

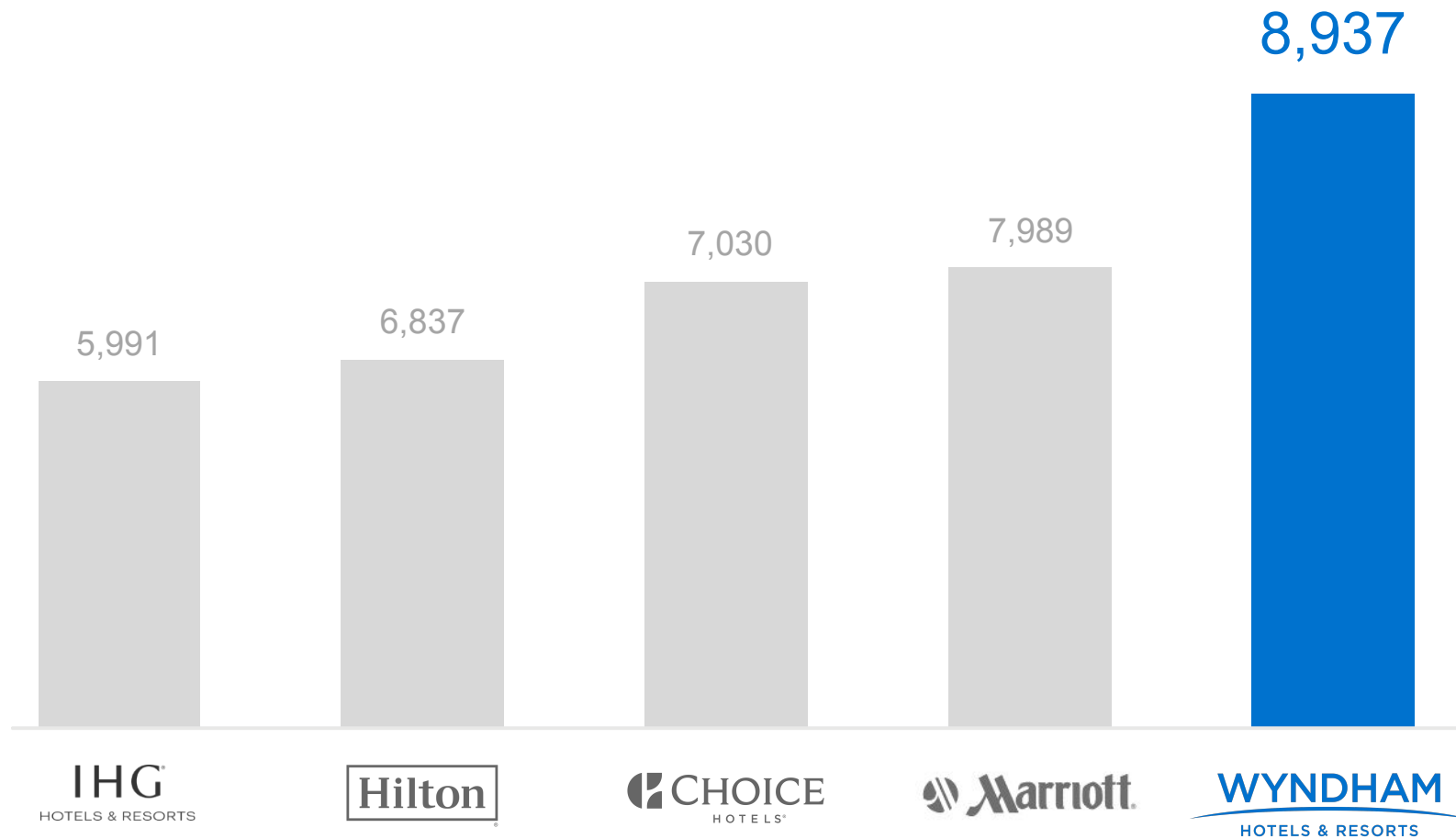


WYNDHAM

HOTELS & RESORTS

Unless otherwise noted all data is as of 12/31/2021

The World's Largest Hotel Company¹



WH data as of March 31, 2022; competitor data as of December 31, 2021, the most recent date that competitor data was available at time of publishing

