Trademark Collection

Independence Redefined

TM.

TRADEMARK

COLLECTION BY WYNDHAM



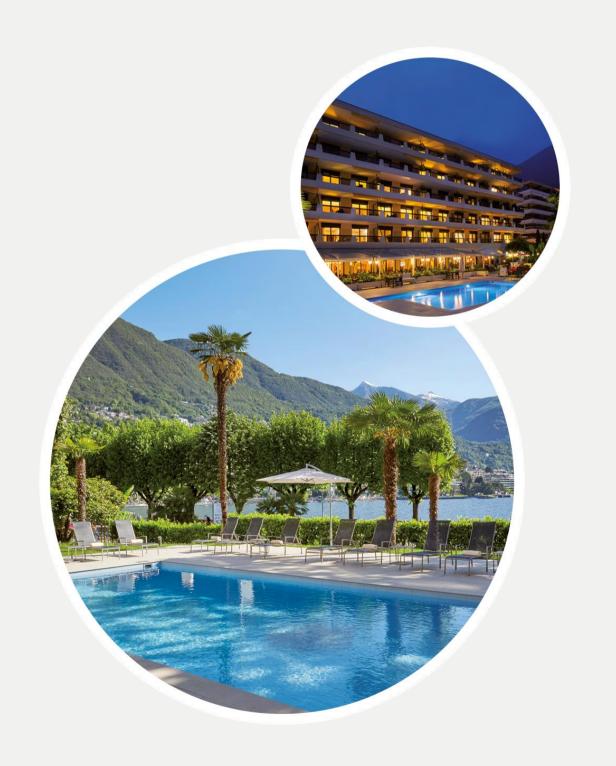






Contents

Introduction	06
EMEA brand portfolio	07
Trademark Collection by Wyndham	08
Key features & benefits	09
Independent but not alone	10
Commercial advantages	11
How to join us	12
Contact information	14



H+ Arcadia Locarno, Trademark Collection by Wyndham

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.

Trademark Collection by Wyndham is our fastest-growing brand and it is designed and perfectly suited for hoteliers who seek independence on their terms and take pride in their unique spirit. 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 Trademark Collection should be your brand choice. Just as no two travellers are alike, Trademark Collection by Wyndham hotels are equally distinctive,

and this collection of independent hotels enables guests to experience their chosen destination on their own terms.

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

EMEA 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.

9,300

HOTELS

OVER

95

COUNTRIES

25
UNIQUE BRANDS

OVER

114M

WYNDHAM REWARDS
MEMBERS

EXTENDED STAY

ECONOMY

MIDSCALE

LIFESTYLE

UPSCALE

DISTINCTIVE

ECHOSUITES EXTENDED STAY BY WYNDHAM

Hawthorn EXTENDED STAY BY WYNDHAM





Super BY WYNDHAM

















VIENNA HOUSE















903,000 ROOMS

MORE THAN

Introducing Trademark Collection by Wyndham

A trademark is a symbol of character, an emblem of individuality. It signifies a uniqueness that cannot be replicated. At Trademark Collection by Wyndham that symbol represents the ability to retain an independent spirit while gaining partnership and support from a larger global brand.

Trademark Collection is a soft branded collection of midscale to upscale properties that maintain their own unique attributes.

Just as no two travelers are alike,
Trademark Collection hotels are
Equally distinctive and defined by a spirit of
independence and individuality,
offering a unique experience at each location.

Operating on the principle that travel is deeply personal, hotels provide guests with the opportunity to experience the destination on their own terms.

With ample meeting spaces, oneoff and exciting destinations, Trademark Collection is ideal for both business and leisure travellers.



Key features & benefits

We put our owners at the centre of everything we do.

Behind the Trademark Collection by Wyndham brand is a team of global hospitality professionals working hard to support your hotel with powerful tools and best practices.

Franchising with us opens the door to a vast range of benefits, whilst allowing you to retain your independence and unique style.

Key Features





upscale hotels



Independent boutique, historic and signature properties



Located in urban, suburban & resort destinations



Freedom to maintain and promote your hotel's unique brand identity and individuality

Benefits



You keep your property level logo



Your external signage
will not change
(we require a small
plaque to include
your endorsed name
on entrance)



You keep your current collateral designs



Flexible F&B and no minimum requirement for services

Independent but not alone

Sales on a Global Scale

- Global Sales representation in a multinational portfolio of 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 at highly discounted rates

Marketing Powerhouse

- Participation in the award-winning loyalty programme, Wyndham Rewards, with over 112 million members
- Wyndham Hotels & Resorts website and mobile app
- Exposure in global advertising and social media campaigns
- Marketing and PR templates and collateral
- Marketing support services including photography, collateral design and printed materials

Operations Support & Savings

- Pre-opening support to provide a smooth and simple journey to launch
- Ongoing operational support to ensure you take full advantage of Wyndham tools and resources
- Strategic sourcing provides access to recommended suppliers and preferential rates
- Wyndham Green programme to support your sustainability and environmental performance



Revenue Management Strategy & Guidance

- Centrally built promotions and strategic rate plans
- Scale discounts on commercial business intelligence tools
- Analysis of industry trends and forward-looking forecasts
- Guidance to optimise revenue contribution across all channels

Diversified Distribution Connected Partners

- 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 optimise rate display
- Webinars and events with major distribution partners

People Excellence

- Learning and development opportunities, with access to world-class training materials
- Count on Us hygiene initiative to provide health and safety support and resources
- Human Resources training and tools to support your teams in delivering a great experience for staff and guests





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 Trademark Collection by Wyndham.

Whether you have one hotel or multiple hotels, if you want to keep your independence and uniqueness but are looking to realise the full potential of your hotel, we offer the commitment and support of a world-class hospitality organisation.

Parameters	Minimum Requirements
Tripadvisor Rating	Must achieve 3.5 or above
Fire Life Safety (FLS)	Must comply with international or country codes - location dependent
IT	Oracle Cloud or Oracle V5 to allow PMS to connect directly to our Central Reservation System (two-way enhanced interface)
Design	Interiors include an individual and established approach
Hotel Interior Condition	Levels of interior finishes and furnishings must be free of damage and general wear and tear
Signage	Display approved signage plaque at reception / check-in



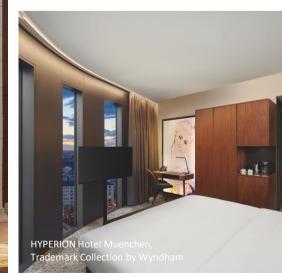
Trademark Collection by Wyndham Portfolio



























EMEA Development team

Our experienced team will be on hand to assist you and answer any queries you may have.



MURAT OZEL
Country Head
Türkiye
Murat.Ozel@wyndham.com
+90 533 426 9611



SEAN WOODS
Head of Development
Central Europe
Sean.Woods@wyndham.com
+49 151 70364659



GOVIND MUNDRA
Head of Development
Middle East & Africa
Govind.Mundra@wyndham.com
+971 569 658272



SHARAD BHARGAVA
Head of Development
Eurasia
Sharad.Bhargava@wyndham.com
+91 987 1401880

FOR MORE INFORMATION, PLEASE VISIT:

WHRDevelopmentEMEA .com













VIENNA HOUSE

































