



# Simply Comfortable

Personal | Thoughtful | Comfort





# 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 & 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

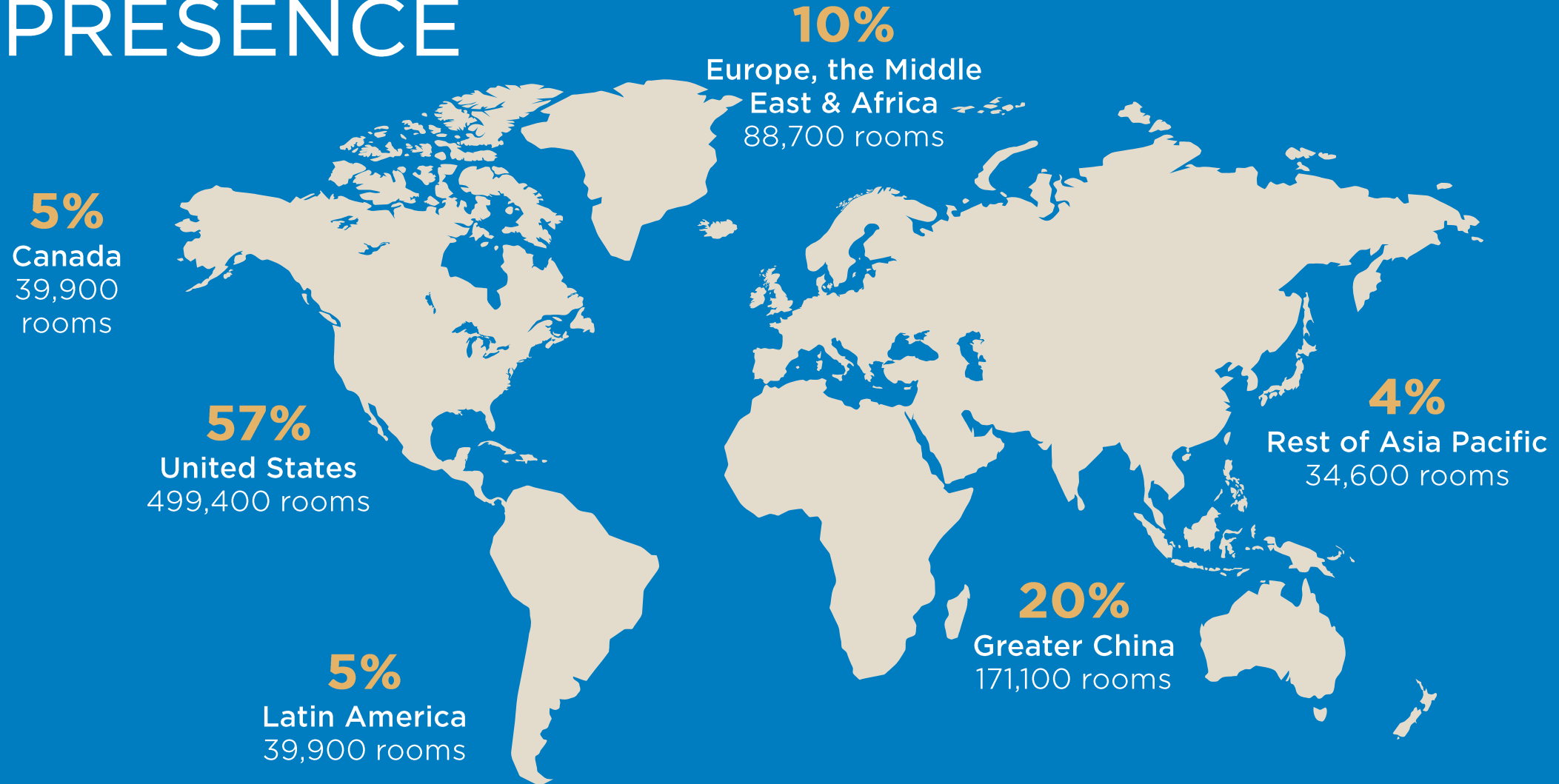
**\$430M**

CAPITAL  
RETURN

**\$694**

ADJUSTED EBITDA  
**M**

# SIGNIFICANT GLOBAL PRESENCE



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

# 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

# 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

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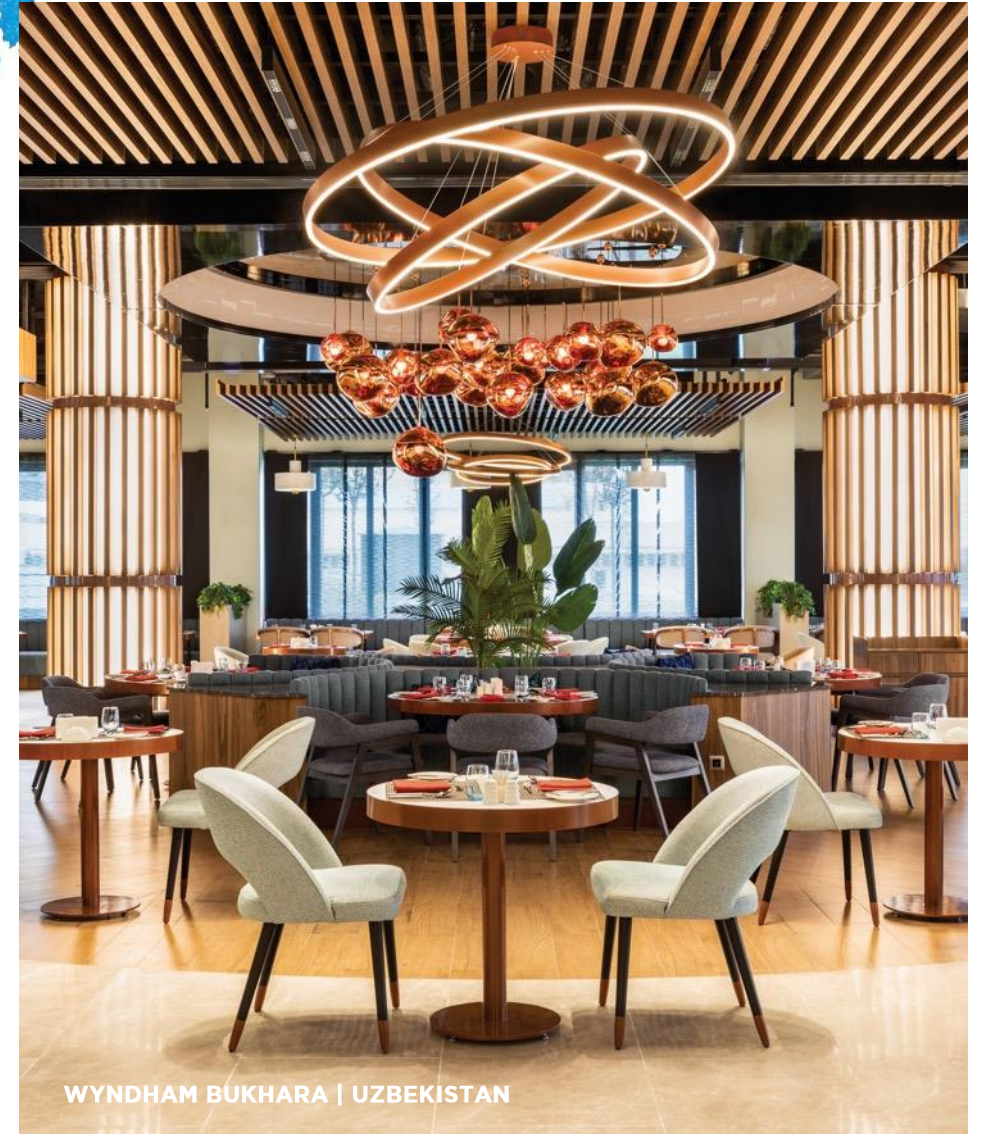




# Simply Comfortable

You can count on Wyndham Hotels and Resorts to give you what you really need out of your hotel stay: a good night's sleep. The namesake of the world's largest hotel franchising company, the brand delivers comfort that exceeds expectations. From smartly designed guest rooms and beautifully appointed lounge areas, to well-designed meeting spaces, along with speciality dining experiences, Wyndham offers all the features expected at a world-class hotel.

