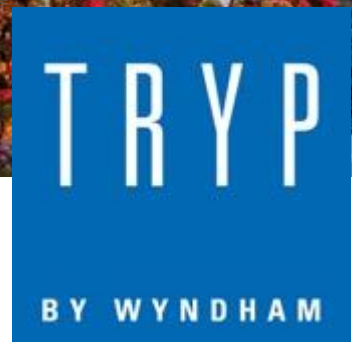




**TRYP by Wyndham**

WYNDHAM HOTELS & RESORTS



# 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 & 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 & 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 THE  
WORLD'S  
LARGEST HOTEL  
FRANCHISING  
COMPANY

APPROX

9,300

HOTELS

APPROX

903K

ROOMS

\$403M

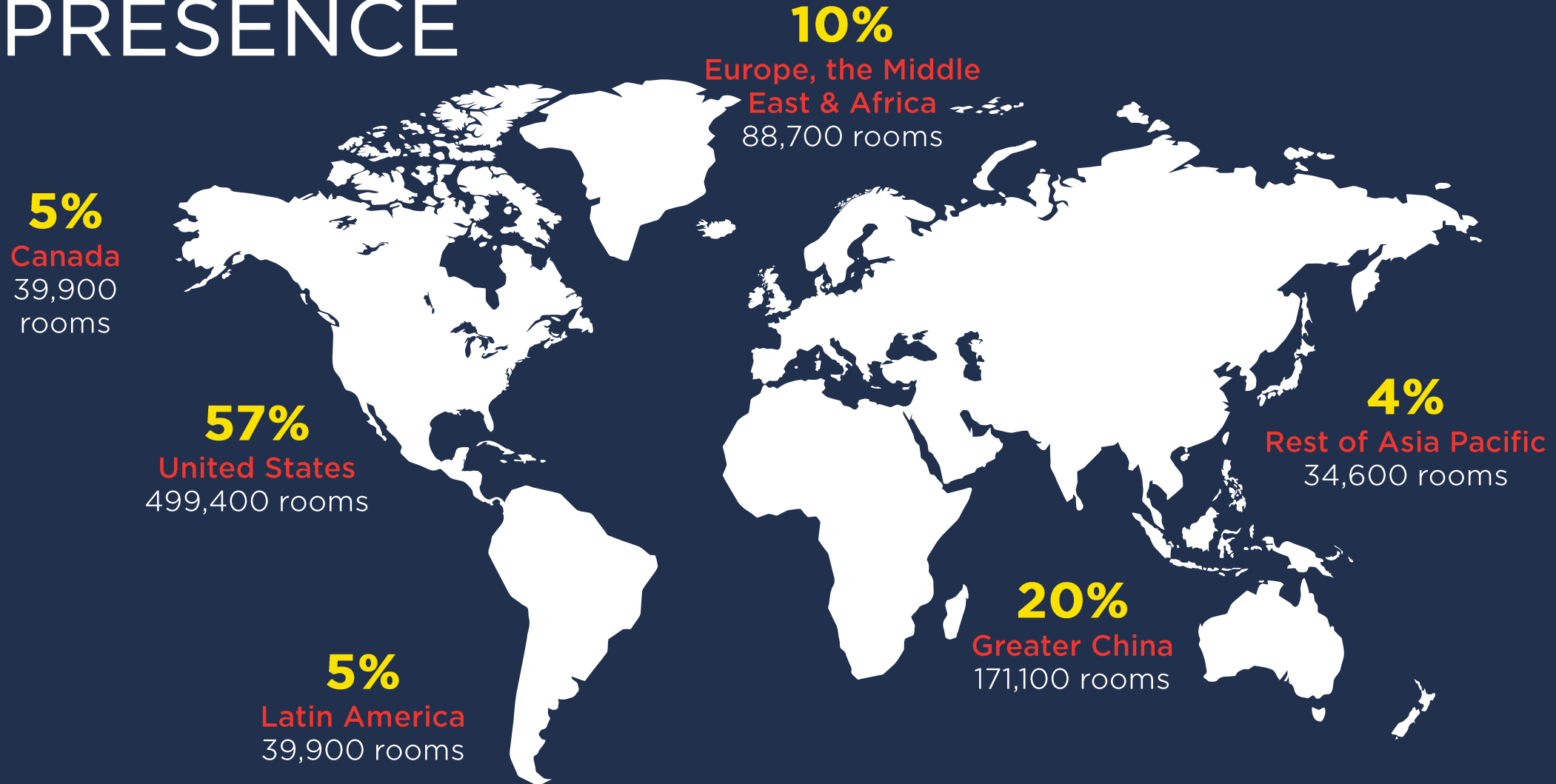
CAPITAL  
RETURN

\$694

ADJUSTED EBITDA  
M



# SIGNIFICANT GLOBAL PRESENCE



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

# GLOBAL DEVELOPMENT PIPELINE

T R Y P B Y W Y N D H A M

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**

# TECHNOLOGY: OUTSOURCED & 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



# POWERED BY THE CITY

MODERN | SAVVY | EXPLORATION





Tucked into the heart of the world's most exciting cities, and on the pulse of the best local hotspots, you'll find TRYP by Wyndham. Our hotels are staffed by locals who help guests uncover the side of a city that's not in the guidebooks.

