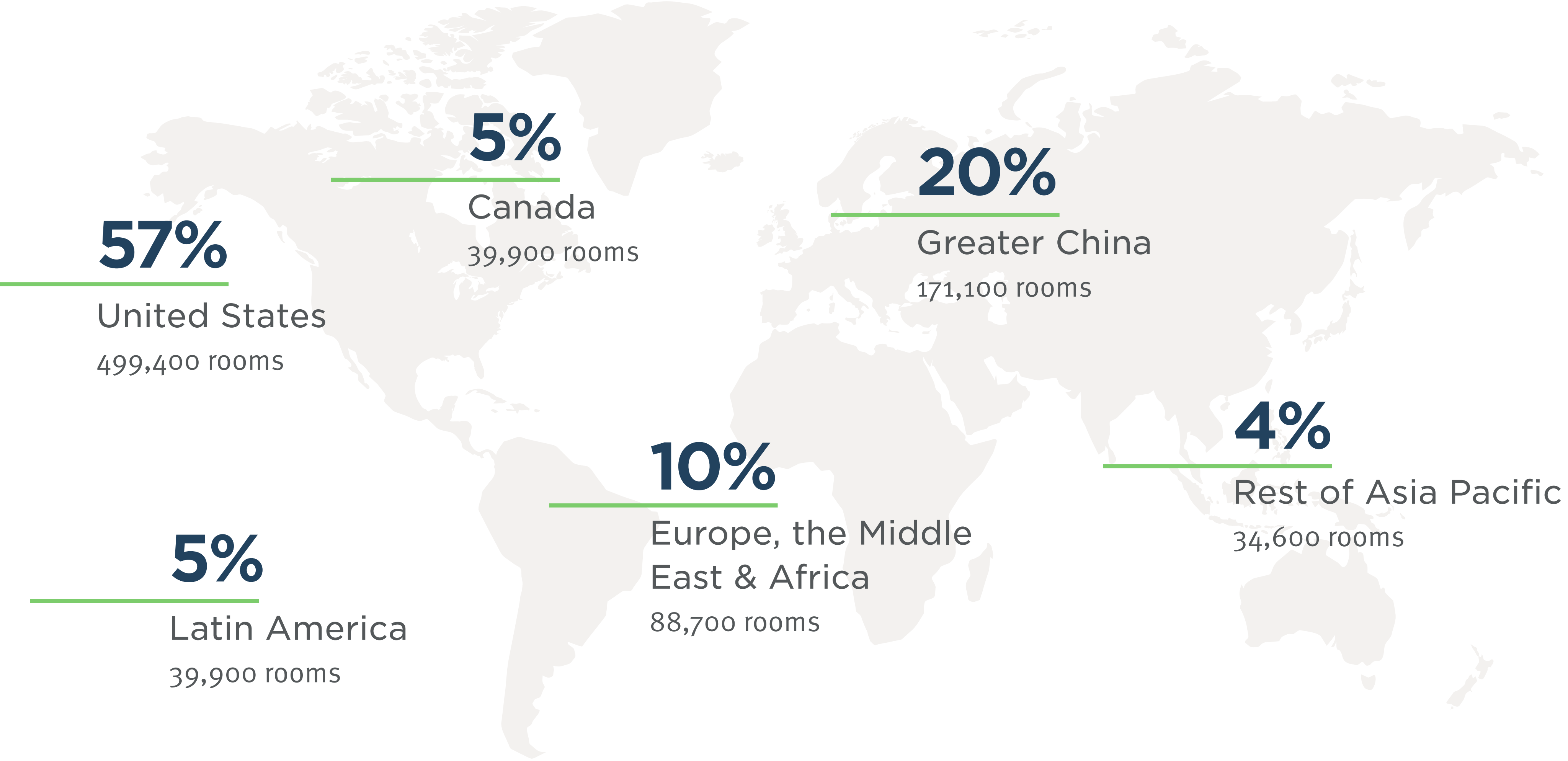
As a hospitality company, service is in our DNA. Our teams and franchisees around the world actively engage in their communities, generously giving in ways to enhance the lives of others.

