

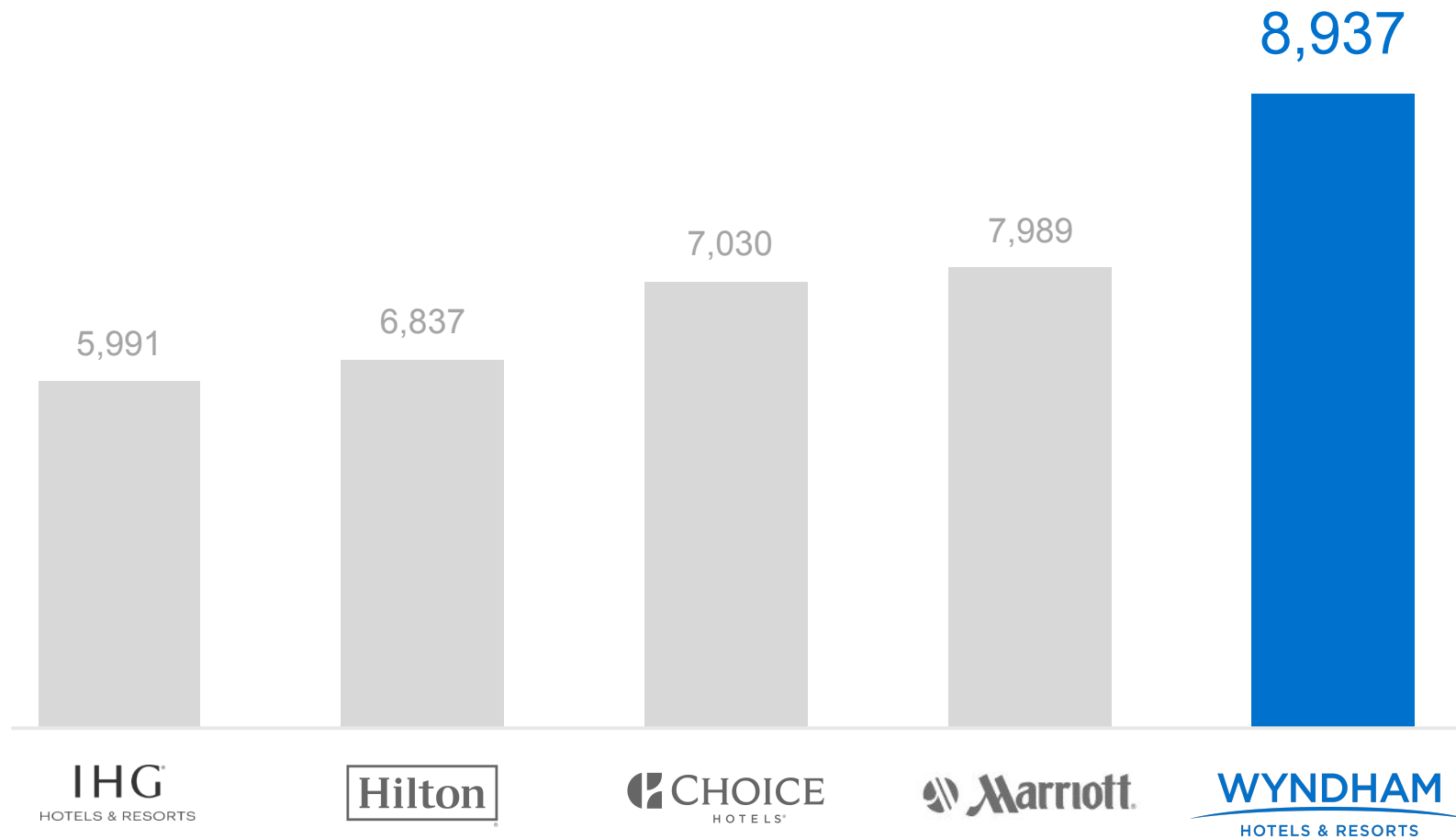


# WYNDHAM

## HOTELS & RESORTS

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

# The World's Largest Hotel Company<sup>1</sup>



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

<sup>1</sup>Based on number of hotels

WYNDHAM

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

WYNDHAM

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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-members<sup>1</sup>