¹Based on number of hotels

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HOTELS & RESORTS

Global Footprint

CANADA

500

UNITED STATES

6,100

LATIN
AMERICA

240

EUROPE/
MIDDLE EAST/AFRICA

470

GREATER
CHINA

1,500

ASIA
PACIFIC

160

95

COUNTRIES

9,000

HOTELS

22

GLOBAL BRANDS

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Diverse Brand Portfolio

DISTINCTIVE	UPSCALE	LIFESTYLE	MIDSCALE	VALUE	EXTENDED STAY
<p>REGISTRY COLLECTION HOTELS</p> <p>WYNDHAM GRAND</p>	<p>DOLCE HOTELS AND RESORTS</p> <p>WYNDHAM</p>	<p>TRYP BY WYNDHAM</p> <p><i>esplendor.</i></p> <p>DAZZLER</p> <p>TM TRADEMARK COLLECTION BY WYNDHAM</p> <p><i>Altra</i> ALL-INCLUSIVE</p>	<p>LAQUINTA</p> <p>WINGATE BY WYNDHAM</p> <p>WYNDHAM GARDEN</p> <p>★★ AmericInn</p> <p>BAYMONT</p> <p>RAMADA</p> <p>RAMADA encore</p>	<p>MICROTEL BY WYNDHAM</p> <p>Days Inn</p> <p>Super 8</p> <p>Howard Johnson</p> <p>Travelodge</p>	<p>HAWTHORN SUITES BY WYNDHAM</p>



Why Scale Matters

STRONGER LOYALTY

POWERFUL SALES & MARKETING

INCREASED DISTRIBUTION

HIGHER CONTRIBUTION

versus independent or unbranded hotels

AWARD WINNING LOYALTY PROGRAM DRIVES GROWTH

92
million+

enrolled members

Members stay and spend

~2x

more than
non-members¹

~6
million

new members
added in 2021

Nearly
50%

of U.S. hotel stays
from Wyndham
Rewards Members



¹On average as of 12/31/2021

Dedicated Global Sales Team Drives Revenue



GLOBAL PARTNERSHIPS

Master service agreements and preferred agreements with Fortune 500 and other leading companies:

- Technology
- Finance
- Energy
- Manufacturing
- Automotive
- & More



SMALL & MID-SIZE BUSINESS REACH

Team of sellers dedicated to driving revenue from small to mid-size businesses including:

- Construction
- Trucking
- Oil, Gas &
- Renewable Energy



WYNDHAM DIRECT

“Payment & Billing” solution simplifies travel management – providing easier booking, and central billing and central payment. All designed to drive increased direct bookings.



LOCAL SALES & MARKETING SUPPORT

Available on-site pre-opening support and training to identify and capture local and regional demand. Includes a 30, 60 & 90 day sales plan for new hotels.

Brand Marketing & PR

Drive Awareness and Bookings

SOCIAL

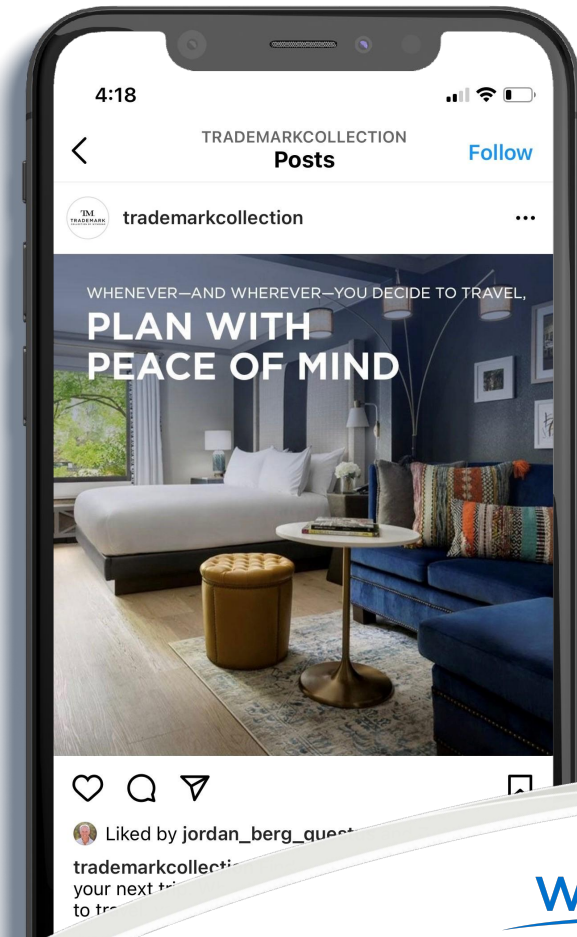
[Coronavirus](#)

