



LUXURY WITHOUT LIMITS.\*  
INDEPENDENCE WITHOUT LIMITS.

**REGISTRY**  
COLLECTION HOTELS

# 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.

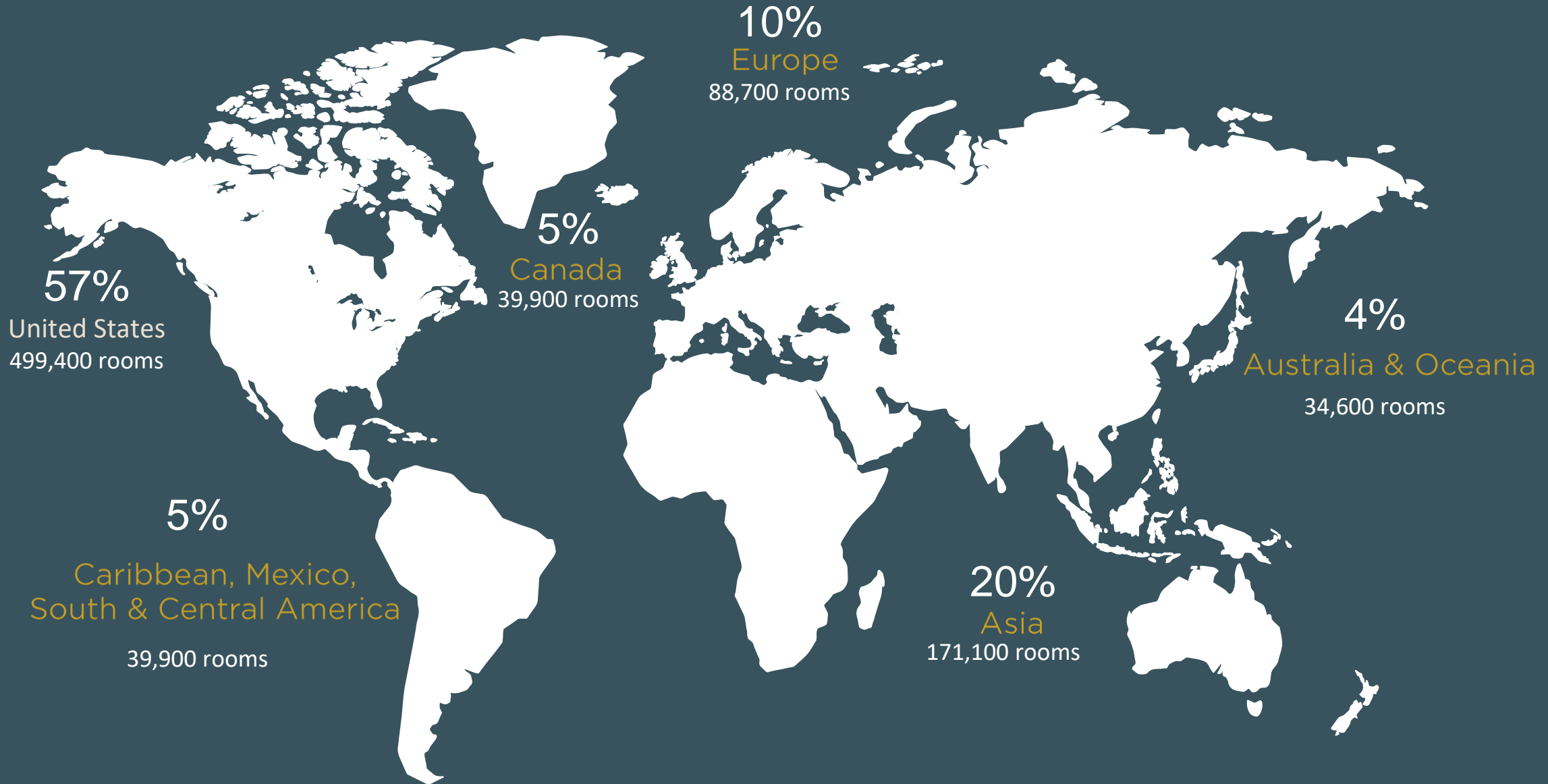
## HUMAN RIGHTS AND ETHICS

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 AND 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.

