

A SPIRITED ORIGINAL

AUTHENTIC DEPENDABLE SPIRIT



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, approximately **9,300** hotels, approximately **903,000** rooms in over **95** countries, and over **114 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 minimise 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

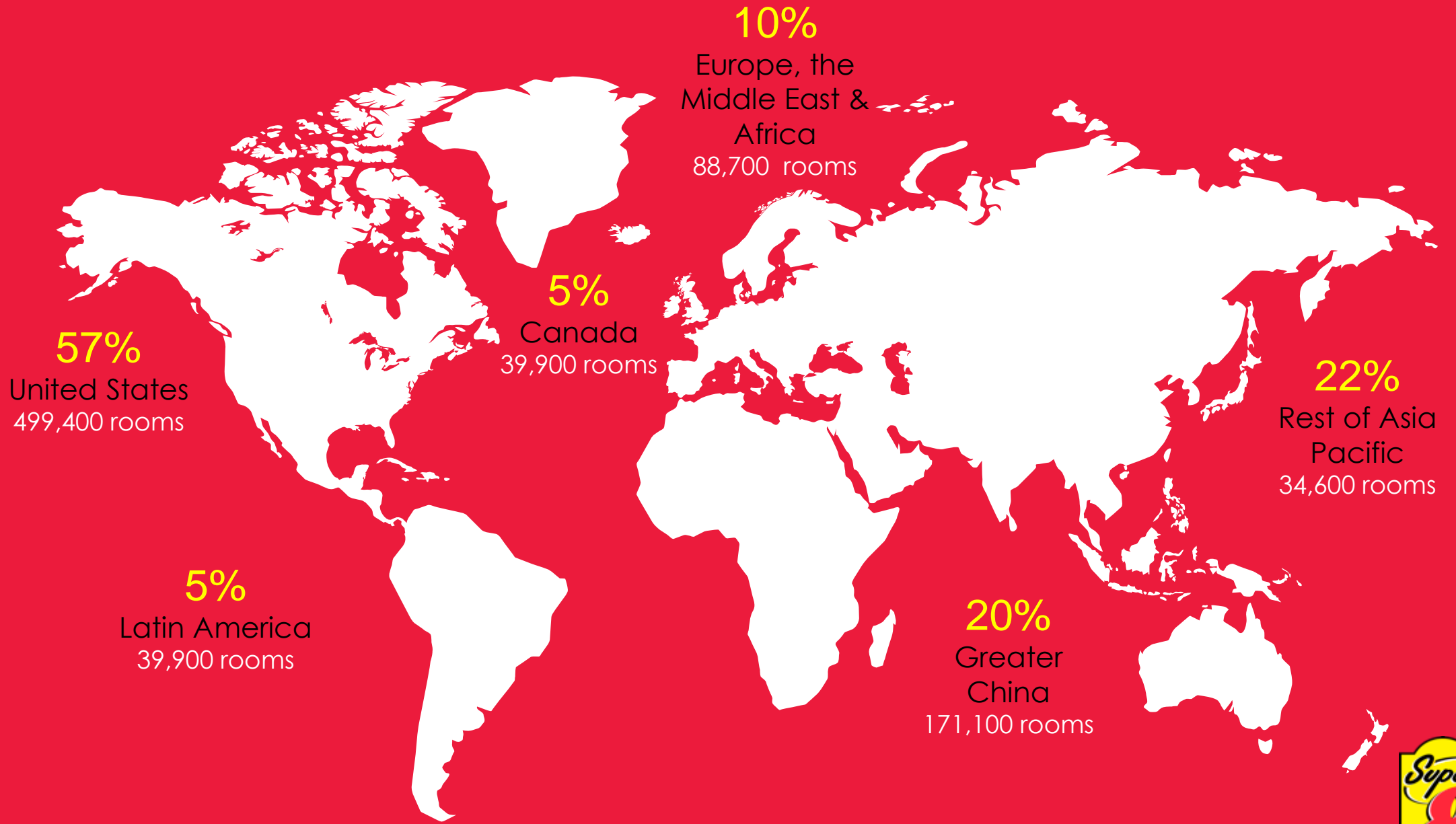
Approx.
9,300
Hotels

Approx.
903k
Rooms

\$403
Million
Revenue

\$694
Million
Adjusted EBITDA

SIGNIFICANT GLOBAL PRESENCE



*As a percentage of total number of rooms, 2024 Q4 Results

GLOBAL DEVELOPMENT PIPELINE

approx. **2,300** New hotels

78% New construction

approx. **252,000** New rooms

58% International pipeline

A 5% year-over-year room increase 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



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 sixth year in a row, Wyndham Rewards® loyalty program offers **114 million enrolled members** the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rental properties globally.