Wyndham's Latest Deal Signals Importance of Boutique Hotel Brands During Pandemic Recovery

Cameron Speranza, Sift
January 28th, 2021 at 2:00 AM EST



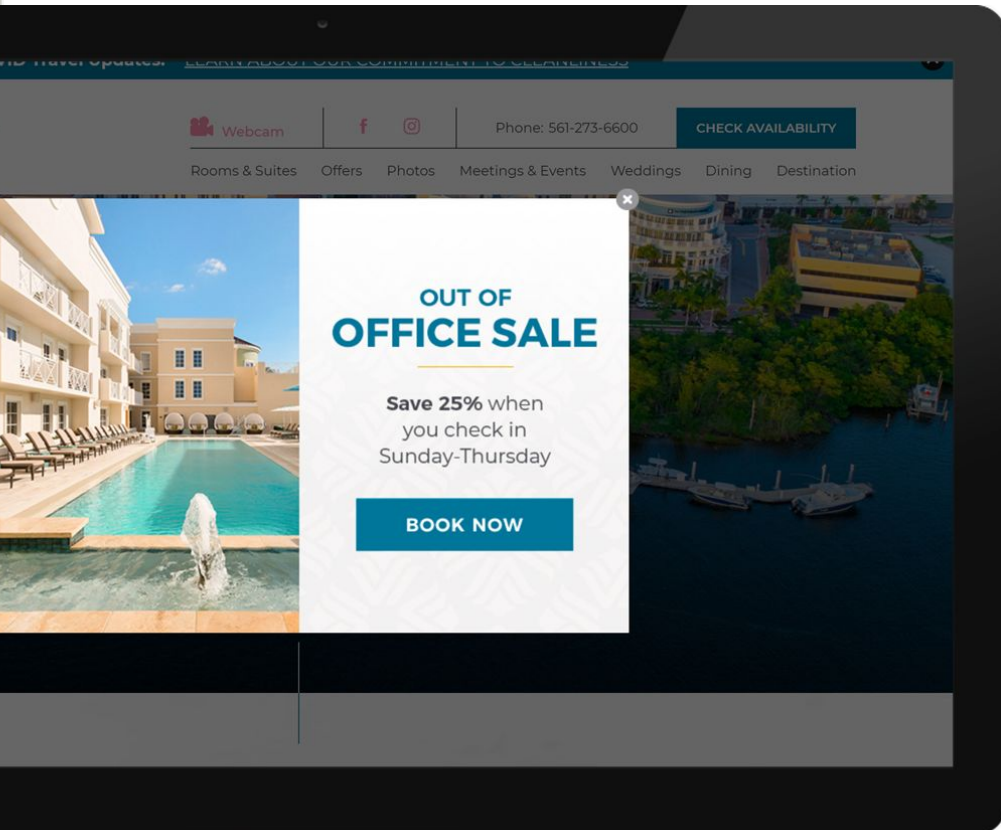
SOCIAL



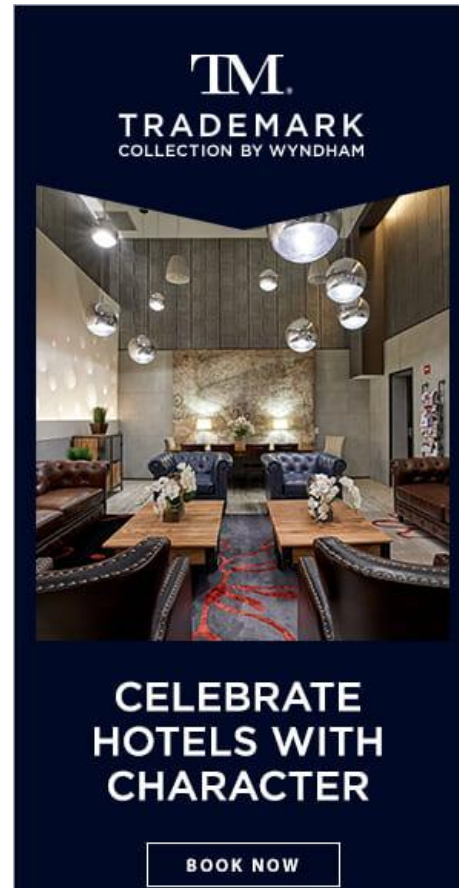
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Targeted Promotions Drive Visits & Stays

