



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, 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 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.

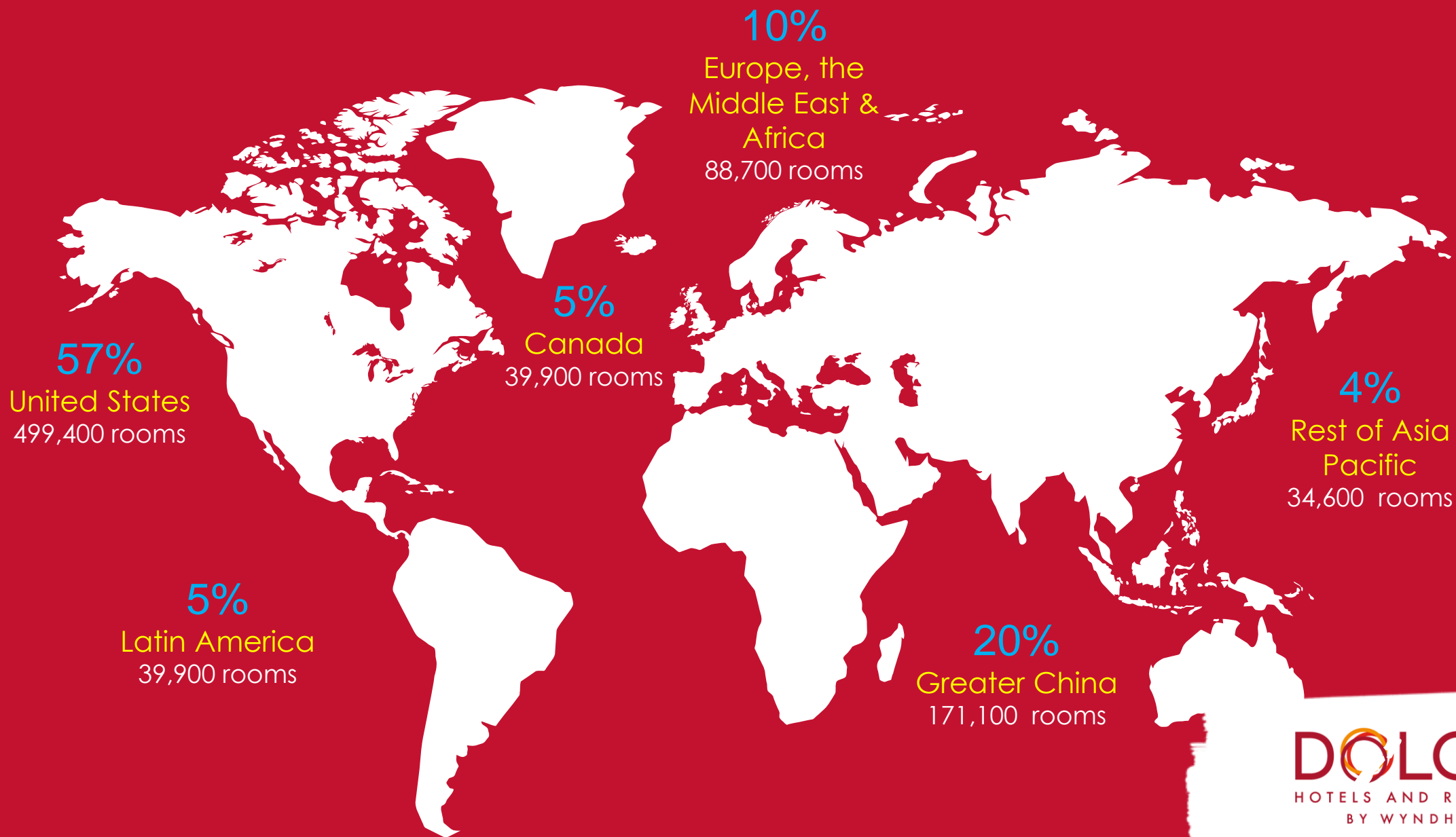
COMMUNITY SUPPORT & RESPONSIVENESS

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.	Approx.		
9,200	903k	\$403	\$694
Hotels	Rooms	Million	Million
		Revenue	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 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 **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

