

Say hello to Ramada by Wyndham

SAY HELLO TO RED®



RAMADA BY WYNDHAM ISTANBUL PERA

Our voice

PASSIONATE:

We're passionate about every journey we make, ensuring attentive service and amenities that guests can rely on.

GLOBAL:

Ramada boasts the largest global footprint of any brand in the Wyndham Hotels & Resorts portfolio.

AMBASSADOR:

We take pride in bringing people and communities together, driving our success by helping our guests become ambassadors of the world.



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A Message from our EMEA President

Wyndham Hotels & Resorts is the world's largest hotel franchising company by number of properties, and our commitment is to accomplish our mission of making hotel travel possible for all. Our portfolio of iconic hotel brands offers a wide range of compelling experiences from value to distinctive for guests around the world and the right business opportunities for our partners.

We are firmly committed to our owner-first culture, as our owners are critical to our business. As part of this approach we are consistently looking for and implementing new ways to enhance our partnerships and provide partners with innovative products, services and exceptional support.

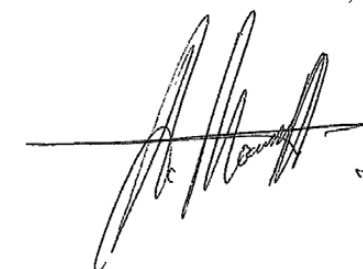
“At Ramada by Wyndham, we are passionate about delivering a caring, thoughtful experience”

If you are a hotelier looking for the competitive advantages that come with the scale, distribution and award-winning loyalty programme of Wyndham Hotels & Resorts then Ramada by Wyndham should be your brand choice.

At Ramada by Wyndham, we are passionate about delivering a caring, thoughtful experience, allowing our guests to feel at ease whenever and wherever they travel. Whether their journeys take them to the edges of the earth or simply to the edge of town, they'll experience the same attentive service and signature “pops of red” design whenever they stay with us.

Our guests, business partners and team members are at the heart of everything we do and we look forward to continuing to provide everyday travellers with unparalleled and outstanding guest experiences.