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

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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

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# Value Creation



## SALES ON A GLOBAL SCALE

Global Sales representation for Corporate, MICE and specialist travel buyers

Lead generation for Group Sales

Opportunities in domestic, regional and global source markets

Access to Trade shows and events



## MARKETING POWERHOUSE

Participation in Wyndham Rewards award-winning loyalty program

Brand.com & mobile app

Exposure in 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 program to support sustainability and environmental performance



## DIVERSIFIED DISTRIBUTION

Inclusion in rate distribution to major connected partners worldwide

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

Support with key distribution partners to optimize rate display

Webinar and events with major distribution partners



## REVENUE MANAGEMENT GUIDANCE

Centrally built promotions and strategic rate plans

Scale discounts on commercial Business Intelligence tools

Analysis of industry trends and forward-looking forecasts

Support in optimizing 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

# 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%

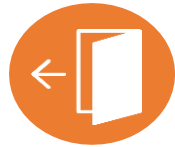
20%



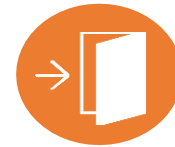
Free  
Wi-Fi



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 Level

Wyndham Rewards offers an **exclusive TITANIUM level**, just for our most dedicated hotel owners. **Perks include:**



- **30,000 annual points bonus** - enough for a free night!
- **Suite upgrades**, including award nights.
- Welcome amenities (at select hotel brands).
- Go free PLUS experience - for every go free award night booked and redeemed in our top destinations, you'll receive 2 free passes to a local experience.
- Give GOLD level to a friend.
- Dedicated TITANIUM concierge service.



With a growing presence in the  
upper upscale segment,  
Wyndham Hotels & Resorts  
enters the luxury space.

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Introducing  
**REGISTRY**  
COLLECTION HOTELS

# The Registry Collection is an established brand in luxury fractional home ownership



240+ Resorts



50,000 Members



9,300 Annual exchanges

A portfolio of high  
quality, luxury  
vacation  
accommodations  
includes:

Private Residence  
Clubs

Condo-Hotel & Suites

Cottages & Villas

Vacation Homes with  
Resort Amenities

Luxury Timeshare  
Resorts



With Registry Collection Hotels, Wyndham Hotels & Resorts combines the support of a world-class hospitality organization with the flexibility designed to meet the needs of independently-minded, entrepreneurial owners.



## A powerful partnership

Owners have full access to an experienced team, as well as an in-depth array of services designed to help you optimize your business, including:

- OTA fees based on scale compared to independent standalone
- Marketing and Distribution Services
- Participation in Wyndham Rewards
- Strategic Sourcing
- Global Sales Organization
- Brand Operations Support
- Best In Class Training

# Demographics

Current Registry Collection members are highly educated, wealthy, and love to travel.

83%

college graduates

\$227K

household income (USD)

