

Green Housekeeping Program Communications Plan

Updated 10.24.19

Objective:

To communicate all details related to the Green Housekeeping Program to managed hotels and celebrate the program launch with corporate team members.

Key Messages:

- Wyndham Hotels & Resorts is committed to protecting the environment in which we live, work and enjoy.
- As part of this commitment, we are thrilled to announce that on Wednesday, November 13 we will launch Wyndham Green Housekeeping, a program which will help preserve our planet's natural resources while contributing to cost savings at your hotel.
- Through Wyndham Green Housekeeping, guests who are Wyndham Rewards members and staying two or more nights will have the opportunity to earn 500 Wyndham Rewards bonus points by opting out of housekeeping services.
- A key component of the Wyndham Green program, Wyndham Green Housekeeping will encourage guests to conserve water and energy during their stay.
- This program is a great way to engage Wyndham Rewards members and provides one more opportunity to help enroll guests in Wyndham Rewards.
- Your hotel will fund the cost of the Wyndham Rewards bonus points at a rate of USD \$0.01 per point, equating to USD \$5.00 per reservation.
- Even if a guest chooses to participate, rooms must still be cleaned every third day of their stay.
- Regardless of how long a guest stays, 500 Wyndham Rewards bonus points is the maximum amount that may be awarded for participating in Wyndham Green Housekeeping.
- To ensure that you and your team are fully informed and ready for the program launch on November 13, we encourage you to watch the video below which provides a detailed overview of the program.
- As educating your teams on this process is critical to the success of the program, we also developed the following resources.
- A front desk table tent will also be mailed to you in the coming weeks to help you promote the program to your guests.
- Thank you for your support as we join together to protect the environment and preserve our sustainable future.
- If you have any questions about the program, please contact your regional.

Tactics and Proposed Tentative Timing:

- Wednesday, October 30 (**pending completion of training video**): Standalone email message to managed GMs, AGMs and HRDs
- Wednesday, October 30/Thursday, Oct 31 (**pending completion of training video**): Managed Bi-Weekly and SSU Newsletters
- Wednesday, November 13: Standalone email message to managed GMs, AGMs and HRDs
- Wednesday, November 13: Article in Global Roundup Newsletter
- Wednesday, November 13/14: Managed Bi-Weekly and SSU Newsletters

***Please note, if the training video is not ready by October 30, we will plan to distribute on Thursday, October 31 or Tuesday, November 5.**

Collateral/Materials:

- Table tents (to be shipped to all hotels on 11/11 – to arrive by 11/13)
- Introductory video (to be embedded in message)
- Huddle Helper/Sample Scripts (to be linked as PDFs)
- Frequently Asked Questions Document (to be linked as PDF)
- Job Aids (to be linked as PDF)

Standalone Communication: Wednesday, October 30

WYNDHAM
HOTELS & RESORTS

A Message from Managed Operations

Please note you are receiving this message as you are a General Manager, Assistant General Manager or Human Resources Director at a managed hotel

Dear Team Members,

Wyndham Hotels & Resorts is committed to protecting the environment in which we live, work and enjoy. As part of this commitment, we are thrilled to announce that on Wednesday, November 13 we will launch Wyndham Green Housekeeping, an exciting initiative that will help preserve our planet's natural resources while contributing to cost savings at your hotel.

Through Wyndham Green Housekeeping, guests who are Wyndham Rewards members and staying two or more nights will have the opportunity to earn 500 Wyndham Rewards bonus points by opting out of

WYNDHAM
REWARDS
You've earned this.

Turn something rewarding for the **PLANET** into **500 bonus points** for you.

Waive housekeeping during your stay of two or MORE NIGHTS and help conserve **WATER AND ENERGY**.

Ask the front desk how you can earn **points** for giving back.