All the best,

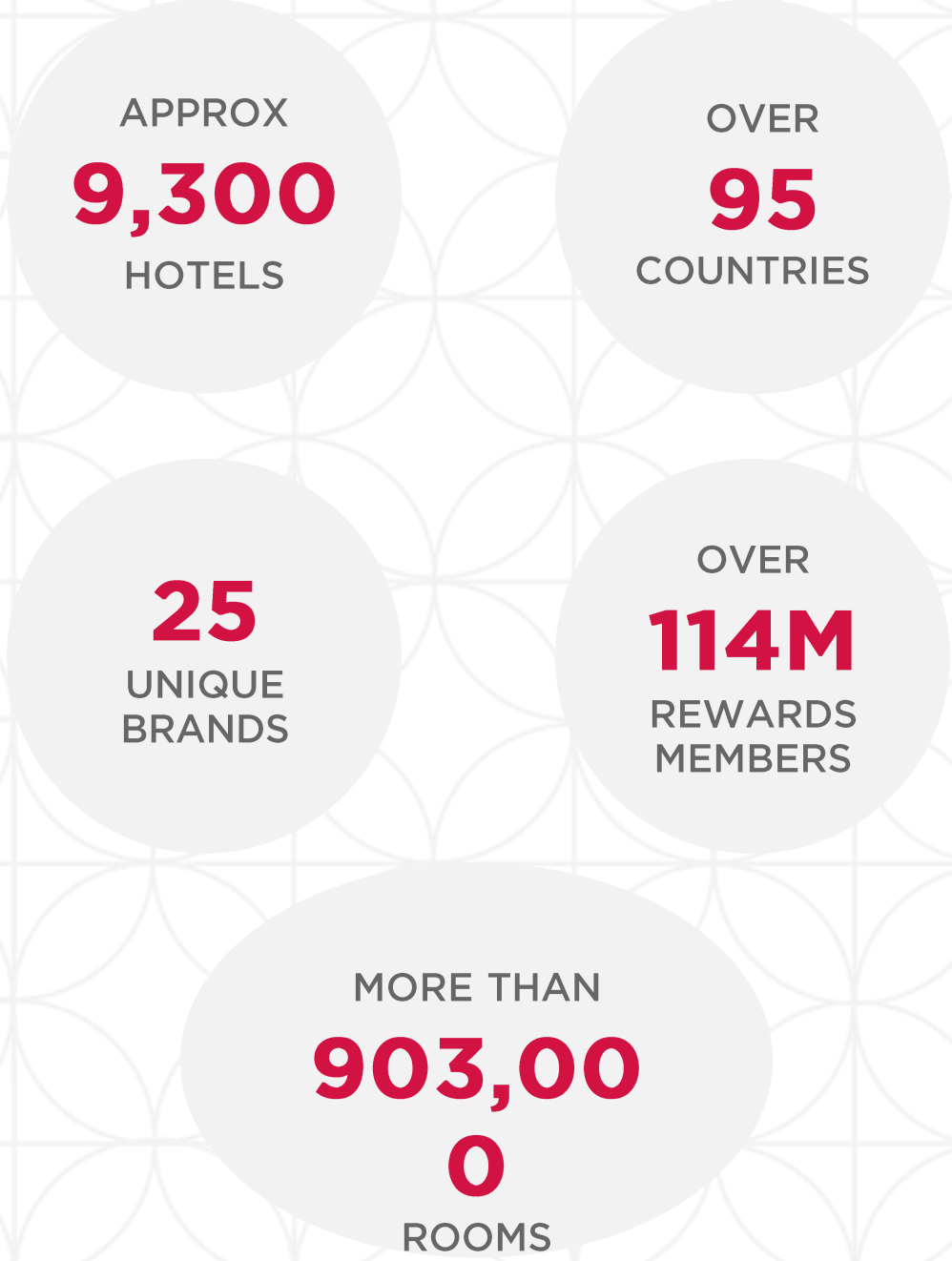




















Dimitris Manikis
President, EMEA



Our brand portfolio

We are Wyndham. We are the world’s largest hotel franchising company by number of hotels, and a leading provider of hotel management services.



WYNDHAM HOTELS & RESORTS					
EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
 ECHOSUITES EXTENDED STAY BY WYNDHAM	 Days Inn. BY WYNDHAM	 LAQUINTA BY WYNDHAM	 TRYP BY WYNDHAM	 WYNDHAM	 REGISTRY COLLECTION HOTELS
 Hawthorn EXTENDED STAY BY WYNDHAM	 Super 8 BY WYNDHAM	 WYNDHAM GARDEN	 TM TRADEMARK COLLECTION BY WYNDHAM	 DOLCE HOTELS AND RESORTS BY WYNDHAM	 WYNDHAM GRAND
		 RAMADA BY WYNDHAM	 VIENNA HOUSE BY WYNDHAM		
		 RAMADA encore BY WYNDHAM	 WYNDHAM Altra ALL-INCLUSIVE		
		 Howard Johnson BY WYNDHAM			
		 MICROTEL BY WYNDHAM			

Sample the WorldSM

One of the most recognised hotel brands in the world. Ramada by Wyndham is an iconic brand that combines an impressive global footprint with strong brand awareness. Ramada by Wyndham's deep passion for delivering meaningful hospitality shines through in charming pops-of-red at every property.

Say hello to a whole new way of feeling welcome. Say hello to Ramada by Wyndham.

RAMADA[®]
BY WYNDHAM



RAMADA BY WYNDHAM

RAMADA BY WYNDHAM DOWNTOWN DUBAI



Brand Tiers

Ramada Plaza by Wyndham includes an onsite business centre, larger rooms with a mini bar and extensive breakfast options, including a hot cooking station and a chef serving up omelettes. Some hotels also offer additional recreational facilities such as a SPA, swimming pool & fitness centre.

Ramada Hotel & Suites by Wyndham offer that little extra for travellers, comprising a minimum of 40% suites and including a SPA and swimming pool as standard.

Ramada Resort by Wyndham are located in holiday destinations such as Jordan, Türkiye and Israel to name a few, and include additional facilities such as a SPA, swimming pool, fitness centre and other recreational facilities.

Ramada Residences by Wyndham are a midscale offering with amenities designed with convenience and comfort in mind. Accommodations include kitchenettes and flexible living spaces, and some properties offering community facilities such as a swimming pool, fitness centre and recreational facilities.

Driving Performance

Behind our Ramada by Wyndham brand is a team of global hospitality professionals working hard to support you with best-in-class tools and services designed to help drive performance to your hotel.



DRIVING OCCUPANCY

We help you to showcase the significant owner advantages of gaining rental income through Wyndham Hotels & Resorts' extensive customer base.



MARKETING SUPPORT

We offer advice and support for sales agencies to produce promotional material.



WEBSITE GUIDELINES

We support your team to develop digital sales tools.



BRAND GUIDELINES

We provide all you need to incorporate our world-class branding into your sales proposition.



ARCHITECTURE AND DESIGN

Leverage our expertise to create sellable spaces.



HIGH VALUE REWARDS

Utilise one of the world's largest travel loyalty programmes, Wyndham Rewards, to offer exclusive benefits to owners.

