

WYNDHAM

HOTELS & RESORTS

**A BUSINESS
PARTNER**

You Can Trust

INSIGHTS ON EMEA'S DEVELOPMENT AND GROWTH

YOUR TRUSTED PARTNER IN EUROPE, THE MIDDLE EAST, EURASIA & AFRICA

WYNDHAM
HOTELS & RESORTS





**BUILD A NEW
HOTEL OR CONVERT
EXISTING REAL
ESTATE WITH US**

DOLCE BY WYNDHAM VERSAILLE - DOMAINE DU MONTCEL | FRANCE

WHY WYNDHAM

**WORLD'S LARGEST HOTEL FRANCHISING
COMPANY BY NUMBER OF HOTELS**

9,300
Properties

903,000
Keys

25
Brands

95+
Countries Across
6 Continents

114 million+
Wyndham Rewards Loyalty
Members Driving Profitable,
Direct Business

AN IMPRESSIVE EMEA GROWTH STORY

660+
Properties

90,000+
Keys

17
Brands

150+
Properties in the Pipeline

The figures quoted in this document are approximate and were accurate as of Q4 2024 and may have changed since this time. For the latest information, visit investor.wyndhamhotels.com

WYNDHAM: A DISTINCTIVE PARTNER

FLEXIBLE BRANDS

Hotels in the distinctive, upscale, lifestyle, upper midscale, midscale, value and extended-stay segments, offering owners brands to suit their asset, location and customer profile.

THE WYNDHAM ADVANTAGE

Support services to drive your business forward

- Intelligent revenue management
- Operational expertise
- Strategic international sales
- Global marketing reach
- Advanced digital marketing and distribution
- Excellence in people management
- Cost-effective sourcing

UNMATCHED EXPERTISE

In Europe, the Middle East, Eurasia and Africa

- Franchising
- Management services
- Hotel development
- Hotel conversions
- Branded residencies

OWNERFIRST™ APPROACH

- Personalised to meet your business needs
- Supporting every stage of development
- Flexible to set you up for success



WYNDHAM GRAND İSTANBUL LEVENT HOTEL & CONFERENCE CENTER | TÜRKİYE



RAMADA ENCORE BY WYNDHAM AL KHOBAR CORNICHE | SAUDI ARABIA



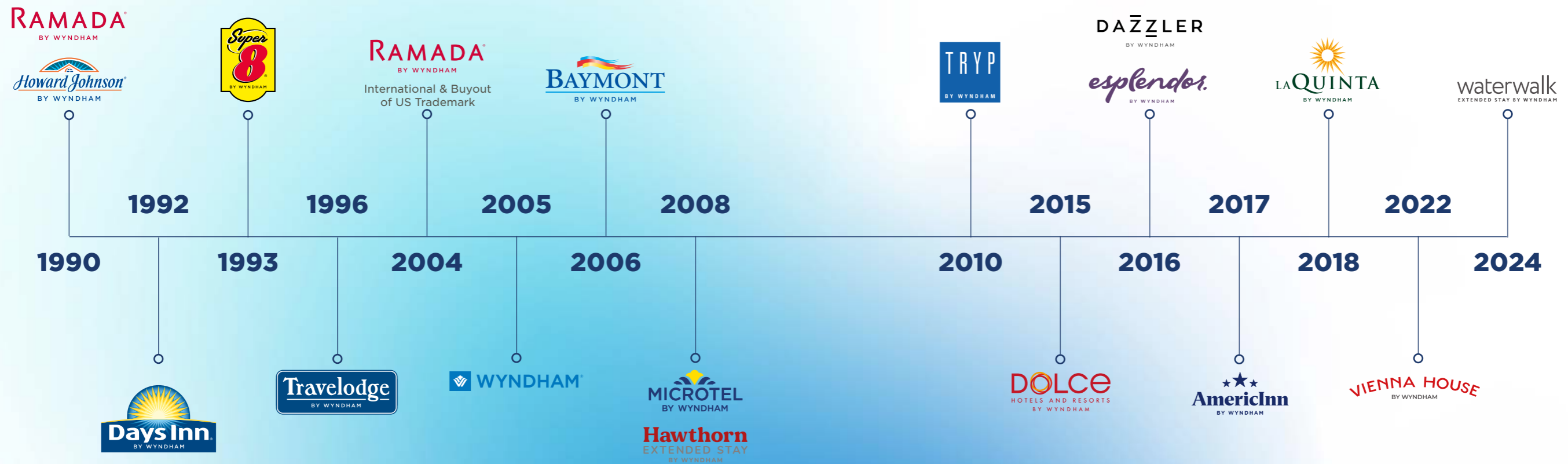
WYNDHAM GARDEN FLORENCE | ITALY

WYNDHAM MILESTONES

A fast-expanding company with a long and successful history of buying and growing hotel brands



RAMADA BY WYNDHAM GOA ARPORA | INDIA



*This timeline displays the global brands that have been acquired by Wyndham from 1990 to 2024



“ From our award-winning loyalty programme, **Wyndham Rewards**, to our ability to deliver **best-in-class** technology, marketing, sales tools, a strong distribution platform, and above all, **personalised support**, our business partners appreciate the power of what we call the **‘Wyndham Advantage’**.”

Dimitris Manikis, President EMEA,
Wyndham Hotels & Resorts

WYNDHAM DATÇA PERİLİ BAY | TÜRKİYE

OUR EMEA GROWTH STORY

By honouring our commitment to delivering success for owners and leveraging EMEA's ongoing growth potential, Wyndham's **regional portfolio** now spans **90,000+** rooms across more than **660** hotels, representing **17** brands, with a pipeline of **150+** properties. In 2023, we introduced **9** brands into new countries, signed **107** franchise agreements, opened **87** hotels, and added **9,500** rooms.

WYNDHAM
HOTELS & RESORTS

EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
ECHOSUITES EXTENDED STAY	DaysInn	LAQUINTA	TRYP	WYNDHAM	REGISTRY COLLECTION HOTELS
Hawthorn EXTENDED STAY	Super 8	WYNDHAM GARDEN	TM TRADE MARK HOTELS BY WYNDHAM	DOLCE HOTELS AND RESORTS	WYNDHAM GRAND
		RAMADA BY WYNDHAM	VIENNA HOUSE BY WYNDHAM		
		enCore BY WYNDHAM	Altra ALL-INCLUSIVE		
		Howard Johnson			
		MICROTTEL BY WYNDHAM			

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NORTH & WEST EUROPE:

13.1%

SOUTH & EAST EUROPE:

15.5%

TÜRKIYE:

18.9%

CENTRAL EUROPE:

33.3%

EURASIA:

5.7%

MIDDLE EAST & AFRICA:

13.4%

OUR EMEA FOOTPRINT

Wyndham is emphasizing the expansion of its midscale, extended stay, and premium segments while maintaining a strong presence in the economy segment, aligning with its mission to make travel accessible for all. Through the Wyndham Advantage and its unmatched benefits, Wyndham continues to provide partners and guests with exceptional value and support across all market segments.

Figures accurate as of Q4 2024. For the latest information, visit investor.wyndhamhotels.com.