# WE ARE THE WORLD'S LARGEST HOTEL COMPANY

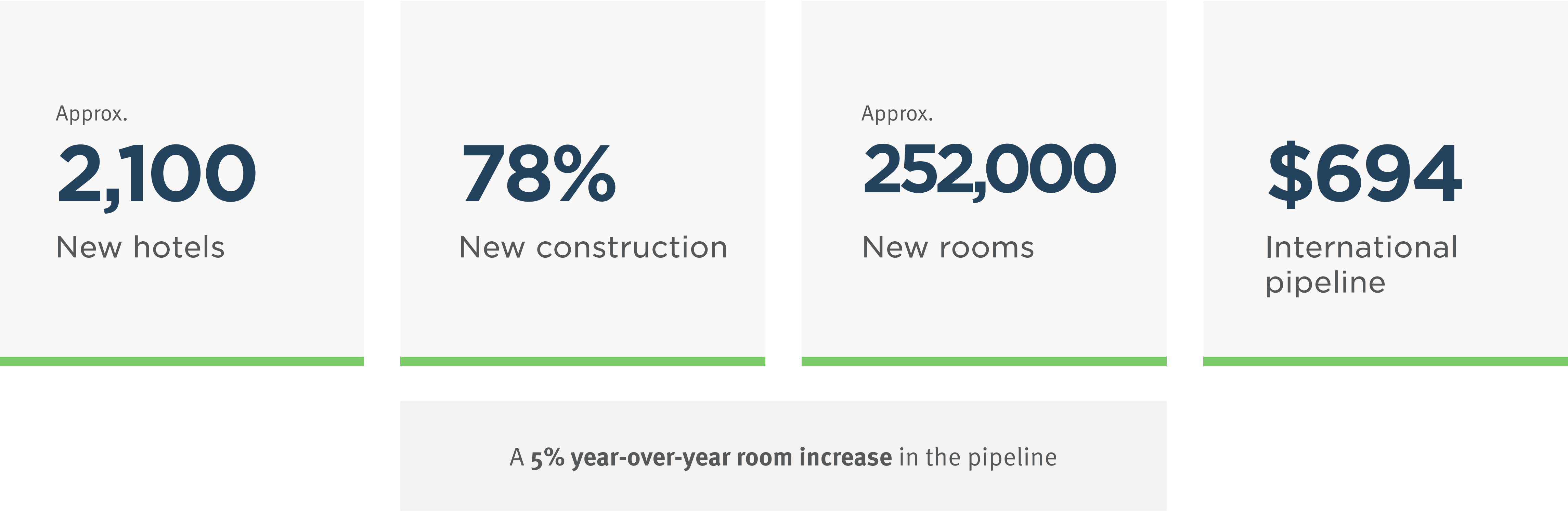




# SIGNIFICANT GLOBAL PRESENCE



# GLOBAL DEVELOPMENT PIPELINE



# THE WYNDHAM ADVANTAGE



## Sales on a global scale

Global sales representation for corporate, MICE and specialist travel buyers

Lead generation for Group Sales

Domestic, regional and global source markets

Trade shows and events



## Marketing powerhouse

Participation in Wyndham Rewards award-winning loyalty programme

Brand.com website and mobile app

Global advertising and social media campaigns

Marketing and PR templates and collaterals

Marketing support services (including photography collateral design and printed materials)



## Operations support & savings

Pre-opening support

Ongoing operational support

Strategic sourcing (access to procurement and operational support)

