

# APPROACHABLE BY DESIGN

CHECK IN TO THE EXTRAORDINARY



# 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.

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WE ARE THE  
WORLD'S  
LARGEST HOTEL  
FRANCHISING  
COMPANY

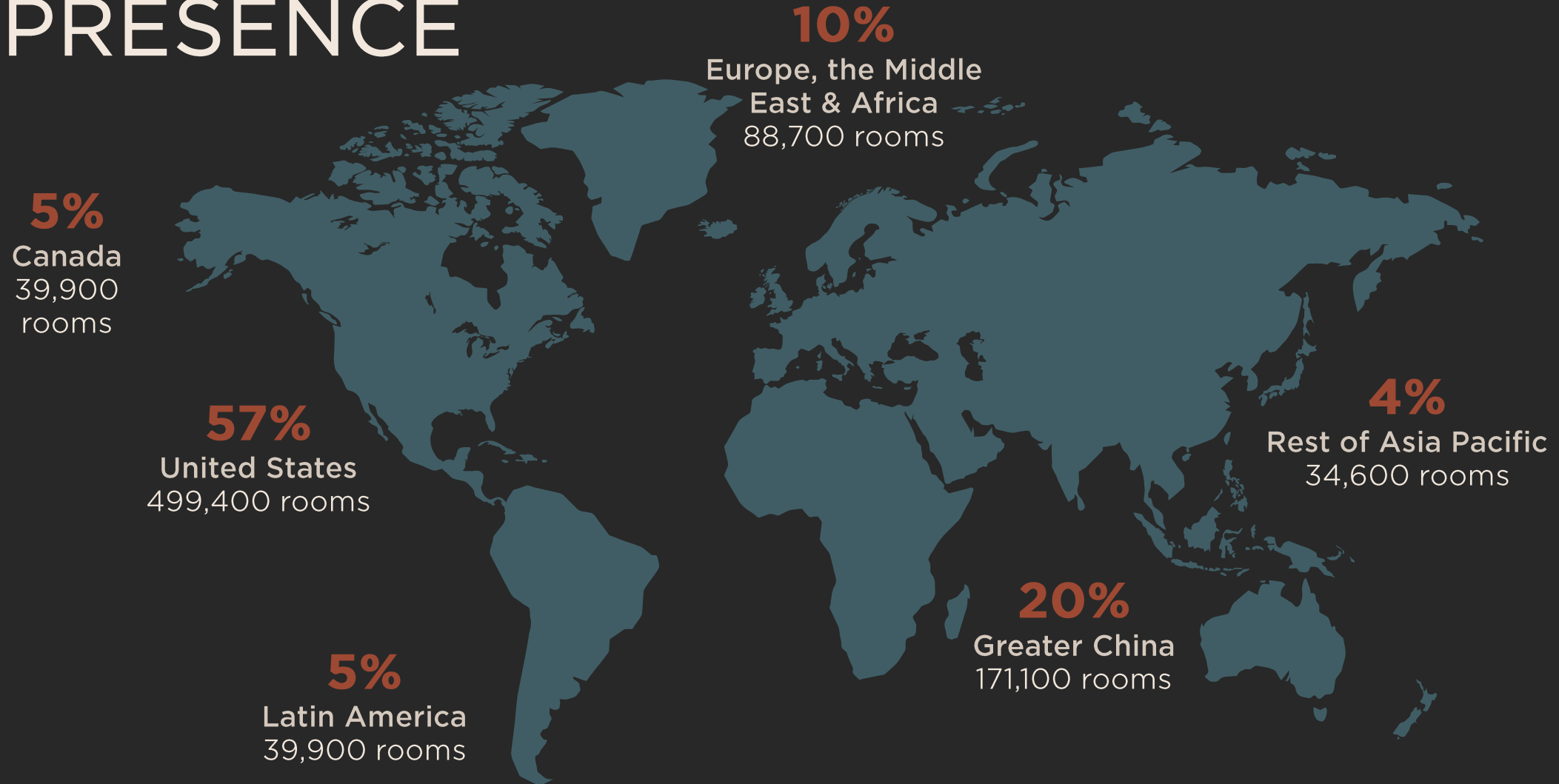
APPROX  
**9,300**  
HOTELS

**\$430M**  
CAPITAL  
RETURN

APPROX  
**903K**  
ROOMS

**\$208M**  
ADJUSTED EBITDA

# 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



# APPROACHABLE BY DESIGN

APPROACHABLE | DISTINCTIVE | MOMENTS



# APPROACHABLE BY DESIGN

Travel is the best excuse to enjoy the grand things in life, and Wyndham Grand hotels help guests do just that, by offering truly unforgettable travel experiences. Each Wyndham Grand offers pristine guestrooms, relaxing spas, a bar/lounge, plus one-of-a-kind dining experiences with sustainable and locally produced menu options. For those that don't fancy going out, 24-hour room service is offered along with free Wi-Fi in all rooms.

Wyndham Grand can be found in some of the most sought after destinations in the world, including Athens, Chicago, Doha, Istanbul, Orlando, Phuket & Shanghai.



WYNDHAM GRAND DOHA WEST BAY BEACH | QATAR

# AT WYNDHAM GRAND, WE BELIEVE TRAVEL IS THE BEST WAY TO ENJOY A TASTE OF THE GRAND THINGS IN LIFE.

Our warm and friendly staff is always here for you, ensuring you have a truly special stay, with premium services and custom amenities, as well as sophisticated architectural design, we offer our guests a distinctively approachable upper-upscale experience.

When you stay with us, we make it easy to get away from the everyday - so you can embrace the extraordinary.

# WYNDHAM GRAND AT A GLANCE

151 Upper-Upscale hotels worldwide.

Urban, resort and historic properties -  
contemporary yet timeless.

A brand for modern travellers who want an  
inspired experience that is smartly tailored,  
friendly and approachable.

# 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



# EMEA DEVELOPMENT TEAM



**MURAT OZEL**  
Country Head  
Türkiye

[Murat.Ozel@wyndham.com](mailto:Murat.Ozel@wyndham.com)  
+90 533 426 9611



**GOVIND MUNDRA**  
Head of Development  
Middle East & Africa

[Govind.Mundra@wyndham.com](mailto:Govind.Mundra@wyndham.com)  
+971 569 658272



**SEAN WOODS**  
Head of Development  
Central Europe

[Sean.Woods@wyndham.com](mailto:Sean.Woods@wyndham.com)  
+49 151 70364659



**SHARAD BHARGAVA**  
Head of Development  
Eurasia

[Sharad.Bhargava@wyndham.com](mailto:Sharad.Bhargava@wyndham.com)  
+91 987 1401880

FOR MORE INFORMATION, PLEASE VISIT:  
[WHRDevelopmentEMEA.com](http://WHRDevelopmentEMEA.com)



# WYNDHAM

HOTELS & RESORTS

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

LA QUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

Hawthorn  
EXTENDED STAY

★★★  
AmericInn

BAYMONT

RAMADA

RAMADA  
encore

MICROTEL  
BY WYNDHAM

Days Inn

Super  
8

Howard Johnson

Travelodge