THE WYNDHAM DIFFERENCE

Our OWNERFIRST™ ethos drives our entire business model, from the team we employ to the systems we have in place to support our owners. This is our competitive edge, promising hotel franchising and management expertise unmatched in the Europe, Middle East, Eurasia and Africa markets.



FRANCHISING

Franchising hotels in the distinctive, upscale, lifestyle, upper midscale, midscale, value and extended-stay segments, offering franchisees the choice of **17** diverse brands to suit currently in EMEA, their asset, location and customer profile.



MANAGEMENT SERVICES

For owners and investors seeking operational support and expertise, our Managed Hotel Operations team provides comprehensive management services across all asset classes.



PROPERTY DEVELOPMENT

By building a new property with Wyndham Hotels & Resorts, you have access to our team of dedicated development, design and construction experts and a suite of benefits we have created to support you through the construction process and beyond.



PROPERTY CONVERSIONS

Convert your existing real estate into profitable hotels, resorts and residences, steered by our hands-on team of experts. Whatever your asset, from retail to residential, we advise on the best model for maximum ROI.



BRANDED RESIDENCES

Capitalise on the fast-growing branded residences segment, developing new properties or converting existing assets in prime locations. Partner with Wyndham to leverage the power of hospitality expertise and world-class brands that resonate with global travellers seeking long-stay accommodation.

THE EMEA OPPORTUNITY

Become part of our success story



EUROPE

Europe's hotel market presents a significant growth opportunity for the franchise model, with **77%** of properties remaining unbranded. The trend towards branding is gaining momentum, with around two-thirds of recent investments in the European hotel sector involving a major hotel brand. Brand affiliation has seen a substantial increase, rising to around **41%** in 2022 from about a third a decade earlier.



MIDDLE EAST

The Middle East, which remains a predominantly managed environment, is experiencing a shift towards hotel franchising, particularly in the categories where Wyndham excels, including the midscale, upscale, and upper-upscale segments. Simultaneously, hotel construction is booming, with **612** projects and nearly **145,000** rooms in the pipeline by the end of Q1 2024, up **5%** year on year, demonstrating long-term market confidence and bullish investor sentiment.



INDIA & EURASIA

India's branded residences market is poised for explosive growth, projected to surge **60%** by 2027. Starting 2024 with **2,300** branded residences, accounting for nearly **10%** of the global supply, the market is ripe for investment. Demand for hotel services and residences is being fuelled by increased consumer spending power, with India's per capita income doubling since 2014-15, while the country's affluent population is expected to reach **100** million by 2027, indicating a substantial market for luxury and branded residences. Other Eurasian markets, including Nepal, Sri Lanka, and the Maldives, are also witnessing robust hotel industry growth, spurred by a strong post-pandemic recovery in tourism – a vital economic driver in each. Their rich geographical diversity attracts a broad spectrum of travellers, generating demand for innovative hospitality concepts like branded residences and positioning these destinations as prime opportunities for investment.



AFRICA

Africa's hotel market revenue is expected to reach **\$13.80** billion by 2027, growing at **8.68%** annually. Hotel management agreements made up **85%** of deals signed in 2023, highlighting investment potential. The midscale market, fuelled by a middle class of more than **170** million, is a key driver. This demographic, primarily domestic and regional travellers, is boosting the 'bleisure' market, which is projected to grow at **8.9%** annually, reaching **\$731.4** billion by 2032.



CENTRAL ASIA & CIS

Central Asia and the CIS region present major opportunities for hospitality projects, driven by rapid tourism growth and significant infrastructure investment. Georgia, Kazakhstan, Uzbekistan, and Azerbaijan are becoming key destinations for both leisure and business travel, thanks to strategic locations, rich cultural heritage, and improved air connectivity. This is generating demand for international-standard accommodation and mixed-use developments. Branded residences in particular appeal to the growing affluent class and expatriates, offering both lifestyle and investment benefits. Investors entering now can capitalise on the region's untapped potential and a hospitality sector expected to grow **5-7%** annually in markets like Kazakhstan and Georgia.

WE MAKE HOTEL TRAVEL POSSIBLE FOR ALL

AND YOU CAN BE PART OF IT

When you partner with Wyndham, you gain access to a wide range of brands in a variety of markets, with a hospitality solution to suit your asset and demographic.

EXPERIENCES MATTER

Our brands are flexible, catering to every market, but our focus is to meet accelerating demand for midscale hotels coupled with exceptional experiences. Going beyond a clean room, comfortable sleep and great food, our hotels promise innovative F&B, contemporary design with nods to local culture, community spaces, heartfelt service and more.

HAPPY GUESTS, HAPPY OWNERS

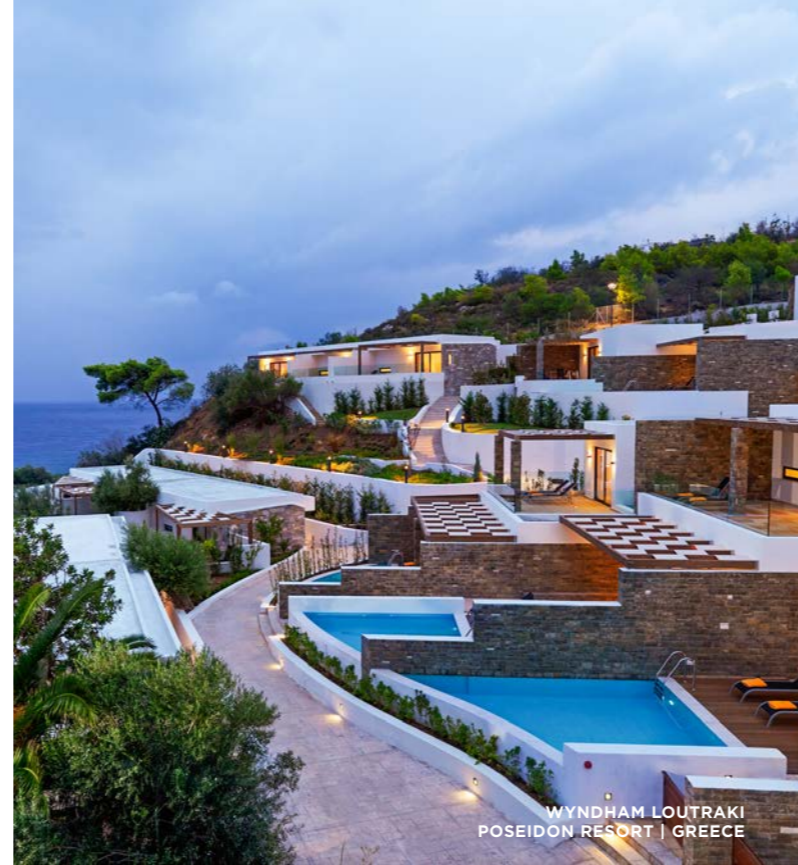
By capitalising on EMEA's potential, a region where demand continues to outstrip supply, we set the trend for continued growth and enhanced hotel performance. Our owners understand this strategic vision and share in our success.

“ We're a company working hard to make hotel travel possible for all people. Every day, around the world, the team at Wyndham Hotels & Resorts is striving to bring this vision to life.