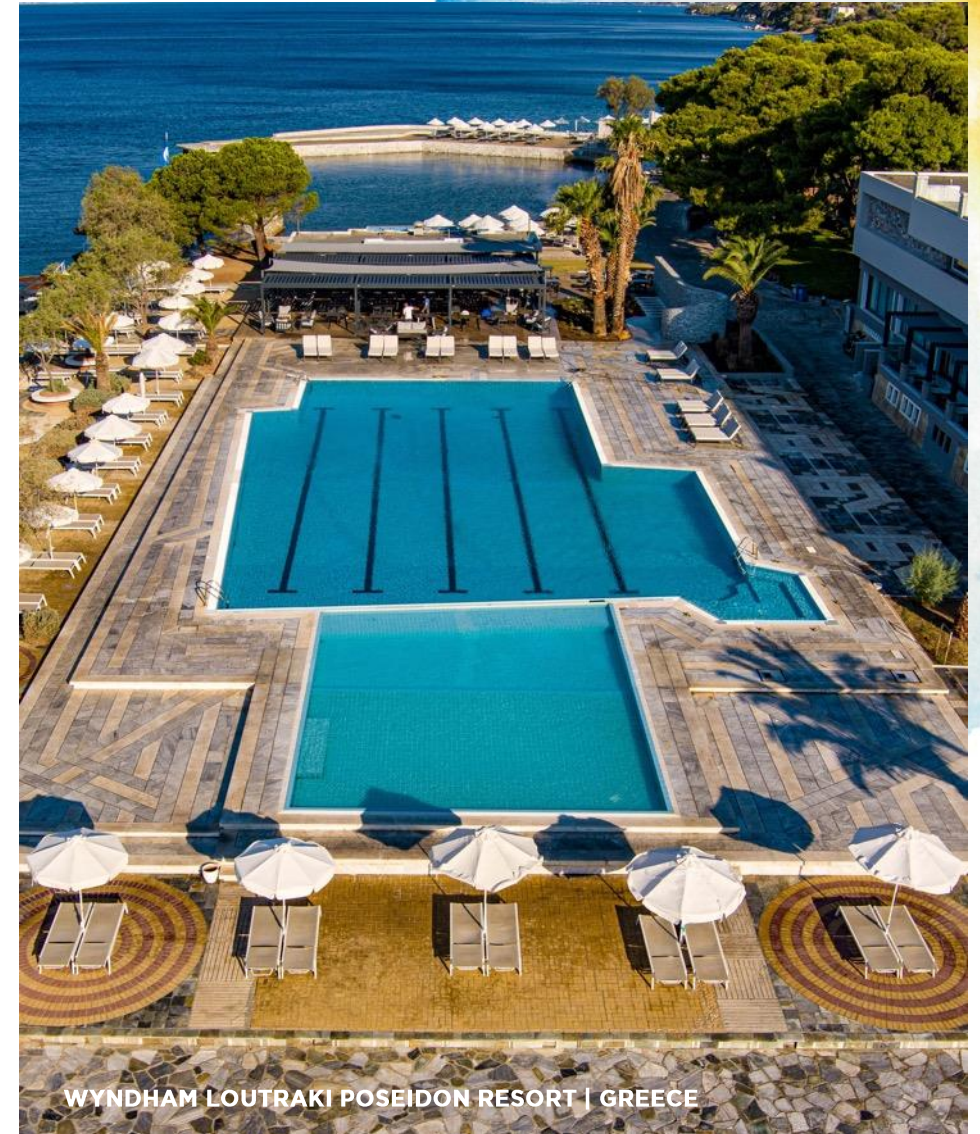
Wyndham is a popular upscale, full-service hotel choice in urban and resort destinations around the world, including, Dubai, Istanbul and Athens.



WYNDHAM BUKHARA | UZBEKISTAN

# Value Proposition

- 127 upscale hotels worldwide
- Affinity to corporate clients and leisure clients alike
- Offers powerful international brand awareness in the upscale full-service segment
- Culinary focused and Chef inspired F&B Programme with lifestyle approach to our menus
- Provides owners with an unusual degree of intelligent flexibility in the upscale full-service segment