Wyndham Green programme to support sustainability and environmental performance



## Diversified distribution connected partners

Rate distribution to major connected partners worldwide

Best-in-class commissions for OTA, wholesalers and GDS channels

Support with key distribution partners to optimise rate display

Webinar and events with major distribution partners



## Revenue management strategy & guidance

Centrally built promotions and strategic rate plans

Scale discounts on commercial BI tools

Analysis of industry trends and forward-looking forecasts

Support in optimising revenue contribution across all channels



## People excellence and HR hiring & training support

Learning and development opportunities

Access to world-class training materials

Count on Us hygiene assets

HR management tools, resources, systems, training and consultancy services

# 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

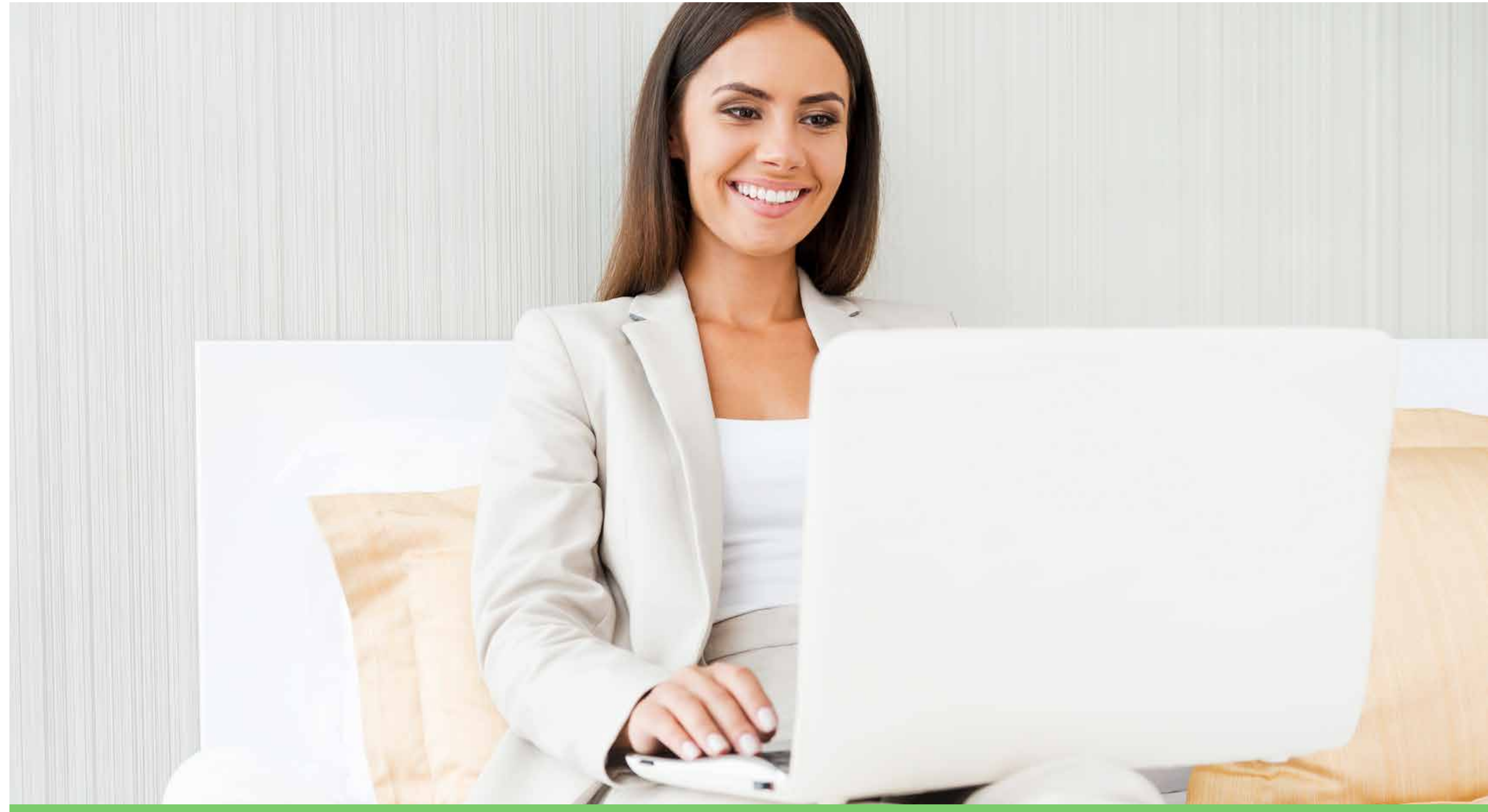


# RELAX. REFRESH. CONNECT.

From business trips where our hub is your office, to leisure breaks where every minute counts,

**Wyndham Garden 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 Wyndham Garden a great place to connect with colleagues and friends, both offline and online.



# JOINING US IS EASY

It couldn't be simpler to join us  
and become part of Wyndham Garden.

Parameters	Details
Type	New Construction and Conversion
Guests	Practical business & leisure travellers
Category	Midscale
Location	Urban, Suburban & Airport
Geography	Global
Rooms	90-300
Amenities	<ul style="list-style-type: none"><li>• Signature, open plan &amp; flexible lobby space</li><li>• Central multi-functional island bar</li><li>• Zones available for guests to use for business, social or leisure</li><li>• Fresh, modern guestrooms and bathroom</li></ul>



# WYNDHAM GARDEN *Portfolio*





# EMEA DEVELOPMENT TEAM



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





*Thank you*