

Ramada Encore

By Wyndham



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.



WYNDHAM HOTELS & RESORTS

EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
ECHOSUITES EXTENDED STAY BY WYNDHAM	Days Inn BY WYNDHAM	LAQUINTA BY WYNDHAM	TRYP BY WYNDHAM	WYNDHAM	REGISTRY COLLECTION HOTELS
Hawthorn EXTENDED STAY BY WYNDHAM	Super 8 BY WYNDHAM	WYNDHAM GARDEN	TM TRADEMARK COLLECTION BY WYNDHAM	DOLCE HOTELS AND RESORTS BY WYNDHAM	WYNDHAM GRAND
		RAMADA BY WYNDHAM	VIENNA HOUSE BY WYNDHAM		
		RAMADA encore BY WYNDHAM	Altra ALL-INCLUSIVE		
		Howard Johnson BY WYNDHAM			
		MICROTEL BY WYNDHAM			



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 Company

8,300
+

Hotels

\$1,460

Million

Revenue

Approx.
869,000

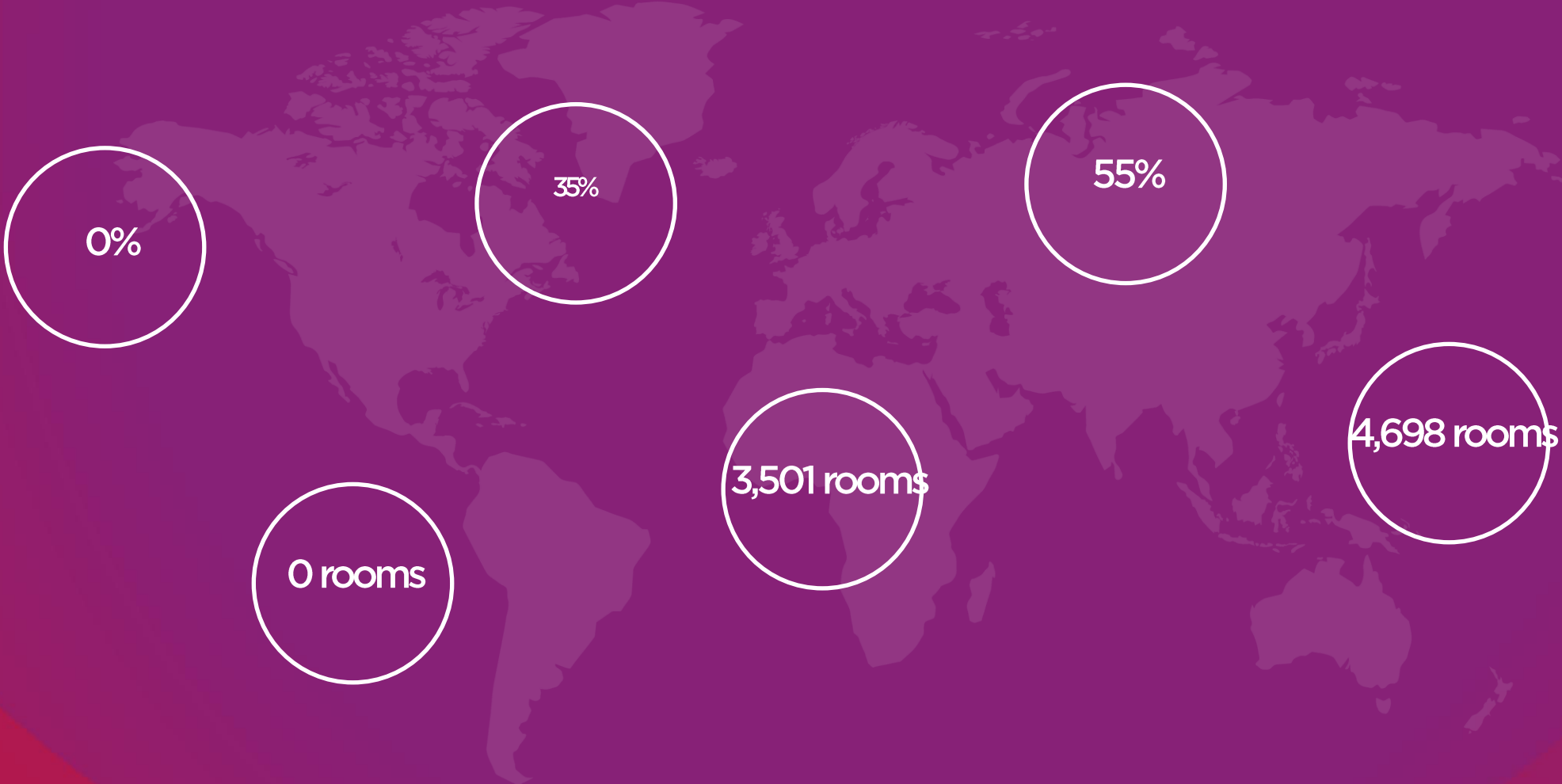
Rooms

\$718

Million

Adjusted
EBITDA

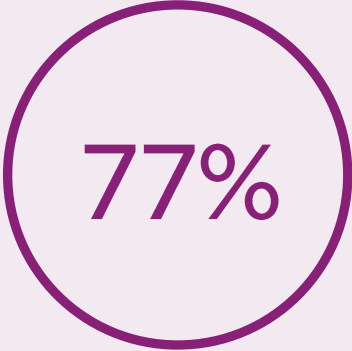
Significant Global Presence



Global Development Pipeline



New hotels



New construction



New rooms



International pipeline

Global development pipeline reached a record level, up 3% year-over-year.

