



**HAWTHORN SUITES**  
WYNDHAM HOTELS & RESORTS

# 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.

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.

9,300

Hotels

Approx.

903k

Rooms

\$403

Million

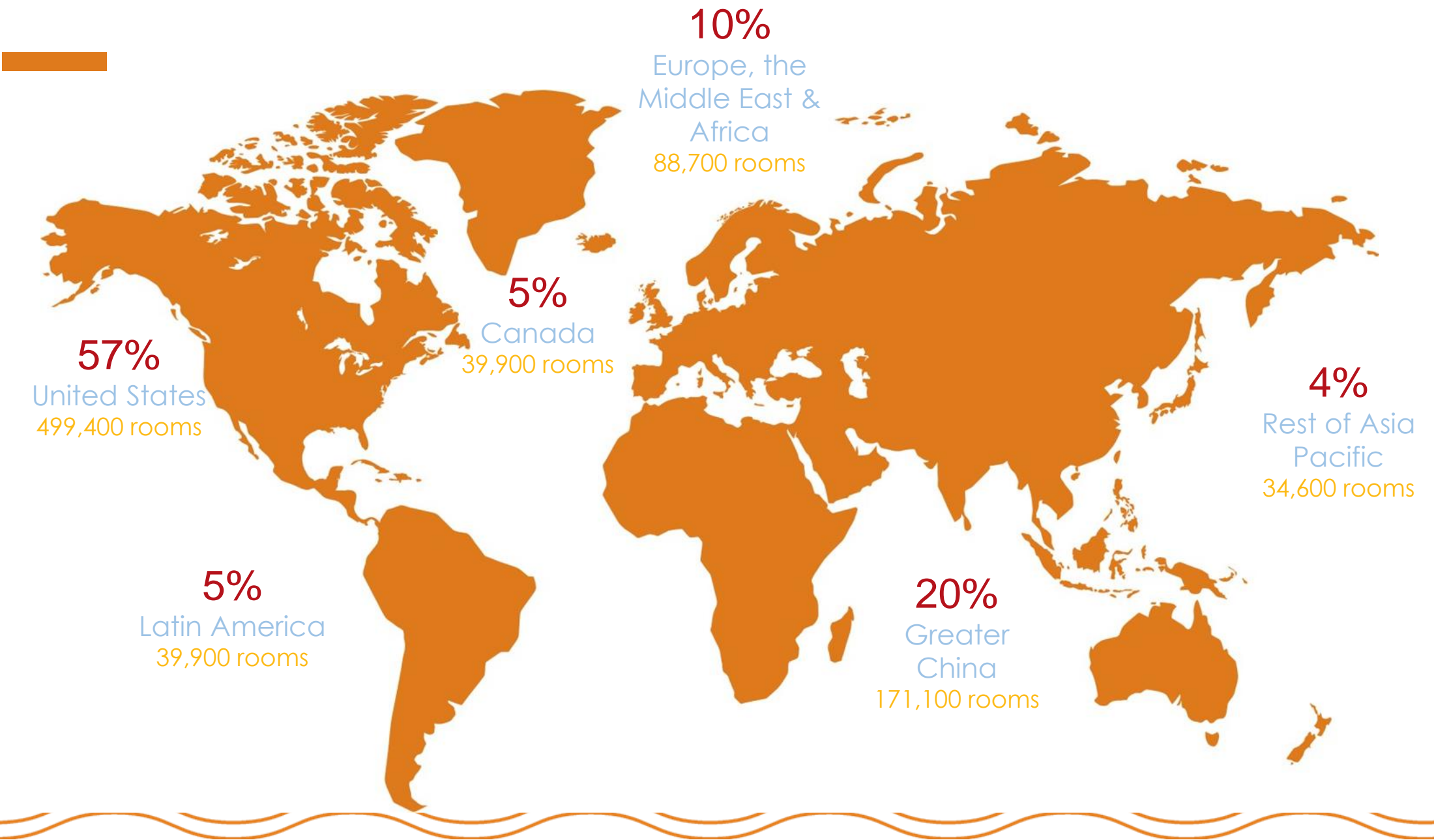
Revenue

\$694

Million

Adjusted EBITDA

SIGNIFICANT GLOBAL PRESENCE





# 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

10%

15%

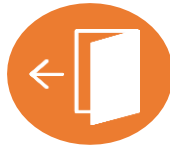
20%



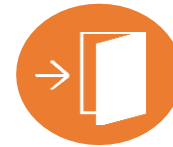
Free  
Wi-Fi



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\*

# 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





**STAY  
LONGER  
STAY  
BETTER**

**WELCOMING**  

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**FAMILIAR**  

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**HOME**  

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# STAY LONGER. STAY BETTER.



**Hawthorn Suites by Wyndham** is our signature extended-stay brand, offering a home away from home for travellers.

We recognise that maintaining a routine is crucial for guests, which is why at Hawthorn Suites we offer energising fitness centres, complimentary healthy breakfast options, on-site laundry, free Wi-Fi and suites with kitchenettes to encourage home cooking. Weekday social hours also inspire insightful interaction among guests and offer a sense of community.