48%

own more than one vacation home

\$500k+

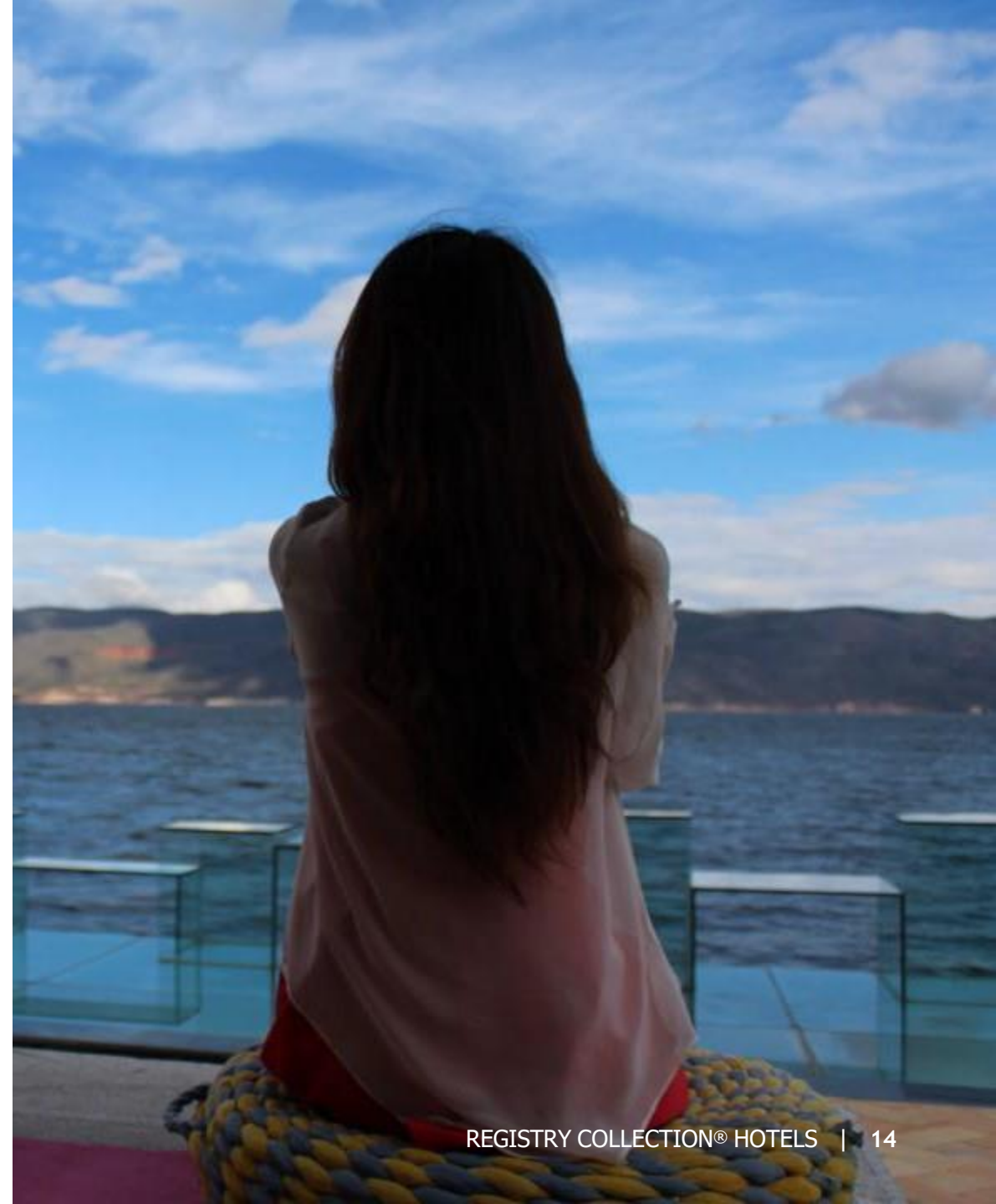
value of primary home (USD)

40

number of annual vacation nights

90%

TRC program satisfaction



# Brand Positioning

It takes the world's largest hotel company to redefine the luxury hospitality experience. Selecting the best independent hotels around the world to receive the ultimate badge of honor. A designation that promises every touch point is extraordinary.

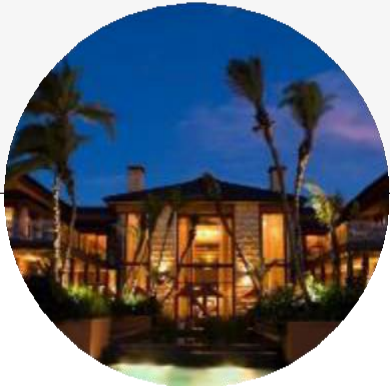
Introducing Registry Collection Hotels. Where individuality is elevated.

This is Luxury Without Limits<sup>®</sup>.