PROMOTIONS



DISPLAY



META SEARCH



WYNDHAM
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Seamless Access to Over 100 Distribution Channels

with savings of up to 20% on the most recognizable OTAs



Wyndham can support a hotel's operations for less than the cost of hiring and training full-time staff



SIGNATURE RESERVATION SERVICES¹ (SRS):

Reservations booked by the call-transfer program at a **higher ADR¹** than property direct bookings. Wyndham only charges for calls that result in a booking.



REVENUE MANAGEMENT SERVICES (RMS):

Hotels on Revenue Management achieved a **2.4% higher occupancy** index in 2021.²



REMOTE SALES SERVICES (RSS):

Proactive direct sales support at a fraction of the cost of a full-time sales director.

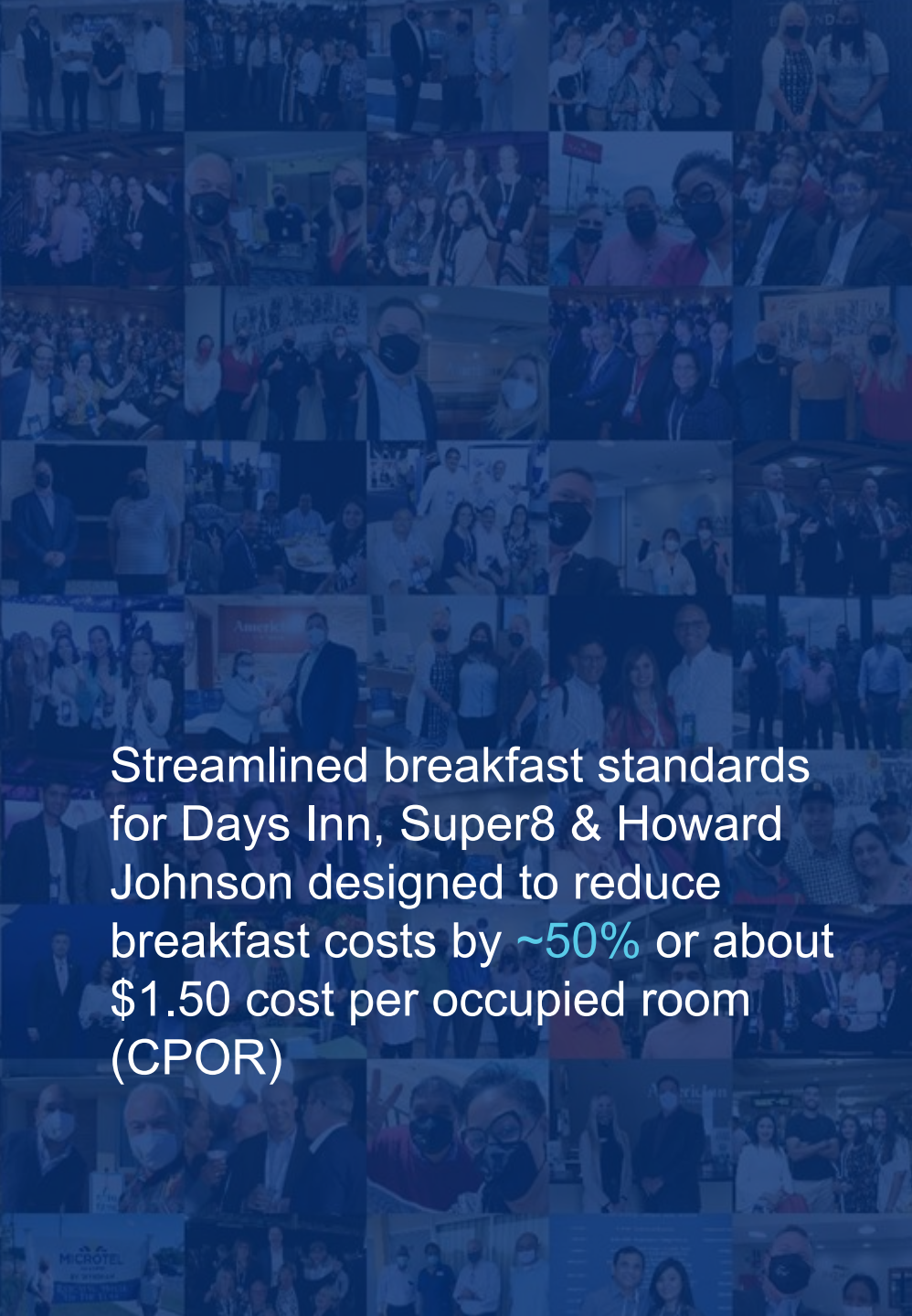


LEVELUP (POWERED BY KODDI):

Enables owners to layer budget on top of Wyndham's brand funds to bolster hotel-level marketing managed by a dedicated external campaign team.

¹ Based on average 2021 performance of properties on service across all Wyndham and by Wyndham branded hotels

² On average vs. hotels not on Revenue Management (includes hotels participating in weekly & bi-weekly paid RM services)