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



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

Technology: Outsourced and 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



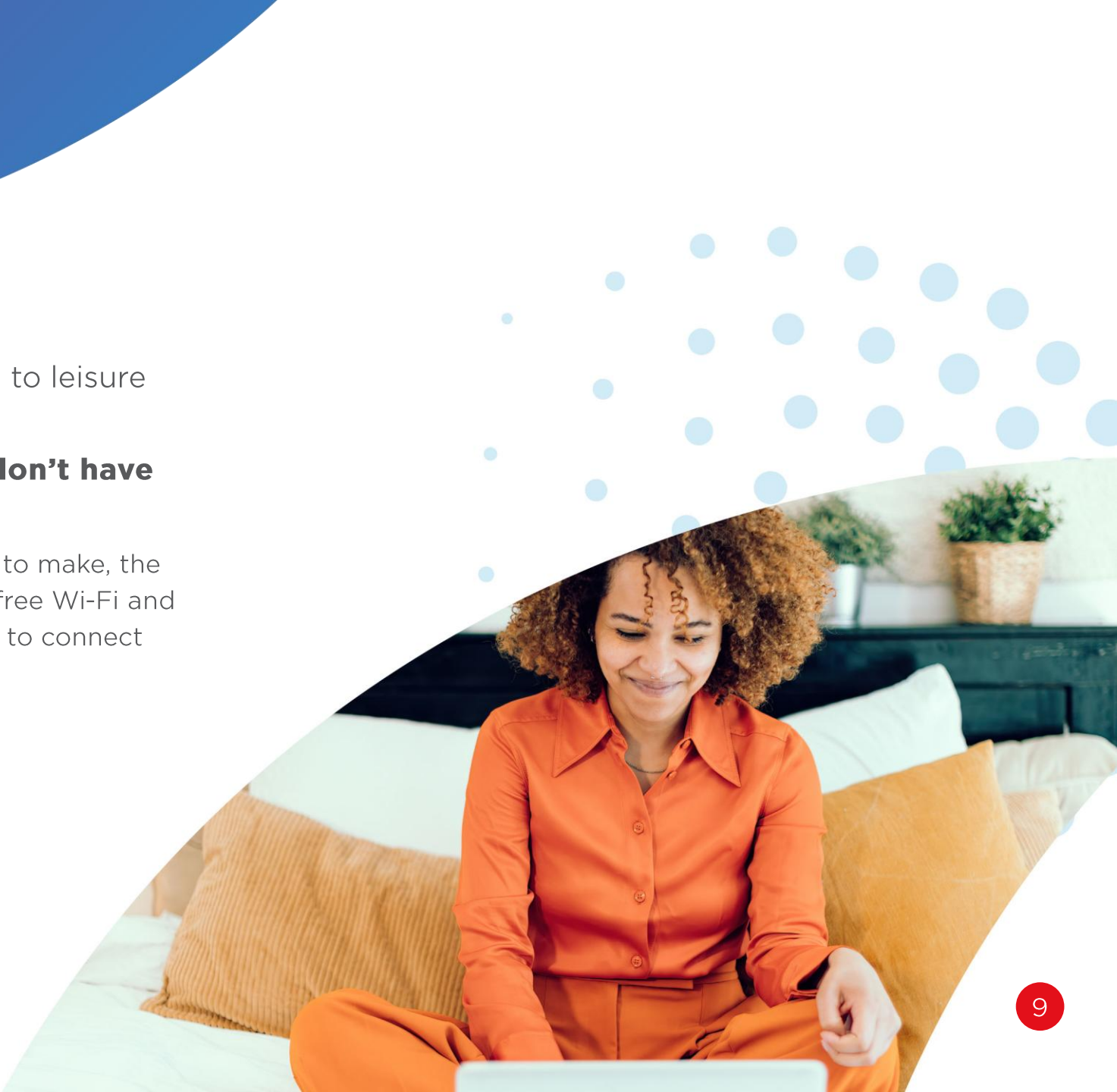
Property
Management

relax. refresh. connect.

From business trips where our hub is your office, to leisure breaks where every minute counts,

Ramada Encore thinks of what's next so you don't have to.

That's because there is always the train to catch, the call to make, the e-mail to send. Modern amenities, vibrant social spaces, free Wi-Fi and convenient locations make Ramada Encore a great place to connect with colleagues and friends, both offline and online.



Joining us is easy

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

Parameters	Details
Type	New Construction and Conversion
Guests	Practical business & leisure travellers
Category	Midscale
Location	Urban, Suburban & Airport
Geography	Global
Rooms	90-300
Amenities	<ul style="list-style-type: none">• Signature, open plan & flexible lobby space• Central multi-functional island bar• Zones available for guests to use for business, social or leisure• Fresh, modern guestrooms and bathroom

Ramada Encore by Wyndham Portfolio



RAMADA ENCORE BY WYNDHAM | AL KHOBAR CORNICHE



RAMADA ENCORE BY WYNDHAM | JALANDHAR



RAMADA ENCORE BY WYNDHAM | UDAIPUR ROOPNAGAR



RAMADA ENCORE BY WYNDHAM | ZOMIN

EMEA Development team



Murat Ozel
Country Head
Türkiye

Murat.Ozel@wyndham.com
+90 533 426 9611



Govind Mundra
Head of Development
Middle East & Africa

Govind.Mundra@wyndham.com
+971 569 658272



Sean Woods
Head of Development
Central Europe

Sean.Woods@wyndham.com
+49 151 70364659



Sharad Bhargava
Head of Development
Eurasia

Sharad.Bhargava@wyndham.com
+91 987 1401880

For more information, please visit:
WHRDevelopmentEMEA.com



thank you