# Defining attributes

Distinguished design



Unparalleled service



Desirable destinations



Exceptional dining



Unforgettable experiences





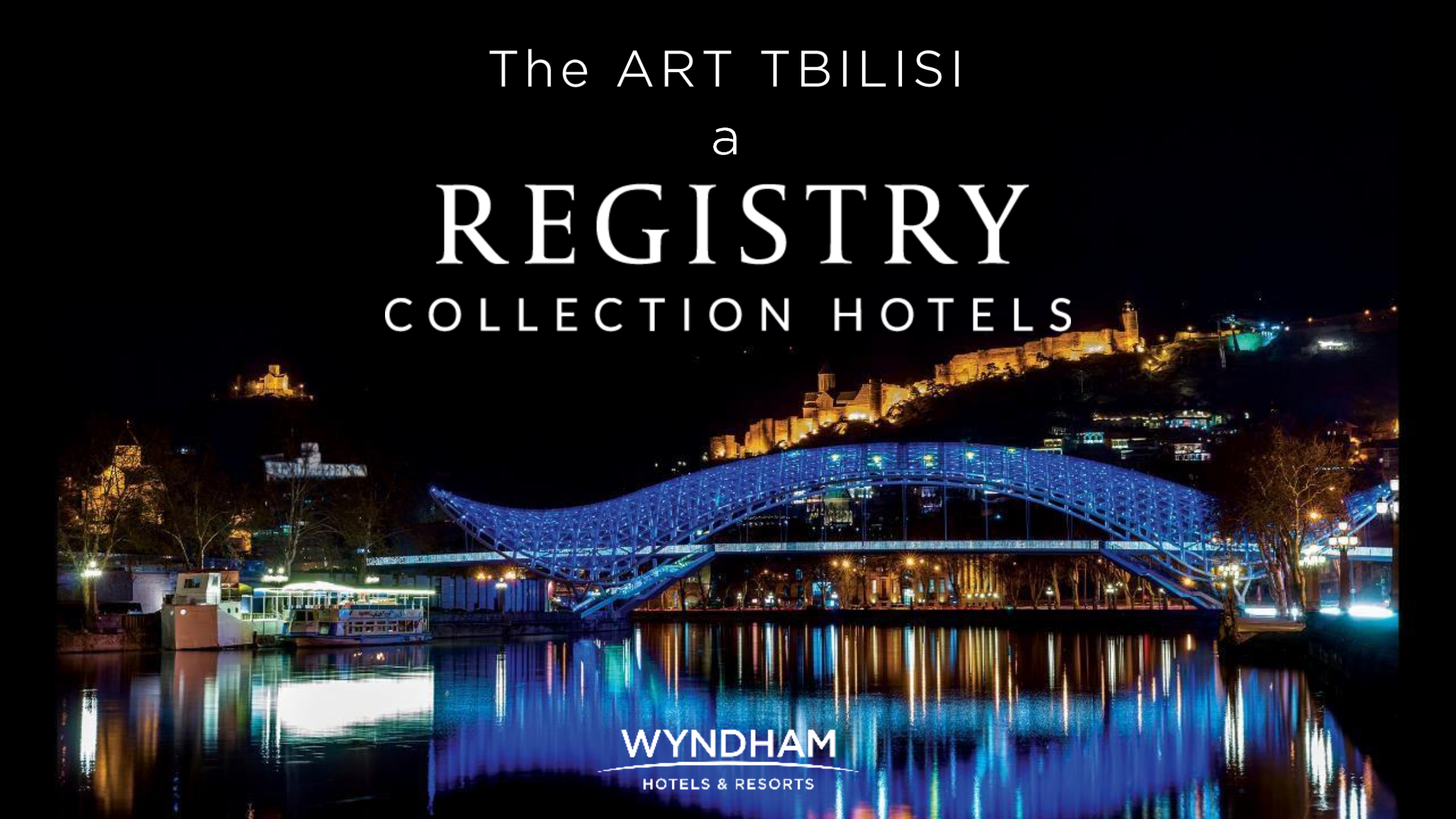
# Key considerations

- Franchised or managed
- Soft branded or market location
  - “The [Hotel Name], A Registry Collection Hotel”
  - “The Registry Collection Hotel [Location]”



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a  
**REGISTRY**  
COLLECTION HOTELS

**WYNDHAM**  
HOTELS & RESORTS





The ART TBILISI  
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**REGISTRY**  
COLLECTION HOTELS

**WYNDHAM**  
HOTELS & RESORTS

When History and Culture meet Business  
it creates the Art of Luxury Life

The ART TBILISI  
a  
**REGISTRY**  
COLLECTION HOTELS

**WYNDHAM**  
HOTELS & RESORTS



*View from Presidential Suite*



The Artisan  
by  
REGISTRY  
COLLECTION  
HOTELS









THANK YOU

REGISTRY  
COLLECTION HOTELS

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

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