Streamlined breakfast standards for Days Inn, Super8 & Howard Johnson designed to reduce breakfast costs by **~50%** or about \$1.50 cost per occupied room (CPOR)

We are OwnerFirst

We put owners at the center of everything we do. Every decision we make has owner profitability in mind.

- When the pandemic first hit, we were the only hotel company to **defer all fees** for three months interest-free
- We now offer all franchisees a personalized consultation with a professionally trained **Revenue Manager at no cost** to help increase property performance
- As profit margins are squeezed due to rising labor and day-to-day costs, we work with our franchisees to help **reduce operational costs**, including streamlined breakfast
- With disruptions in the supply chain, franchisees count on us to get the **critical supplies** they need at highly-negotiated prices

We surveyed active developers

100+ owners
(WHR and non-WHR)

Develop and own across all
segments

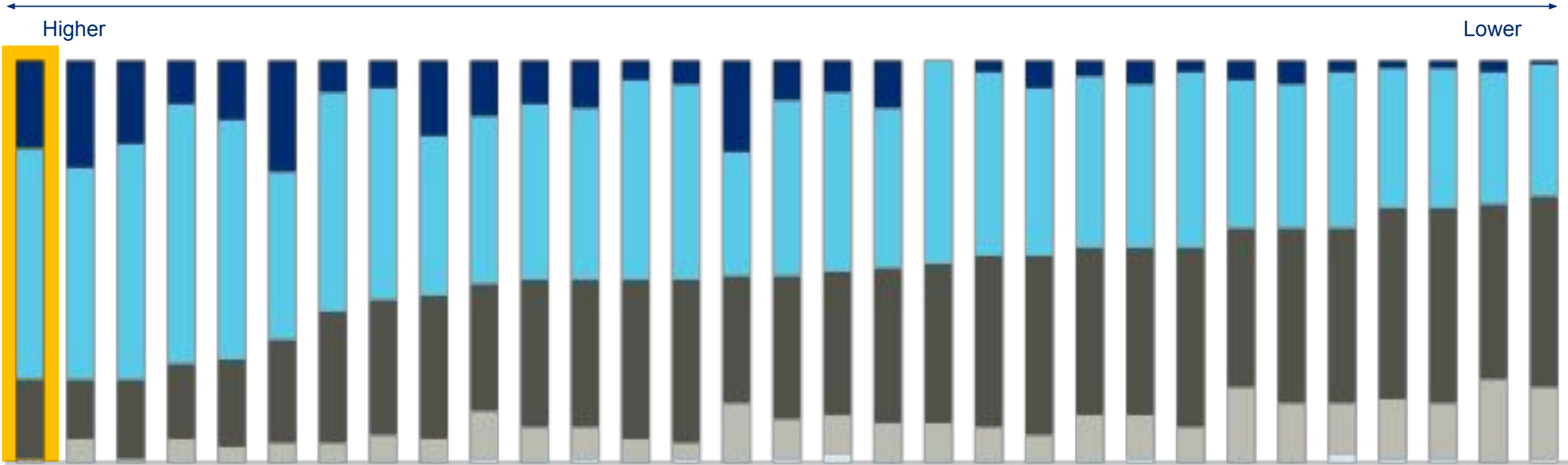
Active developers in the past
three years

Conducted by an
unbiased third party



What's most
important to you
in choosing a
franchise
partner?