WYNDHAM GRAND KRAKOW OLD TOWN | POLAND

BRANDS THAT WORK FOR YOU ACROSS EMEA



REGISTRY
COLLECTION HOTELS

REGISTRY COLLECTION HOTELS

Luxury, soft-branded properties; offering leading independent hotels in prime locations the chance to join a collection that leverages Wyndham's brand equity.

CATEGORY: DISTINCTIVE

Location: urban and resort
Guests: affluent leisure and business travellers
Rooms: 100 - 200

WYNDHAM GRAND

WYNDHAM GRAND

Offers premium finishes with local design flavour, distinctive F&B outlets helmed by top chefs, meeting and social spaces, plus business and fitness centres.

CATEGORY: DISTINCTIVE

Brand Tiers: Wyndham Grand Residences
Location: urban and resort
Guests: affluent business and leisure travellers
Rooms: 150 - 1,500

WYNDHAM

WYNDHAM

Delivers comfort that exceeds expectation, with distinct dining options, thoughtfully detailed rooms, extensive fitness, leisure, and business facilities, and the option to customise guest experiences.

CATEGORY: UPSCALE

Brand Tiers: Wyndham Residences
Location: urban, resort
Guests: service-minded business and leisure travellers
Rooms: 150 - 1,500

DOLCE
HOTELS AND RESORTS[®]
BY WYNDHAM

DOLCE HOTELS AND RESORTS BY WYNDHAM

Offering state-of-the-art meeting, conference, wellness and golf facilities; organic F&B at Nourishment Hubs; bespoke meetings, events and incentives; market-style dining and health clubs and spas.

CATEGORY: UPSCALE

Location: urban, resort
Guests: cultivated group, business and leisure travellers
Rooms: 200 - 400



BOREAS HOTEL, TRADEMARK COLLECTION BY WYNDHAM | TÜRKİYE



VIENNA HOUSE BY WYNDHAM AMBER BALTIC MIEDZYDROJE | POLAND



**TRYP
BY WYNDHAM**

Tucked in the heart of the world's most exciting cities with the 'Plaza Central' social lobby a trademark feature, plus a healthy buffet breakfast and Signature Premium, Family and Fitness guest rooms.

CATEGORY: LIFESTYLE

Location: urban, city centre
Guests: urban explorer
Rooms: 120 - 400



**TRADEMARK COLLECTION
BY WYNDHAM**

Independent and historic signature hotels, a soft brand offering a distinctive experience at each location. Offers ample meeting spaces and exciting destinations.

CATEGORY: LIFESTYLE

Location: urban, suburban, airport
Guests: leisure & business travellers
Rooms: 90 - 300



**VIENNA HOUSE
BY WYNDHAM**

Trendy and contemporary F&B, tech-focused, spa and wellness facilities, creative meeting and event spaces, a 'Living Room' lobby with mini shop and co-working space, plus parking and e-stations.

CATEGORY: LIFESTYLE

Brand Tiers: Vienna House Easy by Wyndham
Location: urban, resort
Guests: refined leisure and business travellers
Rooms: 100 - 200

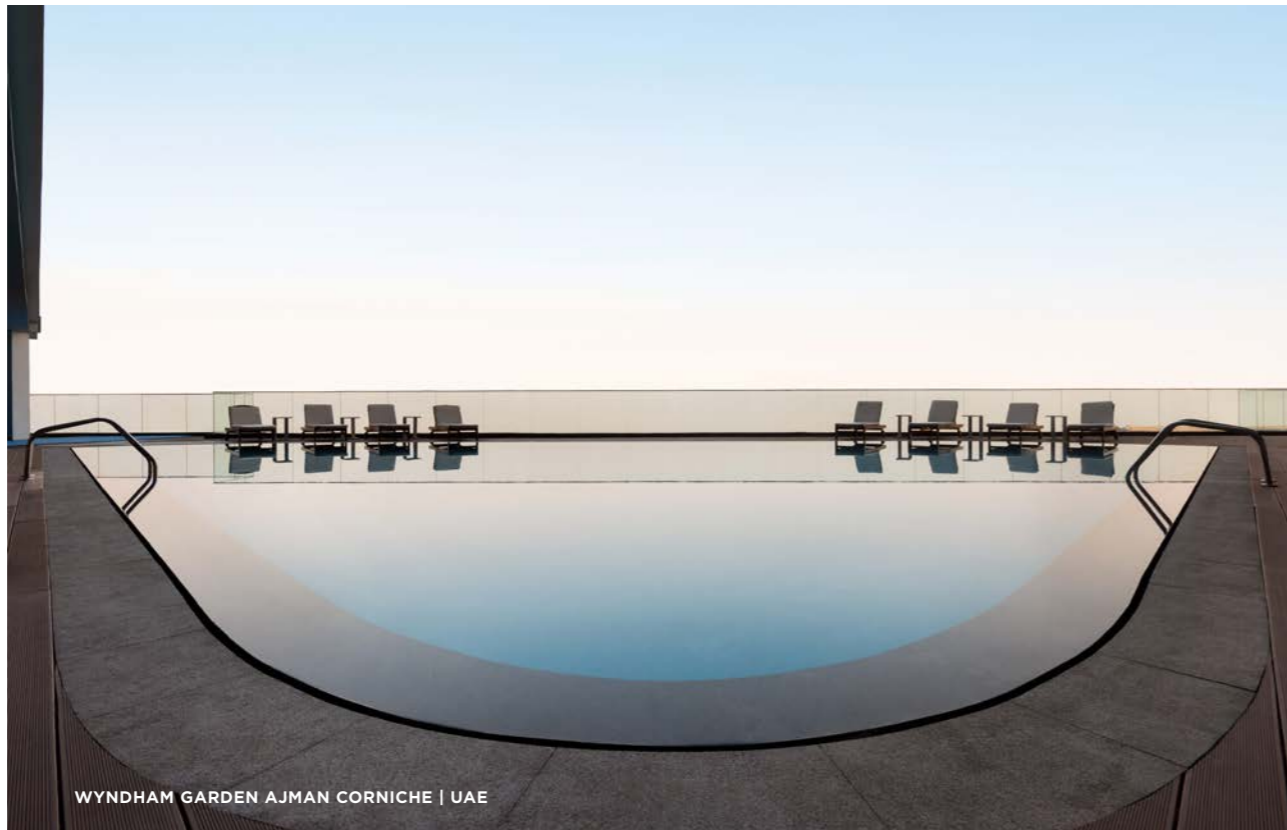


**WYNDHAM
ALLTRA**

All-inclusive resorts offering local, authentic experiences with a focus on attention to detail and service.

CATEGORY: LIFESTYLE

Location: resort
Guests: leisure travellers
Rooms: 100 - 200



WYNDHAM GARDEN

Facilitates stress-free easy travel, with streamlined and casual dining options, flexible meeting spaces, inviting lobbies, welcoming lounges and excellent service.

CATEGORY: UPPER-MIDSCALE

Location: urban, suburban, airport

Guests: convenience-focused travellers

Rooms: 100 – 250



LA QUINTA BY WYNDHAM

Stylish and contemporary with signature features including the 'Great Room' social lobby space, fitness rooms, and business centres with conference and meeting facilities.