~6  
million

new members  
added in 2021

Nearly  
50%

of U.S. hotel stays  
from Wyndham  
Rewards Members



<sup>1</sup>On 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

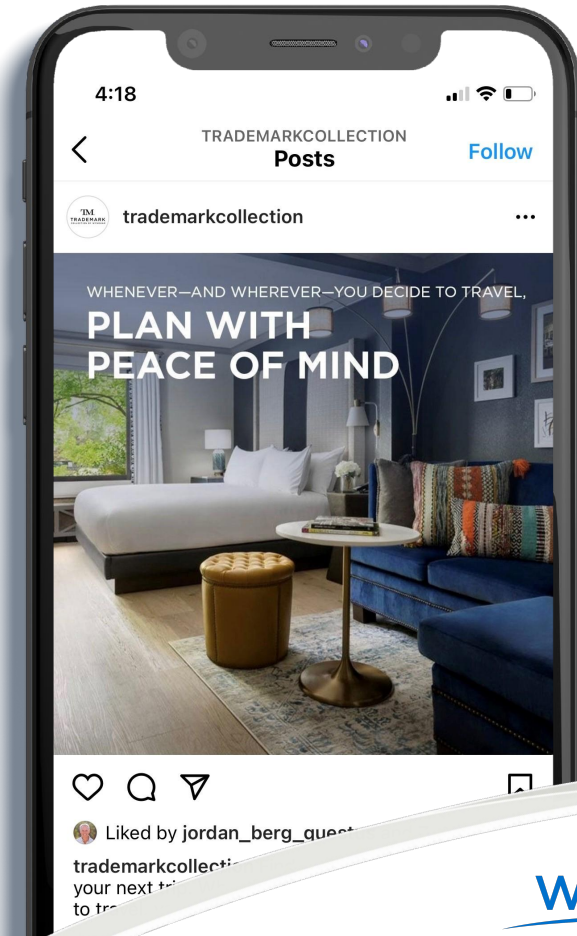
[Coronavirus](#)