**Category:** Midscale

**Target:** Extended stay guests & comfort focused leisure travelers

**Geography:** Global

**Location:** Primary and secondary markets;  
Urban, suburban and airport

**Keycount:** 60 – 120 rooms

**Amenities:** Flexible build-outs incl. full-service or à la carte F&B  
Meeting room and/or banquet facility  
Business centre  
Fitness room  
Complimentary high-speed internet

# HAWTHORN SUITES BY WYNDHAM AT A GLANCE

- ▲ 110 midscale extended stay hotels worldwide
- ▲ Versatile with varied suite configurations, kitchens, and business-oriented amenities designed to appeal to a multitude of audiences for long-term stays



# TARGET CONSUMER PROFILE



**37 years**  
Average Age



**53%**  
Male



**\$101.4k**  
Household Income



**47%**  
Female



**54%**  
Children in Home



**71%**  
Employed Full-Time



**43%**  
Leisure Travelers



**65%**  
Bachelor's Degree +



# BRAND ESSENCE

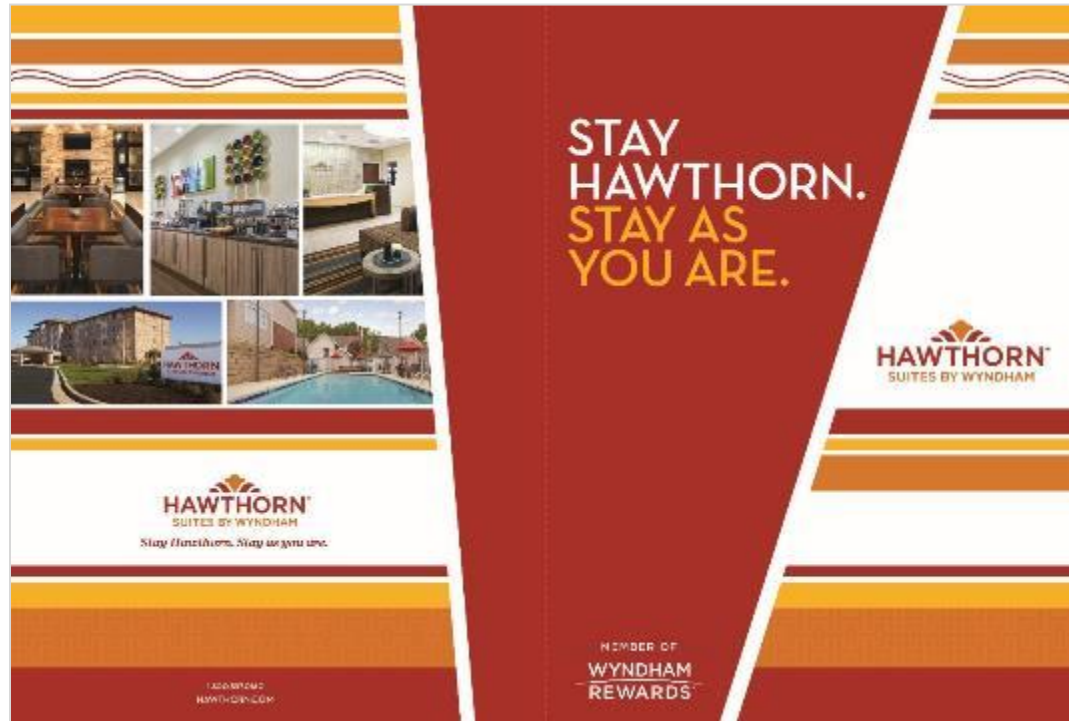


HEAD: HOW YOU THINK  
**WELCOMING**

HAND: HOW YOU FEEL  
**FAMILIAR**

HEART: WHAT WE DELIVER  
**HOME**

# MARKETING COLLATERAL | SALES FOLDER





# MARKETING COLLATERAL | BANNER ADS



**CLEAN SOCKS  
NIGHTLY.  
WOOHOO!**

24/7 ON-SITE LAUNDRY.  
STAY TIDY. STAY AS YOU ARE.

**BOOK NOW**

**HAWTHORN<sup>®</sup>**  
SUITES BY WYNDHAM

*Stay Hawthorn. Stay as you are.<sup>SM</sup>*

The banner features a dark red background on the left with white and yellow text. On the right, there is a photograph of a wicker laundry basket containing white socks and a red circular icon with a white clothes hanger. The bottom of the banner has a white background with yellow and red horizontal stripes and a wavy red line.



**STAY REWARDED.  
SAVE 15% WHEN  
YOU BOOK  
AHEAD.**

+ earn 200 Wyndham  
Rewards<sup>®</sup> bonus points

**BOOK NOW**

**HAWTHORN<sup>®</sup>**  
SUITES BY WYNDHAM

*Stay Hawthorn. Stay as you are.<sup>SM</sup>*

The banner features a dark red background on the left with white and yellow text. On the right, there is a photograph of a Hawthorn Suites by Wyndham building. The bottom of the banner has a white background with yellow and red horizontal stripes and a wavy red line.

# MARKETING COLLATERAL | ON PROPERTY





Hawthorn Suites by Wyndham Abu Dhabi, UAE





Hawthorn Suites by Wyndham Abuja, Nigeria





Hawthorn Suites by Wyndham Istanbul Airport, Türkiye



Hawthorn Suites by Wyndham Cerkezkoy, Türkiye





THANK YOU



WHRdevelopmentEMEA.com