Return on investment ranked #1 most important

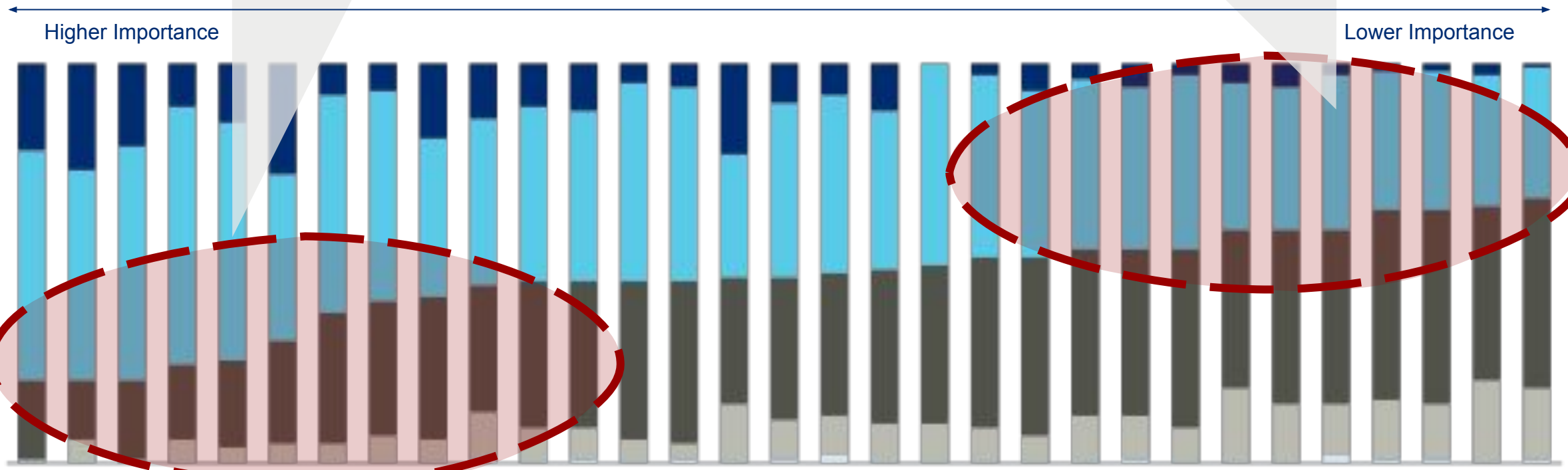


High exit valuation / ROI Marketing support In-room technology High expected ADR Revenue management Guest loyalty program High expected occupancy Brand consistency Quality IT systems Relationship with sales rep Brand reputation Low royalties and fees Transparency of fees Finance / land acquisition Low PIP requirements Design and construction process Easy application process High expected cashflows Low operating expenses Dedicated IT setup Corporate / local sales Strength of corp. services Franchisee training On-property technology High direct channel cont. Dedicated operations Dedicated guest call center Access to corp. executives PMS / CRS functionality Favorable deal window Low distribution / procurement costs

Extremely important Very Important Somewhat important Not Very Important Not At All Important

There are pockets of owners who do not think the most important (on average) needs are important to them.

There are pockets of owners who think the least important (on average) needs are important to them.



- High exit valuation / ROI
- Marketing support
- In-room technology
- High expected ADR
- Revenue management
- Guest loyalty program
- High expected occupancy
- Brand consistency
- Quality IT systems
- Relationship with sales rep
- Brand reputation
- Low royalties and fees
- Transparency of fees
- Finance / land acquisition
- Low PIP requirements
- Design and construction
- Easy application process
- High expected cashflows
- Low operating expenses
- Dedicated IT setup
- Corporate / local sales
- Strength of corp. services
- Franchisee training
- On-property technology
- High direct channel cont.
- Dedicated operations
- Dedicated guest call center
- Access to corp. executives
- PMS / CRS functionality
- Favorable deal window
- Distribution / procurement costs

Extremely important Very Important Somewhat important Not Very Important Not At All Important

Primary owner motivations

Return on investment is important to all owners...

OWNER TYPE

1st AND 2nd GENERATION FAMILIES, SMALLER OWNER GROUPS

REGIONAL DEVELOPERS

NATIONAL INSTITUTIONAL INVESTORS

...but there are distinct ways owners earn a high return...