10%

15%

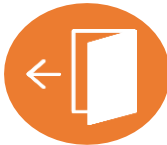
20%



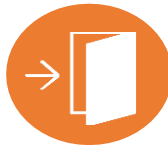
Free
Wi-Fi



Preferred
Room



Late Check-out:
Up to 2 hours
later



Early
Check-In:
Up to 2 hours prior



Suite
Upgrade



Welcome
Amenity:
Drink & Snack



BLUE

+



GOLD

+



PLATINUM

+



DIAMOND



Dedicated
Member
Services



Caesars
Rewards®
status match



Gift GOLD
status to a
friend

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

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



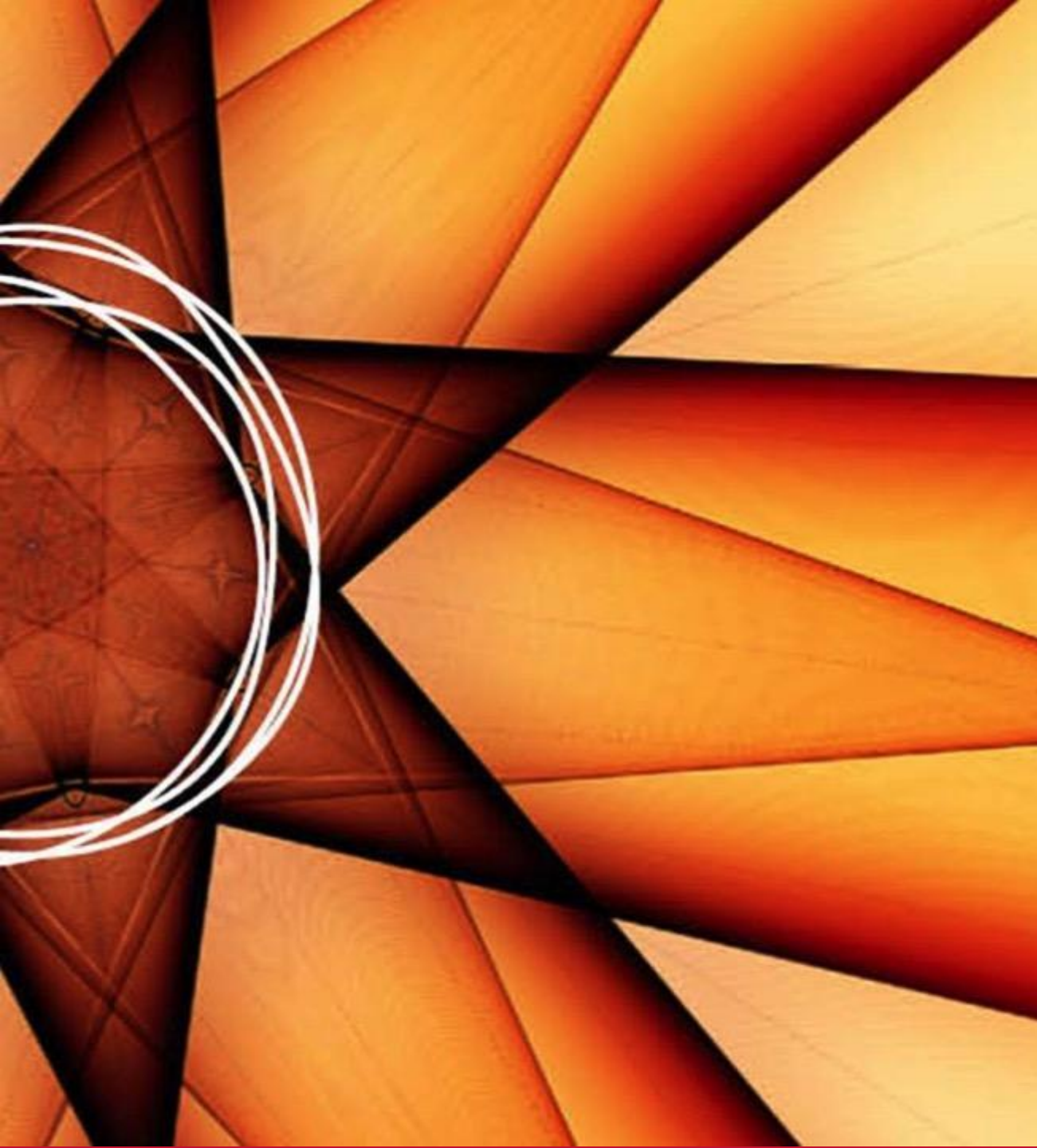
Wyndham Vacation Rentals



Cottages.com



Landal Green Parks



DOLCE HOTELS AND RESORTS BY WYNDHAM

DOLCE
HOTELS AND RESORTS®
BY WYNDHAM

Dolce Hotels and Resorts 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



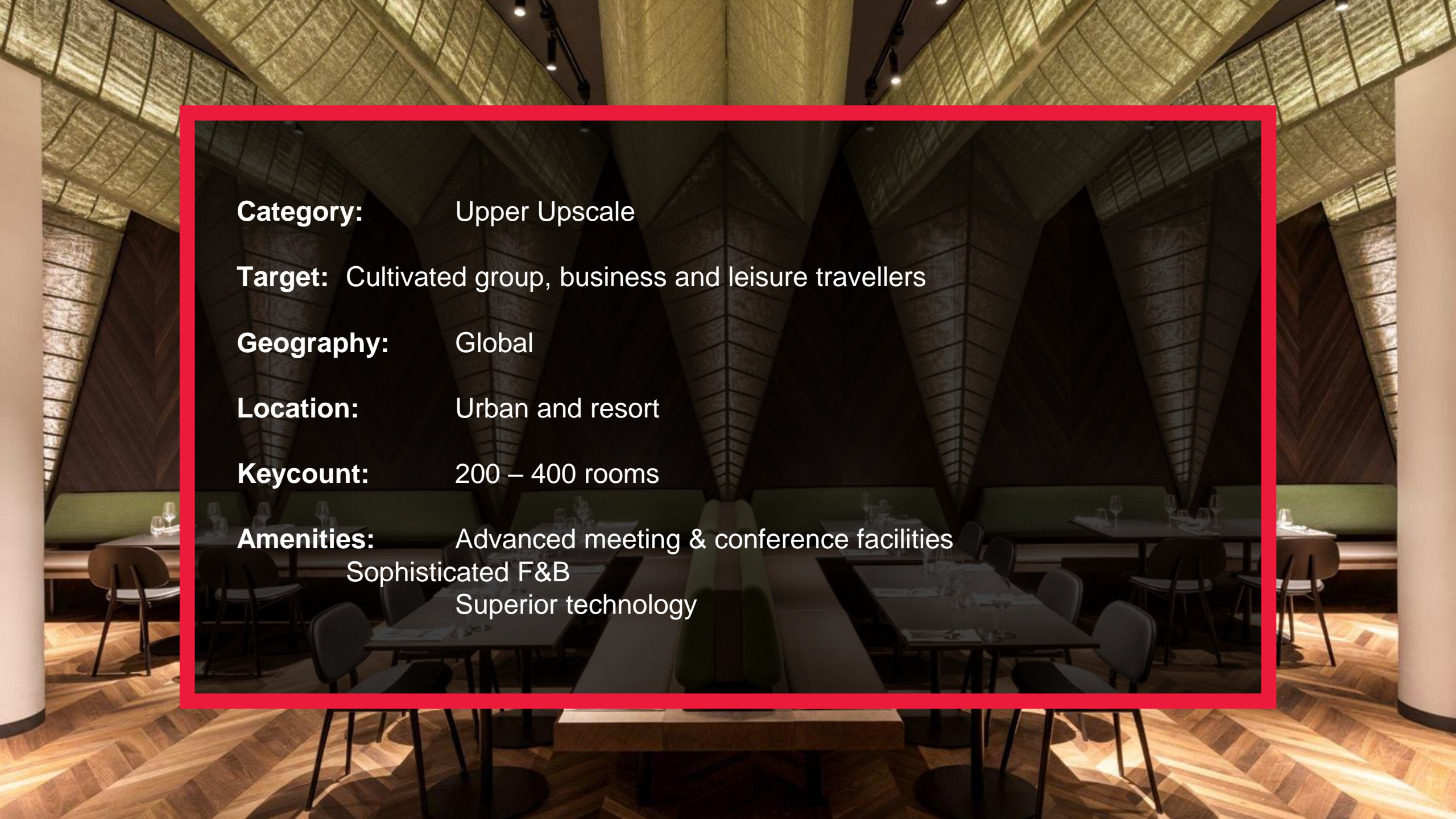
VALUE PROPOSITION

- 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



Inspire
Discovery

Shared
—
Creative
—
Inspiration

DOLCE
HOTELS AND RESORTS®
BY WYNDHAM

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





Inspire
Discovery

COLLATERAL

DOLCE
HOTELS AND RESORTS®
BY WYNDHAM

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

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



relax inspired

SAVE UP TO 15%
ON ADVANCED BOOKINGS

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



relax inspired

SAVE UP TO 15%
ON ADVANCED BOOKINGS

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



golf inspired

SAVE UP TO 15%
ON ADVANCED BOOKINGS

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



golf inspired

SAVE UP TO 15%
ON ADVANCED BOOKINGS

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

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