*Points are awarded at the discretion of Wyndham Rewards. Bonus points are earned on a limited basis. Offer is available at participating hotels. Offer ends 11/13/13. See www.wyndhamrewards.com for details. ©2013 Wyndham Hotels & Resorts. All rights reserved.

housekeeping services. The more guests that participate, the higher the cost saving potential will be for your hotel!

A key component of our established Wyndham Green program, Wyndham Green Housekeeping will encourage guests to conserve water and energy during their stay. It's also a great way to engage existing Wyndham Rewards members, and provides your team with yet another opportunity to enroll new members!

Key Details:

- Even if a guest chooses to participate, rooms must still be cleaned every third day of their stay.
- Regardless of how long a guest stays, 500 Wyndham Rewards bonus points is the maximum amount that may be awarded for participating in Wyndham Green Housekeeping.
- Your hotel will fund the cost of the Wyndham Rewards bonus points at a rate of USD \$0.01 per point, equating to USD \$5.00 per reservation.

To ensure that you and your team are fully informed and ready for the program launch on November 13, we encourage you to watch the video below which provides a detailed overview of the program.



As educating your teams on this process is critical to the success of the program, we also developed the following resources:

- [Huddle Helper](#) (which includes frequently asked questions and front desk role play scripts)
- [SynXis PM Instructions](#)
- [OPERA PMS instructions](#)

Stay tuned for a front desk table tent, which will be mailed to you in the coming weeks to help you promote the program to your guests.

Thank you for your cooperation and support as we join together to protect the environment and preserve our sustainable future. If you have any questions about the program, please contact your Regional.

All the best,
Managed Operations

A Message from Managed Operations

Please note you are receiving this message as you are a General Manager, Assistant General Manager or Human Resources Director at a managed hotel

Dear Team Members,

We are thrilled to announce that Wyndham Green Housekeeping officially launches today!

This exciting new program aligns with our Wyndham Green program and is a benefit we are proud to offer to our guests. While helping to preserve our planet's natural resources, Wyndham Green Housekeeping will contribute to cost savings at your hotel.



Additional benefits of the program include:

- Reduces water and energy consumption from washing and drying towels and linen
- Provides an additional Wyndham Rewards enrollment opportunity to help each hotel meet their monthly minimum Valid Enrollment requirement
- Reduces staff time dedicated towards room cleaning and allows for reallocation of staff resources

Key Details:

- Even if a guest chooses to participate, rooms must still be cleaned every third day of their stay.
- Regardless of how long a guest stays, 500 Wyndham Rewards bonus points is the maximum amount that may be awarded for participating in Wyndham Green Housekeeping.
- Your hotel will fund the cost of the Wyndham Rewards bonus points at a rate of USD \$0.01 per point, equating to USD \$5.00 per reservation.

To ensure you and your staff fully understand the program, please review the following helpful resources:

- [Program Overview Video](#)
- [Huddle Helper](#) (which includes frequently asked questions and front desk role play scripts)
- [SynXis PM Instructions](#)
- [OPERA PMS instructions](#)

Please also look out for a front desk table tent, which was recently mailed to you to help you promote the program to your guests.

Thank you, once again, for supporting the Wyndham Green Housekeeping program as we join together to protect our planet. If you have any questions, please contact your Regional.

All the best,
Managed Operations

Global Roundup Article: November 13:

Wyndham Green Housekeeping Launches Today

Wyndham Hotels & Resorts is committed to protecting the environment in which we live, work and enjoy. As part of this commitment, we are thrilled to announce today's launch of Wyndham Green Housekeeping at select North America managed and participating franchise hotels.

A key component of our established Wyndham Green program, Wyndham Green Housekeeping is an exciting new initiative that will help preserve our planet's natural resources. As part of the program, guests who are Wyndham Rewards members and staying two nights or more will have the opportunity to earn 500 Wyndham Rewards bonus points by opting out of housekeeping services. Not only will this help our hotels conserve water and energy, but it will be a great opportunity to engage current Wyndham Rewards members and enroll new members in Wyndham Rewards.