NEEDS/
MOTIVATIONS/
STRATEGIES

MINIMIZE COST /
INVESTMENT

MAXIMIZE
REVENUE

SEEK SUPPORT

Primary owner motivations

MINIMIZE COST / INVESTMENT

- Low / flexible PIP requirements

MAXIMIZE REVENUE

- High expected occupancy and ADR (RevPAR)
- High expected cash flows

SEEK SUPPORT

- Strong corporate support and services
- High quality IT systems
- Property setup and openings support

NEEDS:

Maximize Occupancy with cost-effective bookings

Decrease royalties & operating fees without forgoing value

Trustworthy, reputable brand



	PROSPECT	LEAD	OPPORTUNITY
AUDIENCE SEGMENT	TOP-OF-FUNNEL AWARENESS STAGE	MIDDLE OF FUNNEL CONSIDERATION STAGE	BOTTOM OF FUNNEL DECISION STAGE
<p>Revenue Maximizers</p> <p><i>Primarily focused on performance and metrics of individual brands, and don't want profits eaten up by OTAs.</i></p>	<p>Intermediate/advanced thought leadership that address this segment's main concern around driving the maximum top-line revenue: Blogs and industry articles around distribution, profitability, P&Ls, quality, performance, brand consistency, and loyalty.</p>	<ul style="list-style-type: none"> • Sell sheets for brands that have a strong performance story • WHR overview, Wyndham advantage page • Case studies from strong performing hotels 	<ul style="list-style-type: none"> • Pricing pages/comparisons • Cost-to-build profiles – information on revenue generating sq. footage versus competition. • FAQs • Invites to development shows
<p>Support Seekers</p> <p><i>These owners have limited hotel ownership experience and are willing to pay for services that will support and drive performance.</i></p>	<p>Beginner/intermediate thought leadership as this group has limited ownership experience. Content framed around process to build and operate, what it takes to run a hotel, and how a franchisor can support (whether paid or included).</p>	<ul style="list-style-type: none"> • Value prop testimonial video • OwnerFirst messaging • Case studies on services • Sell sheets on services • Sell sheet(s) for brand(s) of interest 	<ul style="list-style-type: none"> • Services information, pricing, and competitive comparisons • FAQs • Limited-time promotional message for services • Invites to development shows
<p>Investment Minimizers</p> <p><i>Limited- to no-up front investment is the primary concern for these owners. With limited access to capital, these owners want PIP flexibility, low expenses, and low royalties.</i></p>	<p>Beginner/intermediate level thought leadership around some basic yet important topics, like why the brand you choose matters, how scale can benefit an owner, how you can refresh your hotel on a budget, etc.</p>	<ul style="list-style-type: none"> • Sell sheets for economy and midscale brands which are easy to adapt and have high awareness • Conversion calculator (to address the value of any costs) 	<ul style="list-style-type: none"> • Case studies from economy conversion hotels that saw value by tapping into the Wyndham system • Fee comparison sheets? • FAQs
	<p>CTA: Download eBook; Read tip sheet, Get Checklist, How-To Video, Sign up for more blogs on this topic</p>	<p>CTA: Download brand overview; Watch Video; Get started; Request a demo (services)</p>	<p>CTA: Get in Touch; Talk to the Team</p>