### 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

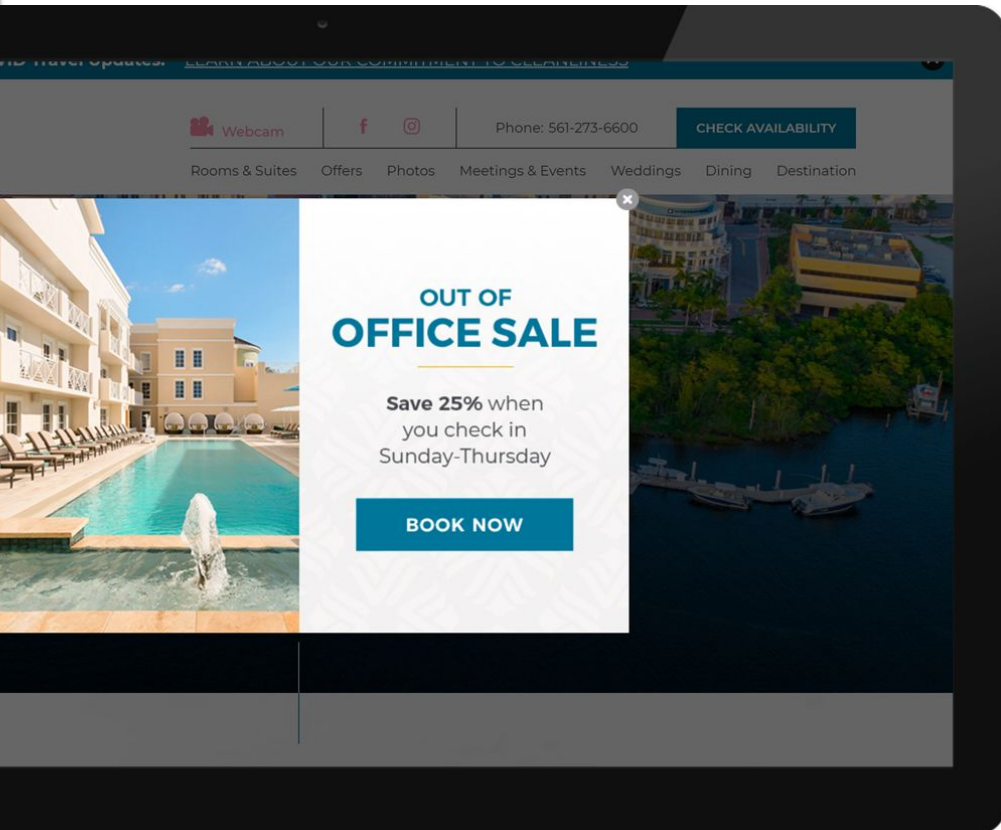


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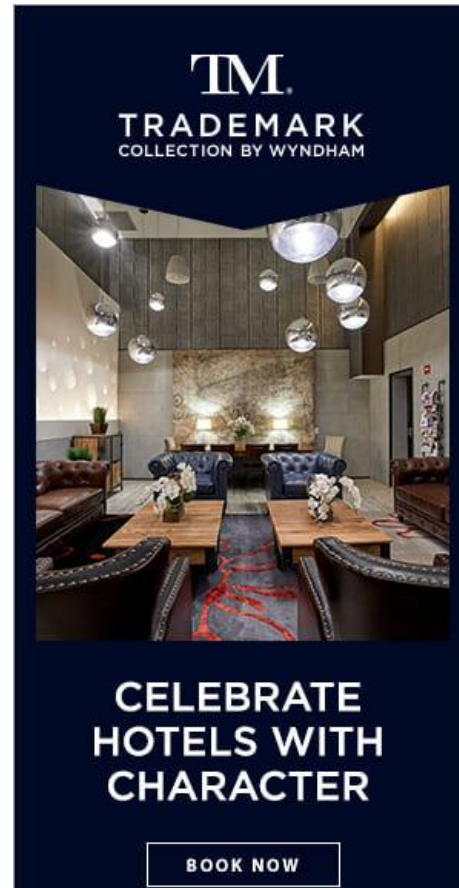


# Targeted Promotions Drive Visits & Stays

## PROMOTIONS



## DISPLAY



## META SEARCH



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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 SERVICES<sup>1</sup> (SRS):

Reservations booked by the call-transfer program at a **higher ADR<sup>1</sup>** 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.<sup>2</sup>