CATEGORY: MIDSCALE

Location: urban, suburban, airport

Guests: urban explorer

Rooms: 100 – 500



RAMADA BY WYNDHAM

One of the world's most recognised brands, with hotels featuring an onsite restaurant, flexible spaces for business or relaxation, fitness facilities and complimentary Wi-Fi.

CATEGORY: MIDSCALE

Brand Tiers: Ramada Plaza, Ramada Resort, Ramada Hotel & Suites, Ramada Residences

Location: urban, suburban, airport

Guests: affluent yet practical business and leisure travellers

Rooms: 100 – 500



RAMADA ENCORE BY WYNDHAM

Welcoming with friendly staff and functional stylish design elements including social lobby spaces, bathroom pods with walk-in showers, and wooden flooring.

CATEGORY: MIDSCALE

Location: urban, suburban, airport

Guests: practical leisure & business travellers

Rooms: 100 – 500



DAYS HOTEL BY WYNDHAM İSTANBUL ESENYURT | TÜRKİYE

SUPER 8 BY WYNDHAM AUGSBURG | GERMANY



**HOWARD JOHNSON
BY WYNDHAM**

Warm and friendly service, thoughtful amenities, and an optional nutritious breakfast. Hotels feature modern architecture with F&B outlets, and some include fitness centres and a pool.



**MICROTEL
BY WYNDHAM**

Stylish, smart, and modern, blending a simple, streamlined guest experience with award-winning service. Featuring the innovative Moda prototype, these purpose-built properties are efficiently designed to drive maximum owner returns.



**HAWTHORN EXTENDED
STAY BY WYNDHAM**

Our signature extended-stay brand, offering studios and 1-2 bedroom suites with fully equipped kitchens; a complimentary hot breakfast; pool, fitness and laundry facilities; and social hours to encourage community interaction.



**SUPER 8
BY WYNDHAM**

Modern rooms, locally inspired black-and-white photography, fastWi-Fi and an optional savoury breakfast, in contemporary hotels.



**DAYS INN
BY WYNDHAM**

For guests on the go, these modern hotels offer an optional energising breakfast and some include F&B outlets.

CATEGORY: MIDSCALE

Location: urban, resort

Guests: Family-oriented leisure and business travellers

Rooms: 50 - 100

CATEGORY: MIDSCALE

Location: urban, airports

Guests: practical leisure and business travellers

Rooms: 65 - 100

CATEGORY: MIDSCALE

Location: suburban

Guests: extended-stay guests and comfort-focused leisure travellers

Rooms: 60 - 120

CATEGORY: VALUE

Location: every major highway

Guests: leisure and business road trippers

Rooms: 50 - 200

CATEGORY: VALUE

Location: metropolitan, city centre, roadside, airport

Guests: leisure and business travellers

Rooms: 50 - 300

THE WYNDHAM ADVANTAGE

Support services to drive your business forward



INTELLIGENT REVENUE MANAGEMENT

Our data-driven strategies, powered by intelligence tools, combined with Wyndham's cutting-edge Revenue Management System, RevIQ, ensure your hotel achieves its full revenue-generating potential. We enhance the visibility and consistency of your pricing and selling strategies, tailored to your specific needs. Multiple hotels in EMEA trust Wyndham Revenue Management Services to optimise their revenue, with our expertise helping your property achieve RevPAR increases of at least 2%.



OPERATIONAL EXPERTISE

Our Wyndham Quality Circle Support (WQCS) equips your hotel teams with top-tier tools and resources to assess and elevate your hotel's quality and guest satisfaction. Using Medallia's integrated technology for Online Reputation Management, we help enhance your asset's reputation and value. Our global intranet platform offers an extensive array of tools, systems, brand updates, online training, and communications to support your success.



ADVANCED DIGITAL MARKETING AND DISTRIBUTION

Investing in advanced central systems has empowered us to establish robust foundations for digital marketing and distribution success. Our industry leading brand websites and Wyndham Hotels & Resorts app undergo continuous testing and development, optimising every step of the customer journey. This seamless integration ensures your property reaches a global audience, driving bookings and enhancing guest satisfaction.



EXCELLENCE IN PEOPLE MANAGEMENT

Wyndham's comprehensive HR and training support ensures consistent employee management across every asset globally, compliance with labour laws, and skills development. Our programmes enhance employee retention, drive revenue, and improve guest service, aligning practices with brand standards and fostering a productive work environment. Recruitment and retention are streamlined through initiatives like Wyndham Partner Careers, ensuring you attract and maintain top talent.



STRATEGIC INTERNATIONAL SALES

Strategically located worldwide, our sales teams are dedicated to increasing business opportunities across all brands. By fostering exceptional relationships with international clients, we help drive-up your hotel's revenue and market share.



GLOBAL MARKETING REACH

We craft brand awareness campaigns that boost recognition and direct bookings on a global scale. With our dedicated marketing tools and resources easily accessed via our marketing services platform, your hotel teams have all they need to showcase your property and brand to guests and the local market.



COST-EFFECTIVE SOURCING

Our dedicated EMEA Strategic Sourcing team is part of a global network of Procurement and Supplier Management professionals who have the experience and expertise to support you in delivering purchase solutions and cost savings programmes. Wyndham's significant and growing global buying power means we are able to negotiate exclusive pricing with renowned suppliers while also helping you to comply to brand standards by only recommending suppliers that have been carefully vetted to ensure they offer goods and services that match our standards. Whether refurbishing a property or looking to enhance additional facilities, our strategic support on a global scale ensures significant improvement to the overall guest experience.

SUPPORTING YOU, THE WYNDHAM WAY

Meet our development team

“ I believe that for an owner to thrive, the hotel must excel in build quality, operational efficiency, and financial performance.

“With more than 23 years of experience in construction and hotel development across Asia, Africa, and the Middle East, I understand the intricate dynamics of hotel construction, feasibility, and operations in emerging markets. This enables me to guide owners through critical time and cost considerations, safeguarding long-term success. My background in real estate development also ensures I can address owners’ concerns with empathy and precision during branding discussions. I believe that for an owner to thrive, the hotel must excel in build quality, operational efficiency, and financial performance.”

Govind Mundra | Head of Development | Middle East & Africa

“ We are committed to matching the right owners and operators with the right projects and hotels.

“At Wyndham, we are committed to matching the right owners and operators with the right projects and hotels. This is achieved by cultivating relationships founded on trust and a thorough understanding of our partners’ development and growth strategies. There is nothing more fulfilling than seeing our partners collaborate with the Wyndham team and achieve operational and financial success at their hotels.”

Sean Woods | Head of Development | Central Europe

“ We develop relationships that stand the test of time.

“At Wyndham, we develop relationships that stand the test of time, appreciating the unique needs of each owner. Engaging with owners from the project’s inception means we collaboratively shape the development process, ensuring beautifully designed, efficiently functioning hotels that exceed expectations. Wyndham is unwavering in our focus on delivering results while remaining grounded, approachable and easy to work with.”

Murat Özel | Head of Development | Türkiye

“ I understand the significant investments owners make and am committed to leveraging Wyndham’s state-of-the-art technology, global connectivity, and loyalty programmes to foster a stable and prosperous business performance.