Content Examples



HOTEL RECOVERY PLAYBOOK

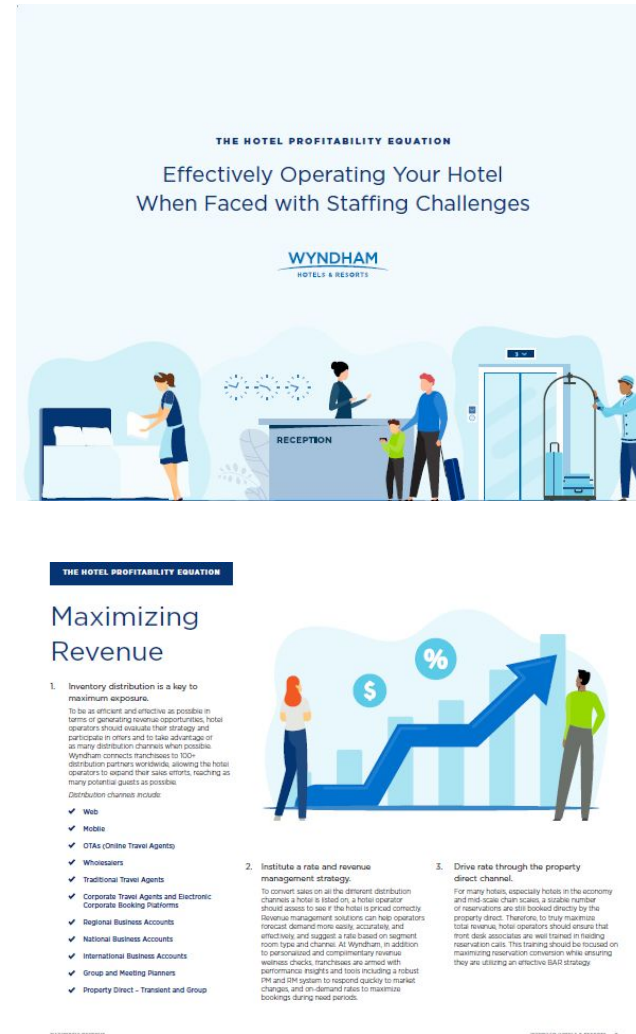
HOTEL

OPEN

A GUIDE TO Accelerating Your Business in the Wake of COVID-19

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The illustration depicts a city skyline at night with a central hotel building. In the foreground, several figures are engaged in various business activities: one person holds a sign that says 'OPEN', another uses a megaphone, and others are working with large puzzle pieces and gears. A car with luggage is being loaded by two people. The overall theme is business recovery and acceleration.



THE HOTEL PROFITABILITY EQUATION

Effectively Operating Your Hotel When Faced with Staffing Challenges

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RECEPTION

THE HOTEL PROFITABILITY EQUATION

Maximizing Revenue

1. Inventory distribution is a key to maximum exposure.
To be as efficient and effective as possible in terms of generating revenue opportunities, hotel operators should evaluate their strategy and participate in offers and to take advantage of as many distribution channels when possible. Wyndham connects franchisees to 100+ distribution partners worldwide, allowing the hotel operators to expand their sales efforts, reaching as many potential guests as possible.
Distribution channels include:
✓ Web
✓ Mobile
✓ OTAs (Online Travel Agents)
✓ Wholesalers
✓ Traditional Travel Agents
✓ Corporate Travel Agents and Electronic Corporate Booking Platforms
✓ Regional Business Accounts
✓ National Business Accounts
✓ International Business Accounts
✓ Group and Meeting Planners
✓ Property Direct - Transient and Group

2. Institute a rate and revenue management strategy.
To convert sales on all the different distribution channels a hotel is located on, a hotel operator should assess to see if the hotel is priced correctly. Revenue management solutions can help operators forecast demand more easily, accurately, and effectively and suggest a rate based on segment, room type and channel. At Wyndham, in addition to personalized and complimentary revenue wellness checks, franchisees are armed with performance insights and tools including a robust PMS and CRM system to respond quickly to market changes, and on-demand rates to maximize bookings during need periods.

3. Drive rate through the property direct channel.
For many hotels, especially hotels in the economy and mid-scale chain scales, a sizable number of reservations are still booked directly by the property direct. Therefore, to truly maximize total revenue, hotel operators should ensure that their direct associates are well trained in leading reservation calls. This training should be focused on maximizing reservation conversion while ensuring they are utilizing an effective B2B strategy.

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The illustration shows a hotel lobby with a reception desk. A staff member is interacting with a guest. In the background, there are hotel rooms and a person with a luggage cart. The overall theme is hotel operations and revenue management.

Content Stats

[Hotel Recovery Playbook](#) (*Written Content - Launched June 2020*)

- Page views - 36,548
- 852 gated form submissions

[Be Booked, Not Overlooked](#) (*Webinar May 2021*)

- Registrants - 296
- Attendees - 108

[Today's Profitability Equation](#) (*Webinar Sept 2021*)

- Registrants - 285
- Attendees - 122

[Make Room for Revenue](#) (*Webinar October 2021*)

- Registrants - 225
- Attendees - 75

[Hotel Profitability Equation](#) (*Written Content - Launched May 2022*)

- Page views - 3,316
- Average time on page 2:52
- 458 gated form submissions



Get in touch.

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