A trademark feature of most TRYP hotels, is 'Plaza Central', a social lobby brought to life with its tapas-style Gastro bar.

Each hotel has multiple room types, including Fitness Rooms; equipped with exercise machines, Premium Rooms; engineered with comfy extras including bathrobes and slippers, and Family Rooms; including bunk beds for the kids and larger beds for adults.



# VALUE PROPOSITION

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Unique, urban, lifestyle boutique brand with high-performing select-service margins.

Millennial-focused with creative designs, tech-savvy features and social spaces.

Specialty spaces provide opportunity to upsell rate and create even more revenue producing square footage.

Offers flexibility in new construction and conversion.



TRYP BY WYNDHAM

TRYP LISBOA CAPARICA MAR HOTEL | PORTUGAL



# THE WYNDHAM ADVANTAGE

T R Y P B Y W Y N D H A M



## 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



TRYP BY WYNDHAM İSTANBUL SANCAKTEPE | TÜRKİYE

## CATEGORY

Upper Midscale

## TARGET

Urban Explorer

## KEYCOUNT

120-400 Rooms

## AMENITIES

- Social lobbies with bar
- Healthy breakfast
- Buffet Signature Premium
- Family, and fitness guest rooms

## GEOGRAPHY

Global

## LOCATION

Urban, City Centre



In 75 of the world's most exciting cities including:

- **Abu Dhabi**
- **Barcelona**
- **New York City**
- **Sao Paulo**
- **Istanbul**



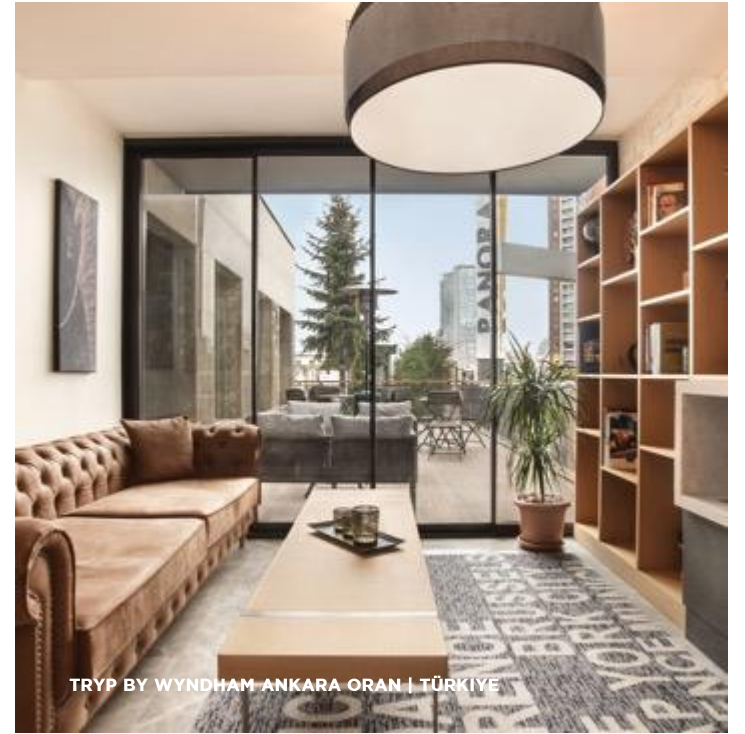
**EMEA:** 65 HOTELS  
**LATIN AMERICA:** 20 HOTELS  
**NORTH AMERICA:** 9 HOTELS  
**SOUTHEAST ASIA & PACIFIC:** 3 HOTELS



TRYP BY WYNDHAM İSTANBUL ŞİŞLİ | TÜRKİYE



TRYP BY WYNDHAM DUBAI | UAE



TRYP BY WYNDHAM ANKARA ORAN | TÜRKİYE



TRYP BY WYNDHAM LISBOA CAPARICA MAR | PORTUGAL



TRYP BY WYNDHAM CORFU DASSIA | GREECE



TRYP BY WYNDHAM ZOMIN | UZBEKISTAN



# OUR VOICE

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We're always channeling the energy and pulse of a city offering tips and recommendations to our guests in an approachable way.

When you stay at **TRYP by Wyndham** you're one of us – and we're all locals.

Savvy and streetwise, we know all the best restaurants, all the coolest spots, and all the best ways to tap directly into the pulse of whatever location – big or small – you're exploring.

We'll bring that energy into the hotel, so you experience a side of the city you won't find in guidebooks. Here's your chance to be an insider and engage with the new, now and next.



TRYP BY WYNDHAM

# EMEA DEVELOPMENT TEAM

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**WHRDevelopmentEMEA.com**





# WYNDHAM

HOTELS & RESORTS

REGISTRY COLLECTION HOTELS WYNDHAM GRAND DOLCE HOTELS AND RESORTS *esplendor* DAZZLER WYNDHAM waterwalk EXTENDED STAY BY WYNDHAM VIENNA HOUSE