“With 25 years of expertise in hotel operations and development, I specialise in guiding owners to select the ideal brand and forge strong, lasting partnerships with Wyndham. My commitment to transparency and attention to detail ensures their businesses not only succeed but thrive. I understand the significant investments owners make and am committed to leveraging Wyndham’s state-of-the-art technology, global connectivity, and loyalty programmes to foster a stable and prosperous business performance.”

Sharad Bhargava | Head of Development | Eurasia

“ Our commitment is to deliver the best outcome for every hotel, standing by our owners at every stage, ensuring they maximise their association with Wyndham Hotels and Resorts.

“As hotel franchising experts, our team is focused on finding solutions that precisely meet the business objectives of owners and investors. We recognise that every project is unique, and each owner has distinct needs. Our commitment is to deliver the best outcome for every hotel, standing by our owners at every stage, ensuring they maximise their association with Wyndham Hotels and Resorts. We listen, collaborate, and never dictate; we work with you to achieve success. Our goal is to create lasting partnerships that drive growth and profitability for all involved.”

Ronald Egelman | Head of Development | North & West Europe

“ We prioritise genuine partnerships, using the Wyndham Advantage strategy to drive mutual business growth and ensure long-term success for our owners.

“My role is to ensure that from the very first interaction, our franchisees experience seamless support from Wyndham. With 30 years of experience in hospitality development and operations, I am passionate about guiding owners from the idea stage to a thriving reality, all while maintaining our OWNERFIRST™ philosophy. What sets Wyndham apart is our collaborative, down-to-earth approach. We prioritise genuine partnerships, using the Wyndham Advantage strategy to drive mutual business growth and ensure long-term success for our owners.”

Vassilis Themelidis | Regional Director | South & East Europe

WYNDHAM REWARDS EVERYONE

Our loyalty programme, like our hotels, is designed for the everyday traveller. As the world's most generous rewards programme, Wyndham Rewards offers **114 million members** worldwide value, simplicity, and choice, making it a powerful business driver for your hotel.

AN INDUSTRY LEADING REDEMPTION EXPERIENCE

VALUE

Wyndham Rewards® is the world's most generous rewards programme, offering 50,000 redemption locations around the world. We make free stays possible for millions, with redemptions on one night starting from as low as 7,500 points, while discounted stays start from 1,500 points - the lowest points-and-cash rate in the industry.

SIMPLICITY

Members earn 10 points per dollar or 1,000 points (whichever is more) on every qualified stay. Tier progressions are simple too, based on qualifying nights stayed. They start with Blue status on enrolment and can move to Gold after just five qualifying nights stayed.

OPTIONS

Points are also redeemable against online shopping, gift cards, tours, activities, experiences and more. Members can also transfer points to partner programmes or donate them to charitable organisations.

THE WYNDHAM REWARDS DIFFERENCE

MEMBERS CAN EARN POINTS WHEN REDEEMING FOR POINTS AND CASH

114M 
MILLION MEMBERS GLOBALLY



MAKING FREE STAYS POSSIBLE FOR MILLIONS FROM JUST INCLUDING

7,500
POINTS

50,000
REDEMPTION LOCATIONS AROUND THE WORLD, INCLUDING

9,300
HOTELS



THE LOWEST POINTS-AND-CASH RATE IN THE INDUSTRY

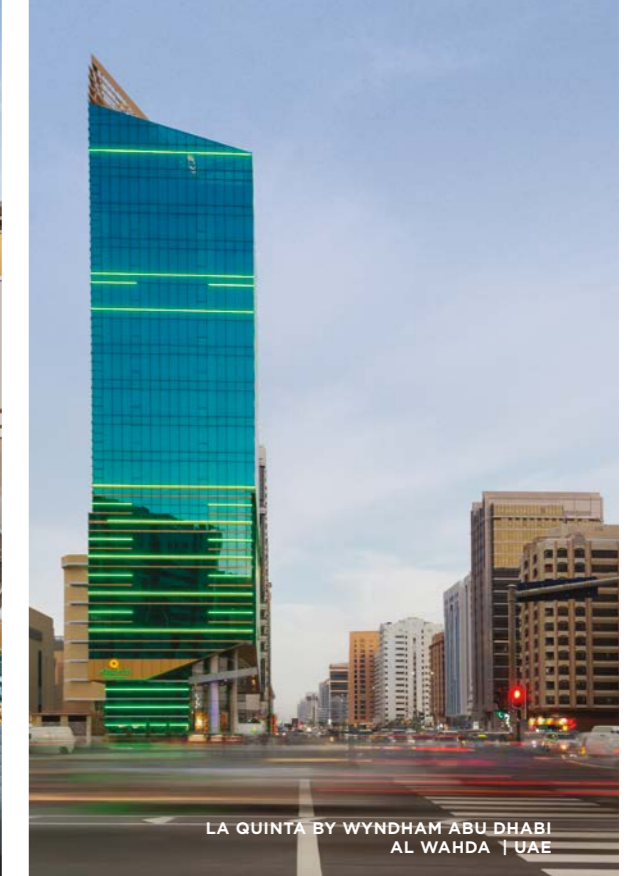


WYNDHAM REWARDS®

For more information please visit:
WyndhamHotels.com/Wyndham-Rewards

WE REWARD YOUR PARTNERSHIP TOO

Our exclusive, invitation-only Titanium tier offers owners a range of unique benefits and perks, recognising the value we place on your partnership.



TITANIUM MEMBER BENEFITS INCLUDE:

1 | **AVIS PRESIDENT'S CLUB MEMBERSHIP:**
Enjoy special car hire perks that make every drive a pleasure.

2 | **30,000 ANNUAL BONUS POINTS:**
Earn enough for one or more free nights!

3 | **EXCLUSIVE MEMBERS RATES:**
Save up to 10% on bookings at any of our hotels.

4 | **UNIQUE LOCAL EXPERIENCES:**
Get two free passes to a local experience for every award night booked and redeemed in our top destinations.

5 | **SUITE UPGRADES:**
Enjoy upgrades, even on award night stays.

6 | **GIFT GOLD LEVEL MEMBERSHIP:**
Free to a friend or family member.

7 | **DEDICATED CONCIERGE SERVICE:**
Access personalised support whenever you need it.