## REMOTE SALES SERVICES (RSS):

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

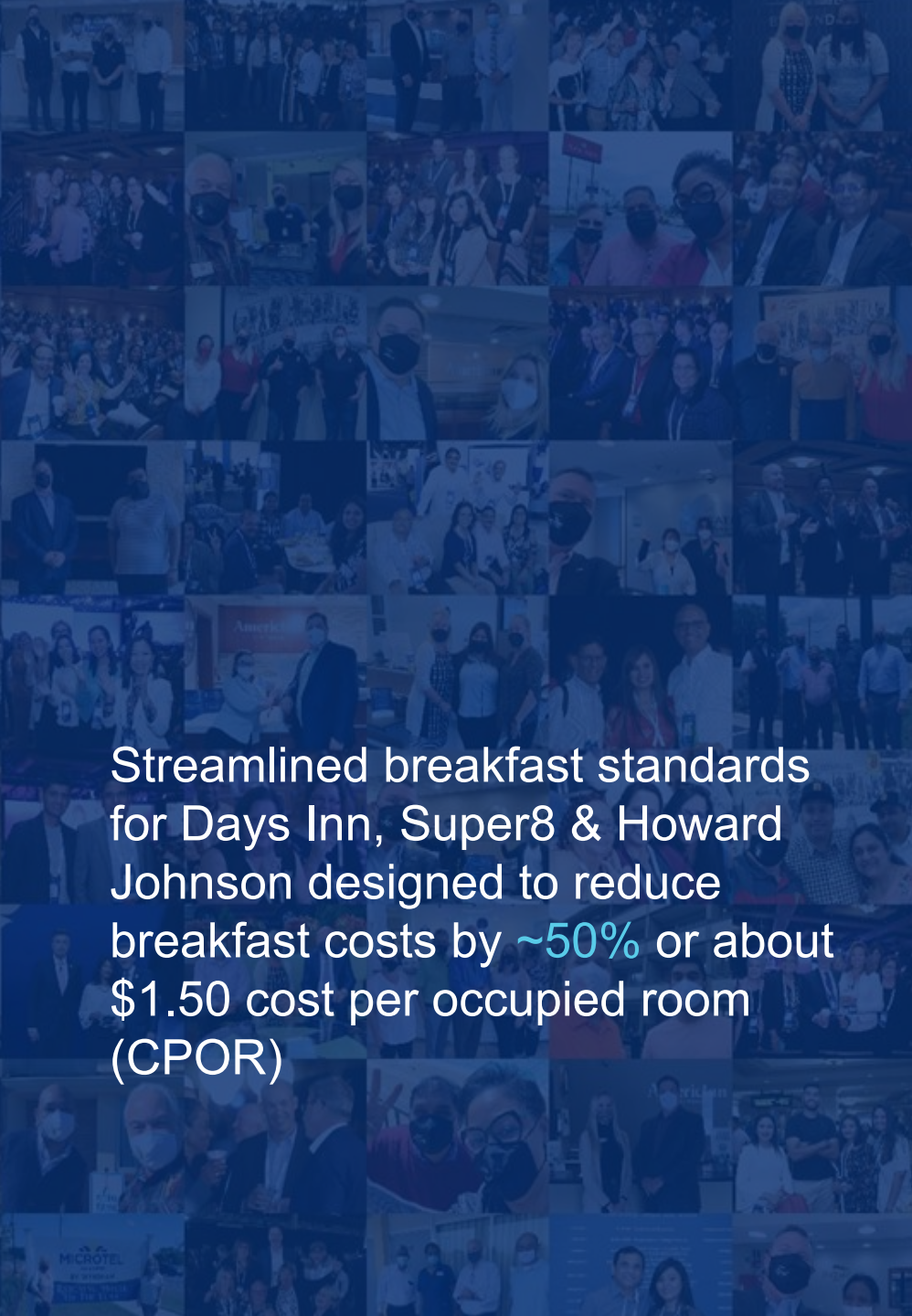


## LEVELUP (POWERED BY KODDI):

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

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

<sup>2</sup> 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

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100+ owners  
(WHR and non-WHR)

Develop and own across all  
segments

Active developers in the past  
three years

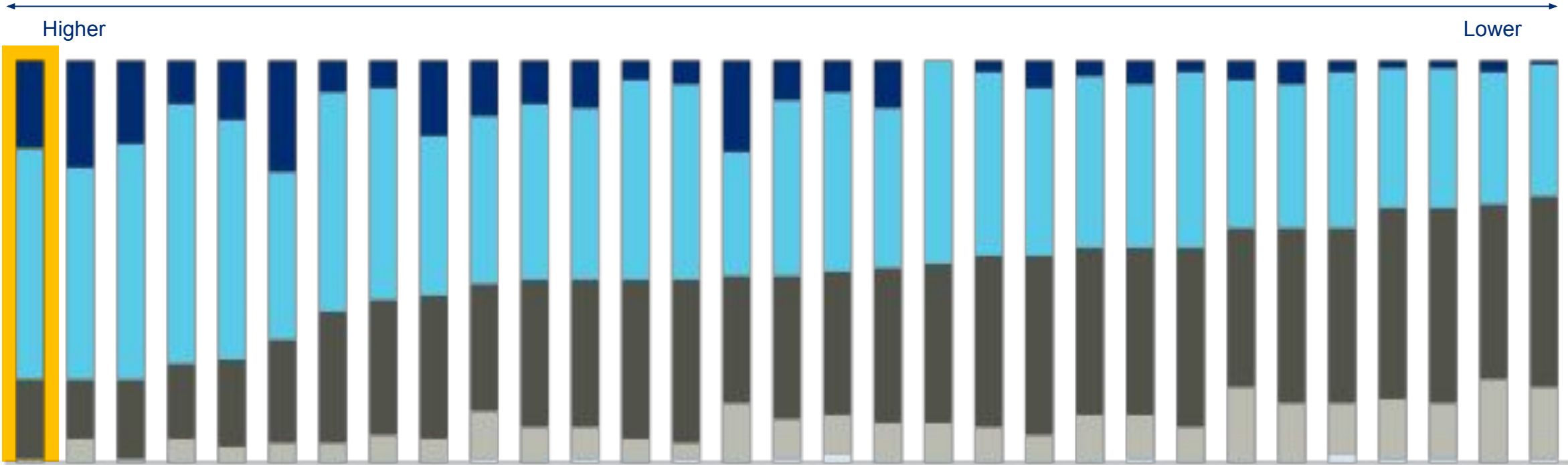
Conducted by an  
*unbiased third party*