# 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

# Joining us is easy

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

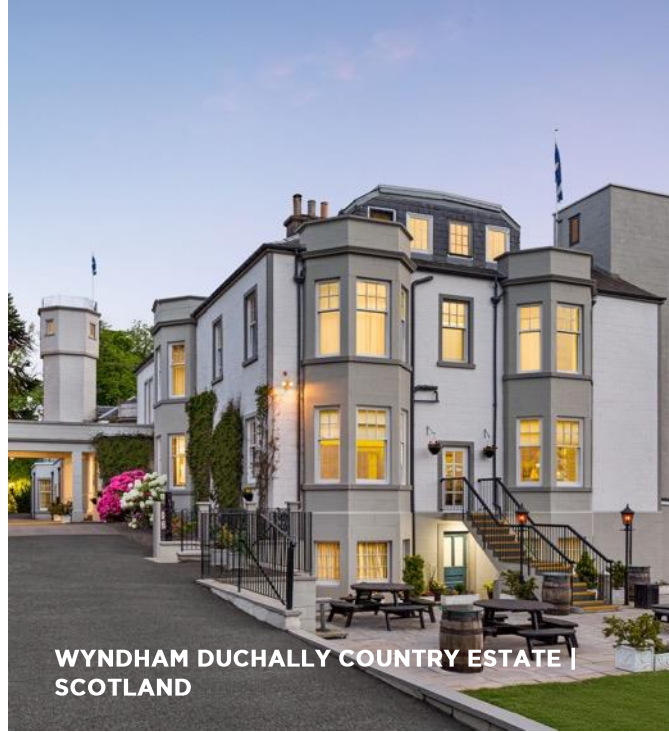
| Parameters       | Details   |
|------------------|---|
| <b>CATEGORY</b>  | Upscale   |
| <b>TARGET</b>    | Service minded business & leisure travelers   |
| <b>GEOGRAPHY</b> | Global  |
| <b>LOCATION</b>  | Urban and resort  |
| <b>KEYCOUNT</b>  | 150 - 1500 rooms  |
| <b>AMENITIES</b> | Full-service F&B<br>Fitness centre<br>Flexible meeting space<br>High-speed internet<br>Ability to tailor the guest experience |



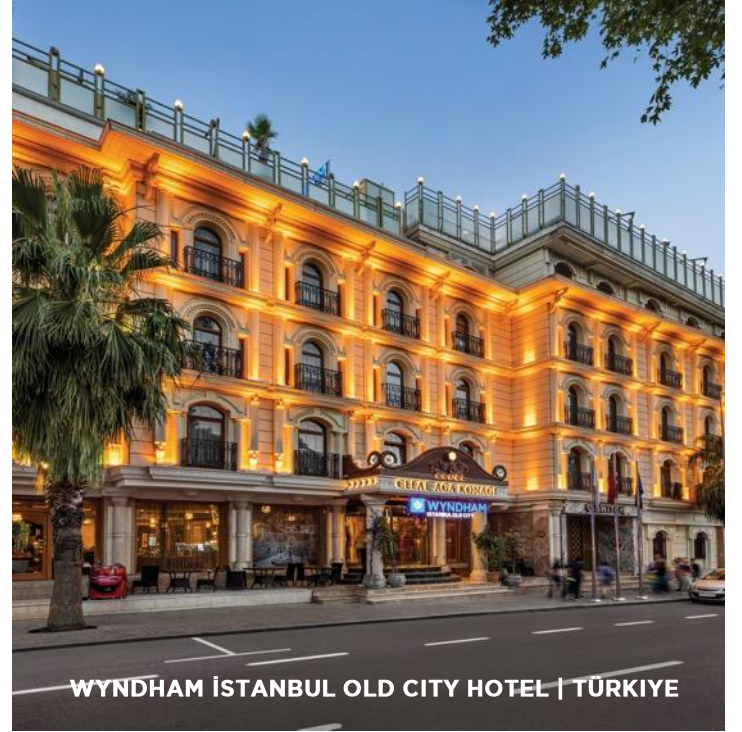
WYNDHAM İSTANBUL OLD CITY HOTEL | TÜRKİYE



WYNDHAM DATÇA PERILI BAY | TÜRKİYE



WYNDHAM DUCHALLY COUNTRY ESTATE | SCOTLAND



WYNDHAM İSTANBUL OLD CITY HOTEL | TÜRKİYE



WYNDHAM ANKARA | TÜRKİYE



WYNDHAM AFYONKARAHISAR THERMAL & SPA | TÜRKİYE



WYNDHAM DOHA WEST BAY | QATAR

# EMEA Development Team



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FOR MORE INFORMATION, PLEASE VISIT:  
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# 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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