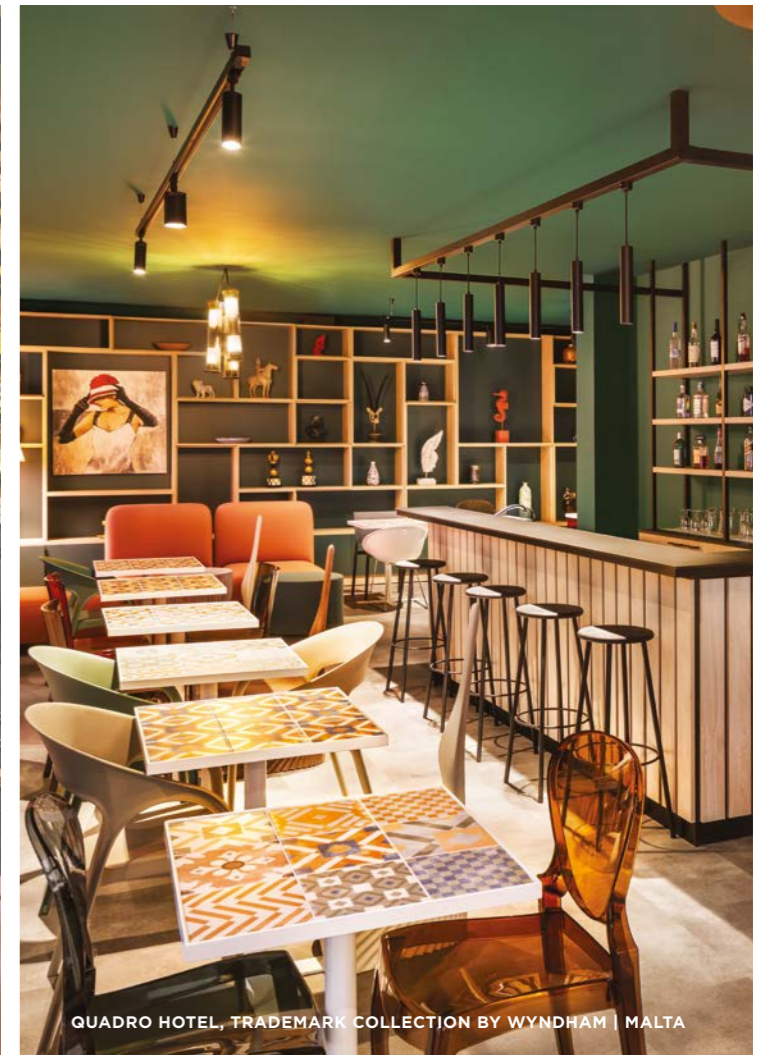
RAMADA ENCORE BY WYNDHAM UDAIPUR ROOPNAGAR | INDIA



DOLCE BY WYNDHAM BARCELONA RESORT | SPAIN



RAMADA BY WYNDHAM TBILISI OLD CITY | GEORGIA



QUADRO HOTEL, TRADEMARK COLLECTION BY WYNDHAM | MALTA

ARCHITECTURE, DESIGN & CONSTRUCTION (AD&C)

SETTING YOU UP FOR SUCCESS

When it comes to design and brand standards, we understand one size does not fit all, considering the specific needs of your property, guests, and market. This commitment to flexibility embodies the 'Wyndham Advantage', setting your asset up for success.

EVERY DEVELOPMENT STAGE COVERED

Our team is equipped to support every stage of asset development. From greenfield and new-builds in process, to brownfield, change of asset use, and conversions, we work with all scenarios. We deploy conversion projects quickly, devising sensible and realistic property improvement plans, advising on and adapting to seasonal patterns, cashflows, speed to market, and more, so you can hit the ground running, at the right time, in the right place.

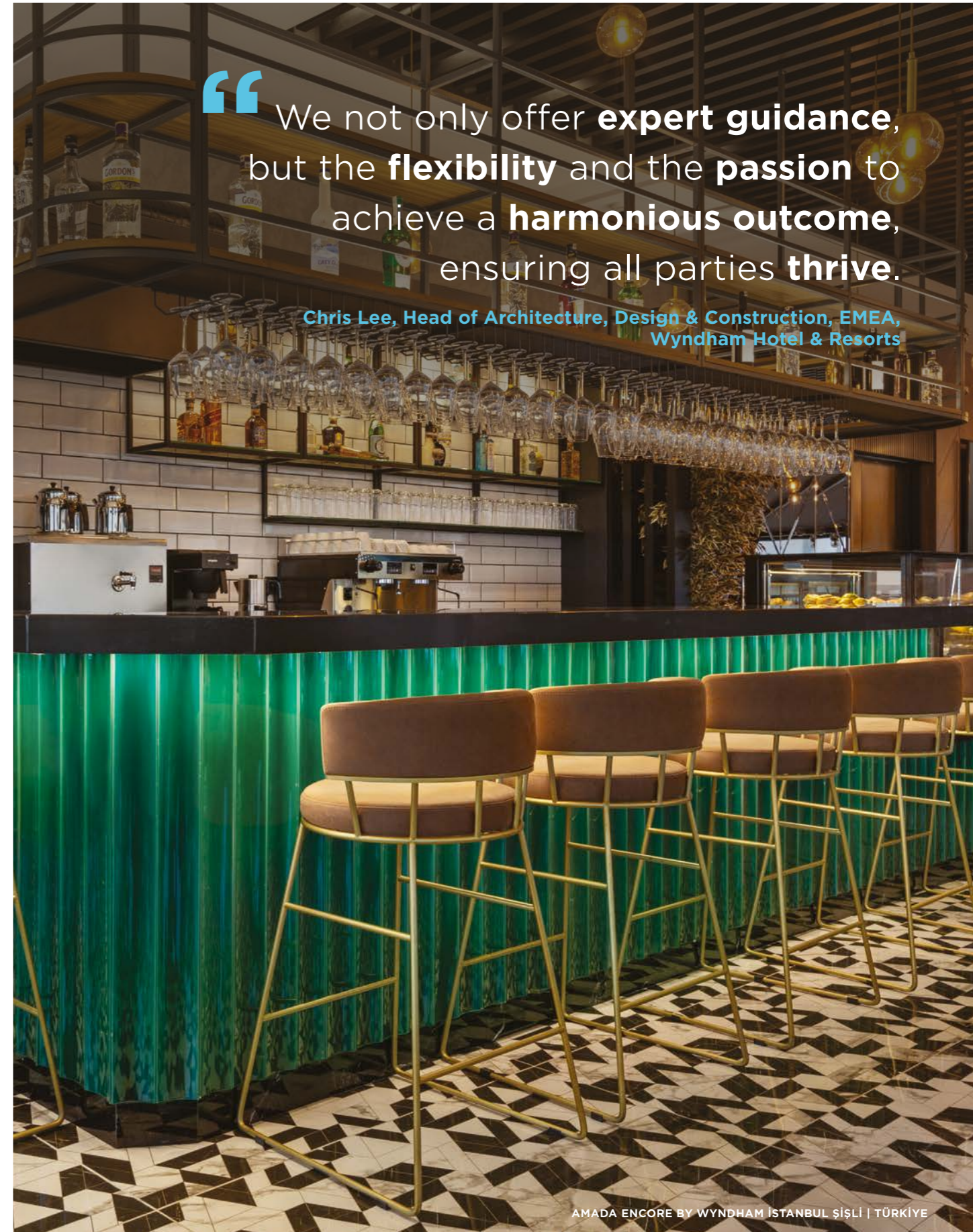
A SUPPORTIVE TEAM

With extensive experience in international design, development, and project management, our team is dedicated to achieving the best outcomes for you and your assets. We uphold the highest quality standards, which is why our partners choose Wyndham brands, but just as important is our genuine care for the needs of you and your guests.

EVERY DETAIL MATTERS

We have every facet of design and development covered, with the AD&C team on hand to guide you on:

- 1 Project team set-up and structure
- 2 Introduction to consultancy and supply chains to fit the project
- 3 Best approach for procuring contracts
- 4 Realistic timelines
- 5 Detailed familiarity of the competitive set in-depth design practices
- 6 Practical construction advice
- 7 Views on buildability versus budget
- 8 Practical ways to incorporate sustainable and profitable practices



“ We not only offer **expert guidance**, but the **flexibility** and the **passion** to achieve a **harmonious outcome**, ensuring all parties **thrive**.