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



# Return on investment ranked #1 most important

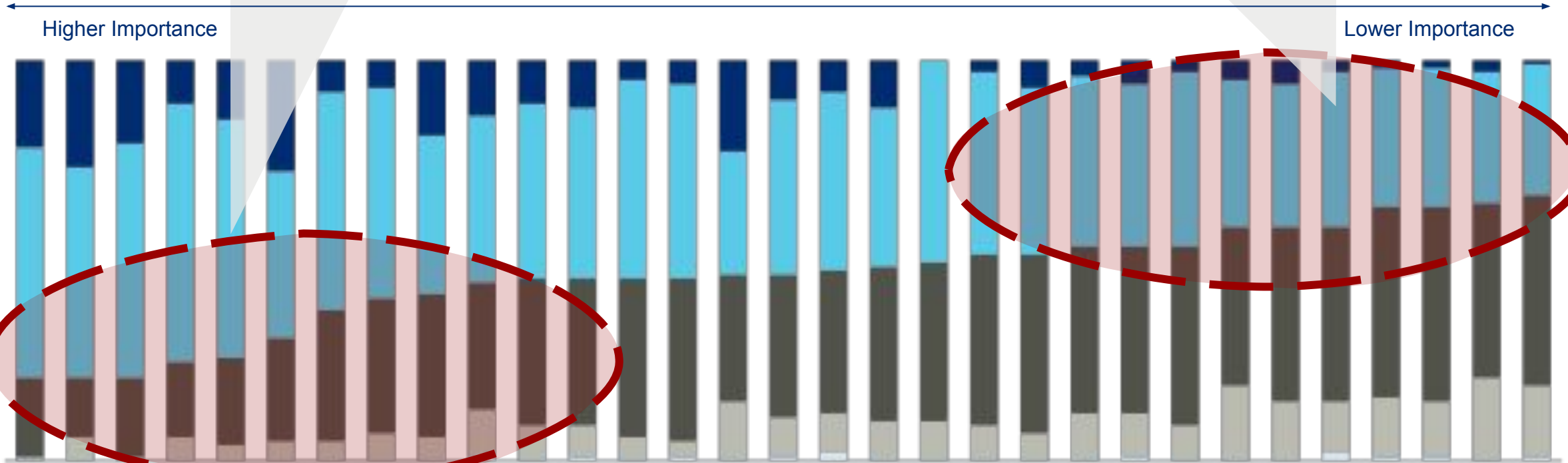


High exit valuation / ROI    Marketing support    In-room technology    High expected ADR    Revenue management    Guest loyalty program    High expected occupancy    Brand consistency    Quality IT systems    Relationship with sales rep    Brand reputation    Low royalties and fees    Transparency of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

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

# Primary owner motivations

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Return on investment is important to all owners...

OWNER TYPE

1<sup>st</sup> AND 2<sup>nd</sup> 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

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## 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><b>Revenue Maximizers</b></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&amp;Ls, quality, performance, brand consistency, and loyalty.</p>	<ul style="list-style-type: none"> <li>• Sell sheets for brands that have a strong performance story</li> <li>• WHR overview, Wyndham advantage page</li> <li>• Case studies from strong performing hotels</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing pages/comparisons</li> <li>• Cost-to-build profiles – information on revenue generating sq. footage versus competition.</li> <li>• FAQs</li> <li>• Invites to development shows</li> </ul>
<p><b>Support Seekers</b></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"> <li>• Value prop testimonial video</li> <li>• OwnerFirst messaging</li> <li>• Case studies on services</li> <li>• Sell sheets on services</li> <li>• Sell sheet(s) for brand(s) of interest</li> </ul>	<ul style="list-style-type: none"> <li>• Services information, pricing, and competitive comparisons</li> <li>• FAQs</li> <li>• Limited-time promotional message for services</li> <li>• Invites to development shows</li> </ul>
<p><b>Investment Minimizers</b></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"> <li>• Sell sheets for economy and midscale brands which are easy to adapt and have high awareness</li> <li>• Conversion calculator (to address the value of any costs)</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies from economy conversion hotels that saw value by tapping into the Wyndham system</li> <li>• Fee comparison sheets?</li> <li>• FAQs</li> </ul>
	<p><b>CTA:</b> Download eBook; Read tip sheet, Get Checklist, How-To Video, Sign up for more blogs on this topic</p>	<p><b>CTA:</b> Download brand overview; Watch Video; Get started; Request a demo (services)</p>	<p><b>CTA:</b> Get in Touch; Talk to the Team</p>



# Content Examples



The illustration depicts a city skyline at night with a central hotel building. In the foreground, several figures are engaged in business activities: one person holds an 'OPEN' sign, 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.

**HOTEL RECOVERY PLAYBOOK**

**HOTEL**

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

**WYNDHAM**  
HOTELS & RESORTS



The illustration shows a hotel lobby with a reception desk, a guest, and a staff member. A large blue arrow points upwards, symbolizing growth and revenue. The background is light blue with stylized clouds.

**THE HOTEL PROFITABILITY EQUATION**

**Effectively Operating Your Hotel When Faced with Staffing Challenges**

**WYNDHAM**  
HOTELS & RESORTS

**RECEPTION**

**THE HOTEL PROFITABILITY EQUATION**

## Maximizing Revenue

- 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
- 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.
- 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 helping reservation calls. This training should be focused on maximizing reservation conversion while ensuring they are utilizing an effective IRR strategy.

**MAXIMIZE REVENUE**

**WYNDHAM HOTELS & RESORTS**

# 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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