MEMBER LEVELS

ACCELERATED EARNINGS



Free
Wi-Fi



BLUE

+

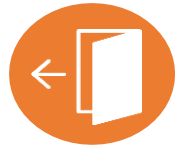


Preferred
Room



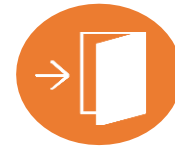
GOLD

10%



Late Check-out:
Up to 2 hours
later

+



Early
Check-In:
Up to 2 hours prior



PLATINUM

15%



Suite
Upgrade



DIAMOND

20%



Welcome
Amenity:
Drink & Snack



Dedicated
Member
Services



Caesars
Rewards®
status match



Gift GOLD
status to a
friend

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*



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  ks

A SPIRITED ORIGINAL

AUTHENTIC DEPENDABLE SPIRIT



Wherever you are in the world, the dream of travel is the same – the wind in your hair, the sun on your face, and that feeling of freedom that can't be matched.

Walk through the doors at one of our hotels and you'll know you're at a Super 8. With modern rooms which feature black and white, locally inspired photography, fast Wi-Fi and an optional Super Start breakfast, guests have everything they need for their journey.



VALUE PROPOSITION

- 2,748 hotels and 166,354 rooms located globally*
- The world's largest and economy hotel brand
- **Super 8** is elevating economy through brand-defining initiatives like Innov8te – a reimagined guestroom design with flexible standards that sets us apart from our competitors and will attract the next generations of travelers
- LEED-certifiable prototype is available





Category: Economy

Target: Family oriented leisure & business travelers

Geography: Global

Location: Every major highway

Keycount: 50 – 300 rooms

Amenities: Free continental breakfast with hot items
Complimentary high-speed internet



Super 8 by Wyndham Durham, UK



Super 8 by Wyndham Hamburg Mitte, Germany



Super 8 by Wyndham Chester, UK



Super 8 by Wyndham Augsburg, Germany



Super 8 by Wyndham Koblenz, Germany

DESIGN GUIDELINES



NEW DESIGN GUIDELINES



ZONED LIVING CONCEPT

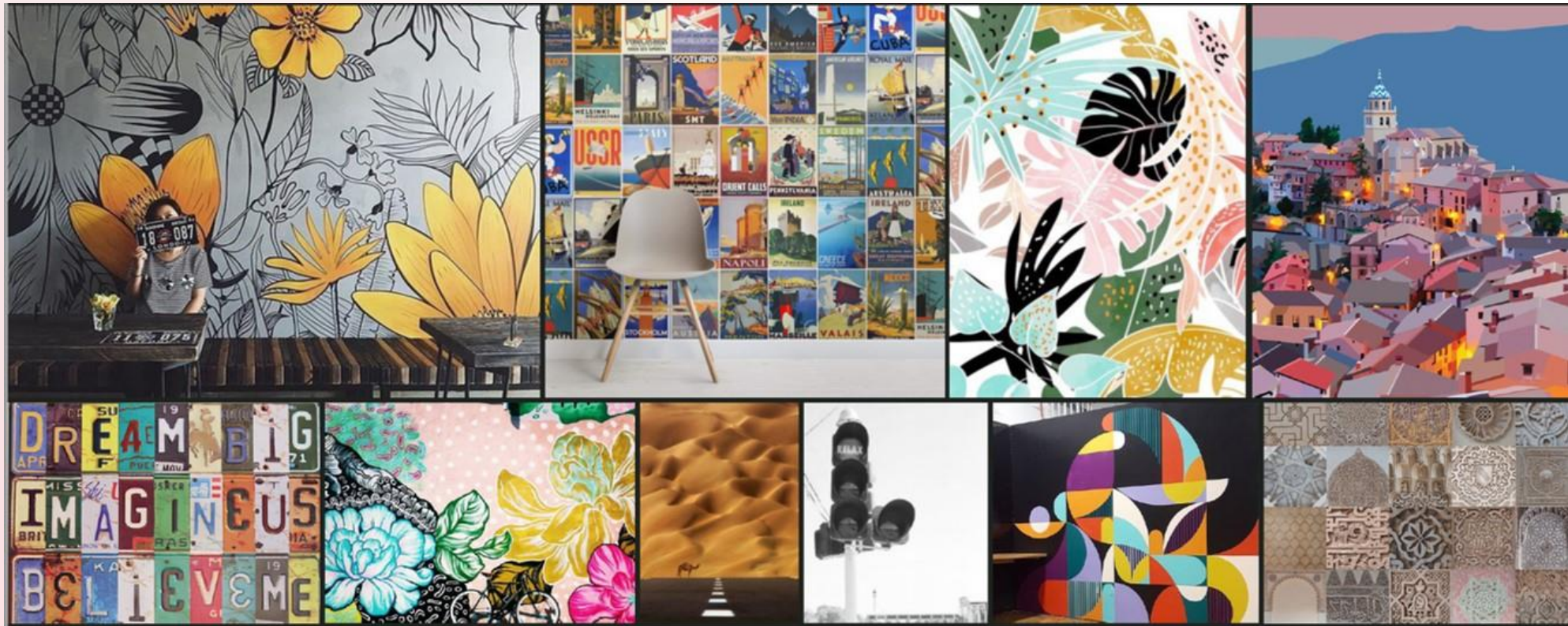
NEW DESIGN GUIDELINES



ZONED LIVING THE CHECK IN



NEW DESIGN GUIDELINES



ZONED LIVING ARTWORK

NEW DESIGN GUIDELINES



GUESTROOMS FINISHES & FURNITURE

THANK YOU

WHRDEVELOPMENTEMEA.COM