Chris Lee, Head of Architecture, Design & Construction, EMEA, Wyndham Hotel & Resorts

WHAT OUR PARTNERS SAY

About the Wyndham Way

“ I believe that **Wyndham’s relationship management truly sets it apart** as a company. Its alignment with our core values and DNA is vital, and this partnership has been a catalyst for our success. At every level, from senior leadership to franchise support teams, **Wyndham is responsive, professional, and quick to act.** The team’s unwavering focus on partners and performance makes Wyndham a pleasure to work with. This is an exceptional partnership!

TIM SHEARMAN | CHIEF EXECUTIVE & FOUNDER | **FOUR CORNERS HOSPITALITY GROUP**

“ **Wyndham’s stellar brand reputation and unwavering reliability in the hospitality industry** were key motivators in forging our partnership. Its **investor-friendly approach**, particularly with conversion hotels, and flexible brand standards have been instrumental in **managing our investments effectively.** Wyndham’s comprehensive support systems and **innovative strategies** also stood out, perfectly aligning with our values and business goals.

VOLKAN UYANIK | BRAND MANAGER | **DRD HOTELS**

“ Our long-term partnership with Wyndham Hotels has been **pivotal in our success**, driven by its extensive range of hotel brands and **impressive international presence.** This variety enables us to select the most **suitable brand for each hotel category, ensuring optimal performance** across our properties. Wyndham’s swift decision-making process and the presence of a **highly competent contact for the DACH region** have been significant advantages.

ANDREAS ERBEN | MANAGING DIRECTOR | **ASPIRE HOTEL GROUP**

“ Wyndham’s progressive and adaptive approach is vital in fostering and growing our partnership. This **collaboration has positively impacted almost all verticals**, from revenue and profitability growth to attracting the right talent. Notably, our **ARR has increased by almost 40% and continues to grow in double digits year on year.** The level of **commitment** and proactive **support** from Wyndham has been instrumental in our ongoing **success** and **growth.**