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 Domestic



MARKETING POWERHOUSE

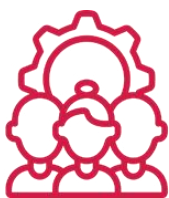
Participation in Wyndham Rewards award-winning loyalty programme

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

Learning and development opportunities

Access to world-class training materials

Count on Us hygiene initiative (support and resources)

Human Resources training and support



HR HIRING AND 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

Commercial & Advantages



Extended Reach:

Participation in Wyndham programmes with access to consumers, bookers and organisations on a global scale



Commercial Savings:

Reduced cost of sale, shared resources and negotiated discounts that put ROI at the heart of your partnership



Best Practice:

Industry-leading tools, training and analysis to take your business to the next level

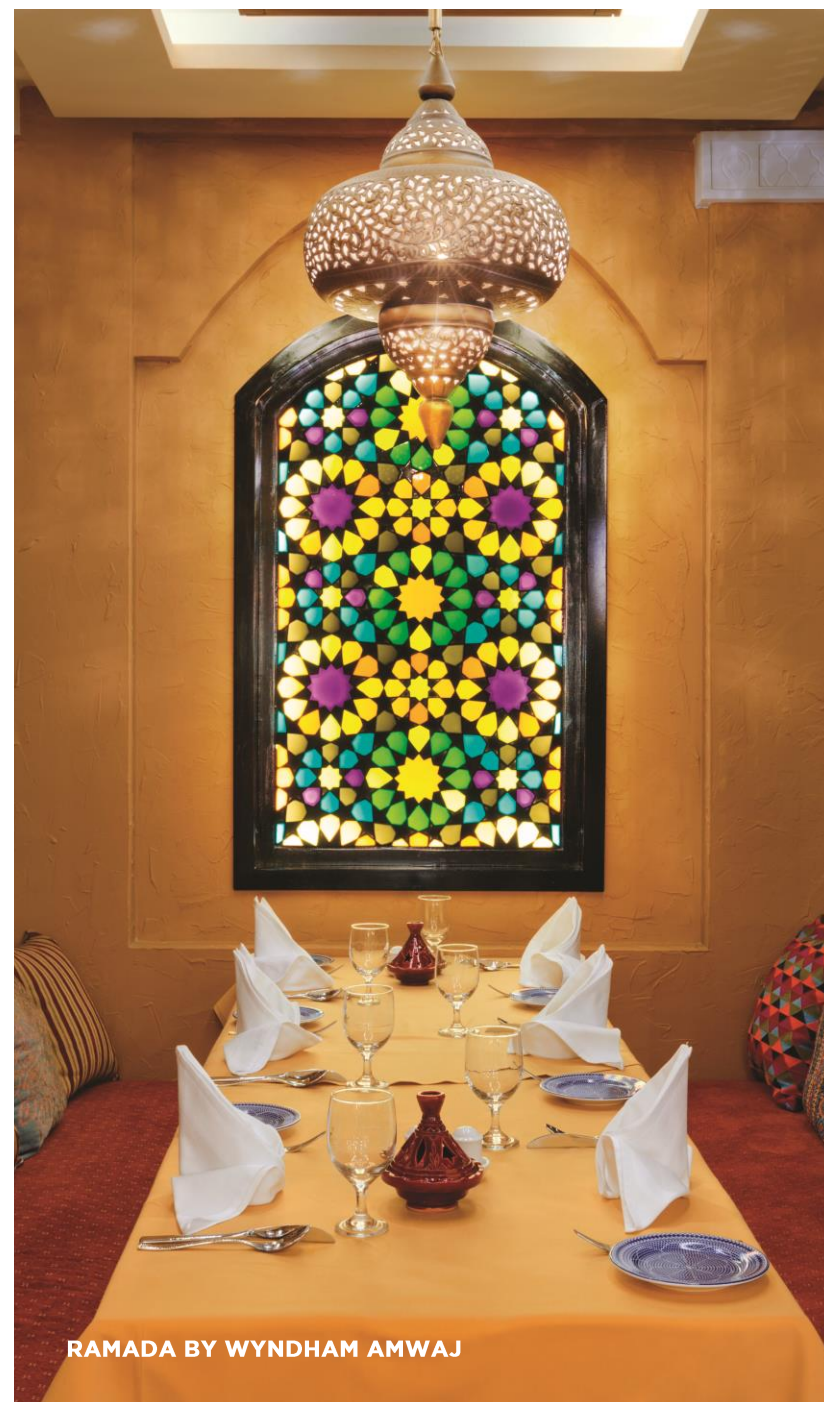


Joining us is Easy

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

PARAMETERS	DETAILS
TARGET MARKET	Affluent yet practical business and leisure travellers.
IDEAL KEYCOUNT	100 – 500 rooms
CATEGORY	Midscale
GUESTROOMS (MINIMUM CLEAR AREA)	Europe: 22m Eurasia: 26m Middle East & Africa: 28m
MEETINGS & EVENTS	Meeting room and/or banquet facility, Boardroom (min. size 100m ²)
F&B	Lobby Bar, All-day dining
LEISURE	Gym (min. size 50m ² subject to size of property)
IT	Complimentary high-speed internet

Ramada by Wyndham Portfolio



EMEA

Development team



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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

LA QUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

Hawthorn
EXTENDED STAY

★★
AmericInn

BAYMONT

RAMADA

RAMADA
encore

MICROTEL
BY WYNDHAM

Days Inn

Super
8

Howard Johnson

Travelodge