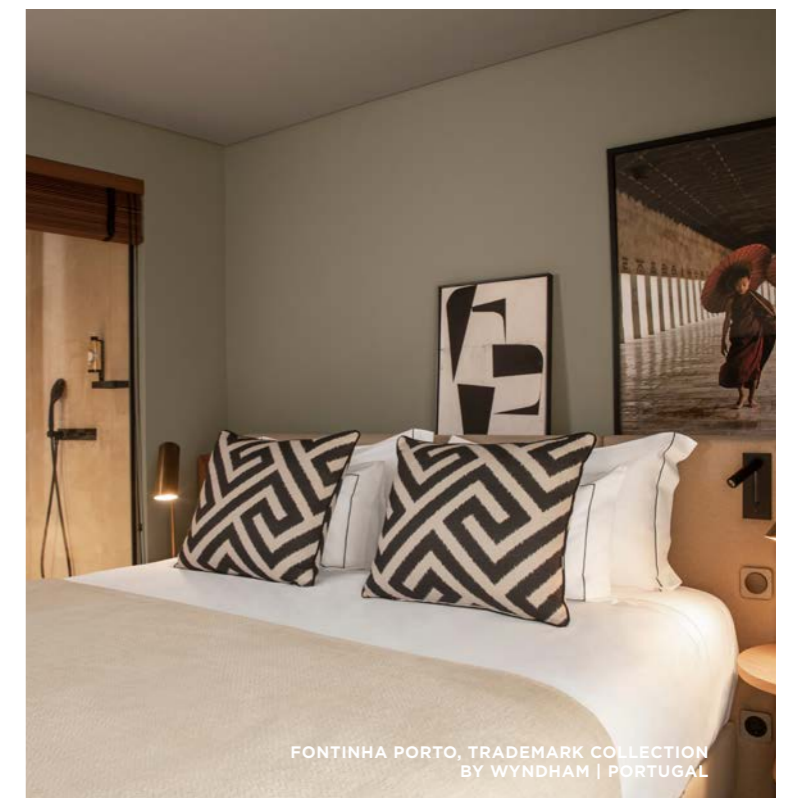
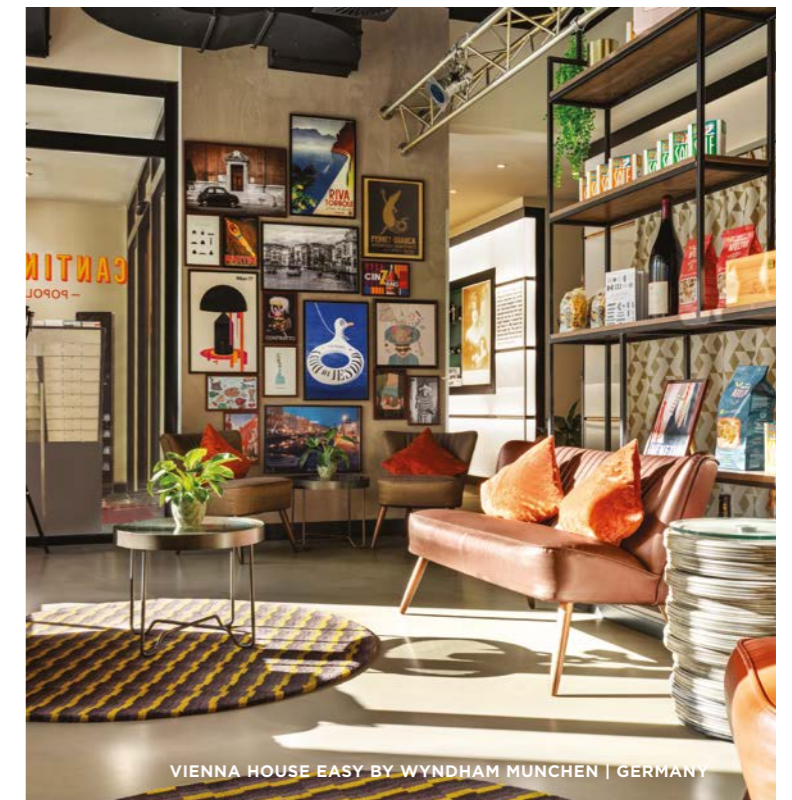
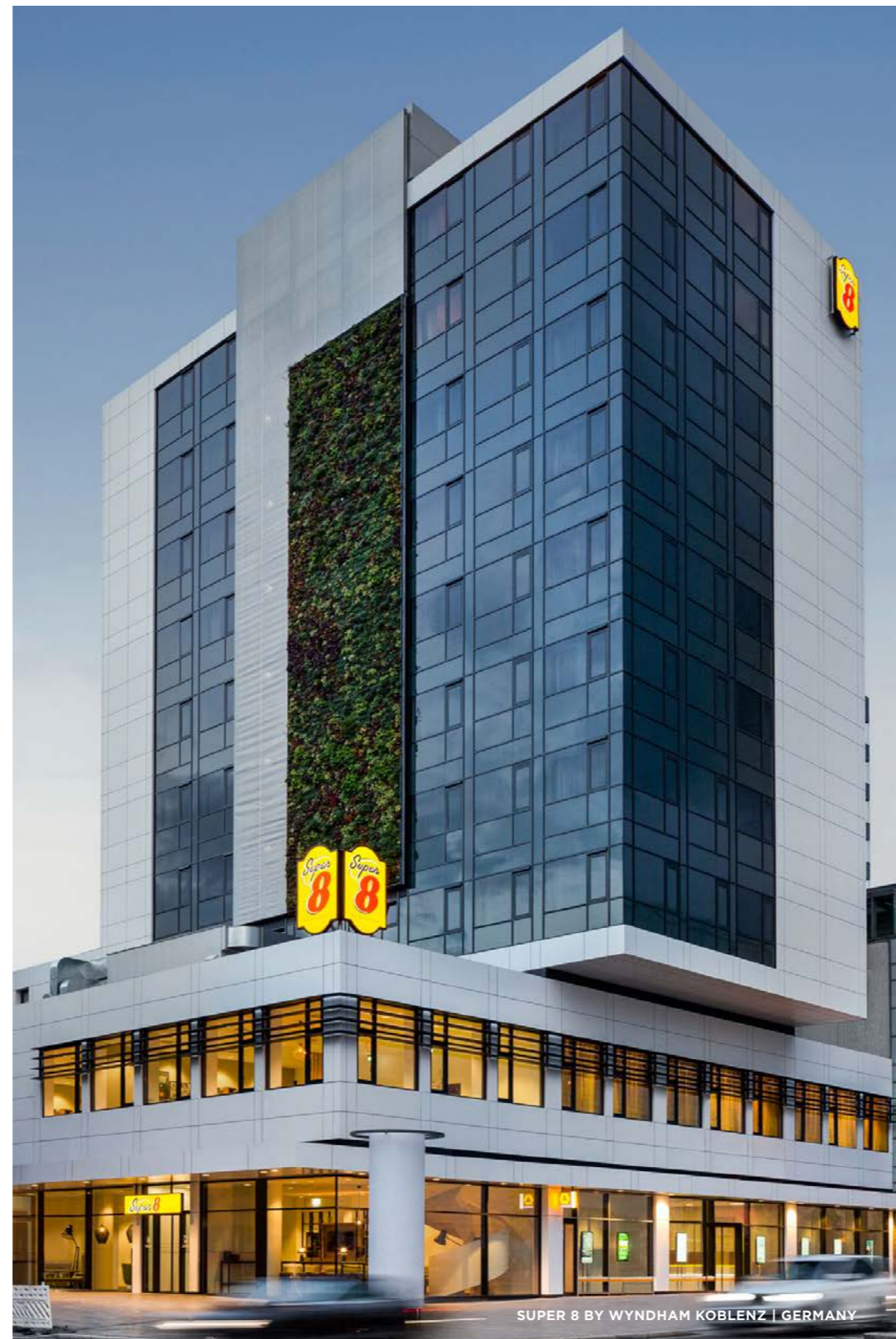
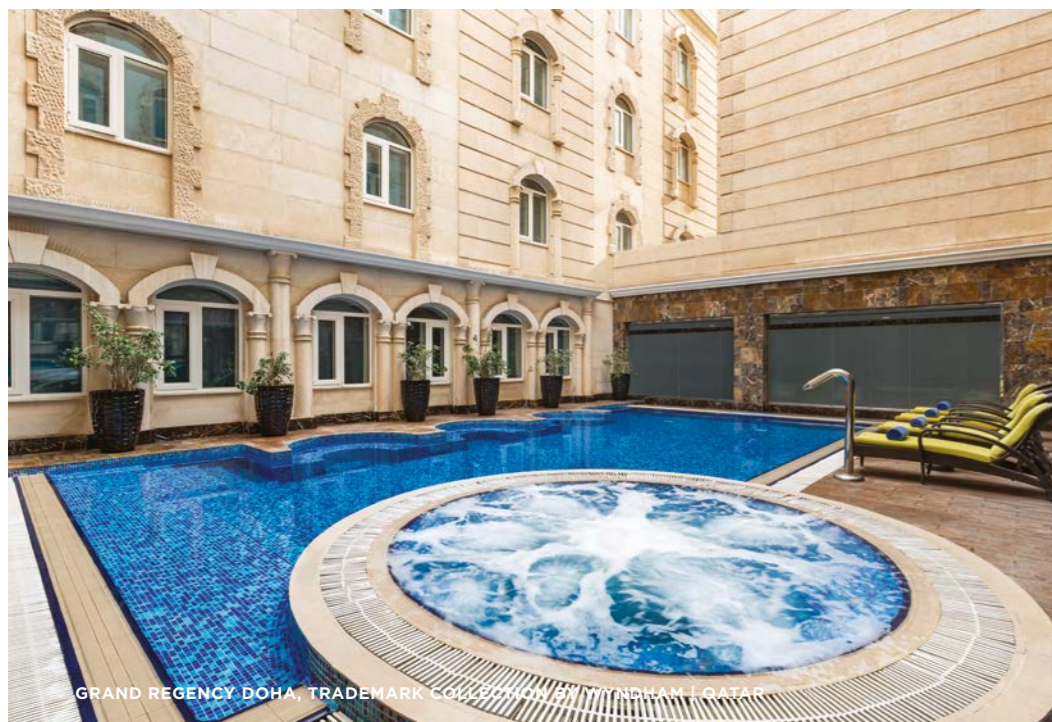
VINAYAK SABOO | MANAGING PARTNER | **PARADISE INDIA GROUP**

“ As a Wyndham franchisee, we have been **consistently impressed** by the level of **support** provided, from **day-to-day operational assistance** to **strategic long-term planning.** The innovative technology solutions offered by Wyndham have significantly **enhanced our operational efficiency and guest satisfaction.** Moreover, Wyndham’s local and global marketing initiatives have exceeded our expectations, providing us with **increased visibility and stronger revenue streams.** The seamless integration of these resources has truly **distinguished Wyndham from our past experiences with other brands.**

HARIS SIGANOS | FOUNDER & CEO | **ZEUS INTERNATIONAL HOTELS & RESORTS**

HOTEL CRITERIA

For detailed hotel criteria please scan the QR code.





SUSTAINABILITY AT OUR HEART

Our Wyndham Green programme is designed to help our hotels reduce their environmental footprint and operate more efficiently through eco-friendly initiatives.

Wyndham Green Certification

Our certification programme is comprised of five progress levels and our hotels are assigned a certification based on their commitment to sustainability.



WYNDHAMGREEN

OUR COMMITMENT TO
HELP PROTECT THE ENVIRONMENT



CLIMATE CHANGE



ENERGY EFFICIENCY AND RENEWABLE ENERGY



WATER CONSERVATION



WASTE DIVERSION



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- DAZZLER
- WYNDHAM
- waterwalk
- VIENNA HOUSE
- TRIP
- TM TRADEMARK
- Alta
- LAQUINTA
- WINGATE
- WYNDHAM GARDEN
- Hawthorn EXTENDED STAY
- Americinn
- BAYMONT
- RAMADA
- encore
- MICROTEL
- ECHO SUITES EXTENDED STAY
- DOVILLO
- 8
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