



**WYNDHAM**

**HOTELS & RESORTS**

**CORPORATE PROFILE**

Wyndham Hotels & Resorts  
Asia Pacific



# Welcome

At Wyndham Hotels & Resorts, we are paving the way forward for the hospitality industry. As the world's largest hotel franchisor by the number of properties, we are on a mission to **make hotel travel possible for all** through strong partnerships with our owners and franchisees. Globally, we have a diverse portfolio of 25 world-renewed brands that cover almost every segment of the market. From economy to luxury, we are offering a host of accommodation options for every traveler and opening a world of business opportunities for our partners.

Asia Pacific is a driving force for the global economy and is home to some of the world's largest and fastest-growing markets. From capital cities to scenic coastal towns, the region is brimming with incredible destinations, making it ripe for hotel development and investment. With approximately 1,800 hotels in the Asia Pacific, Wyndham Hotels & Resorts boasts one of the region's strongest hospitality portfolios, and our presence continues to gain tremendous momentum across both established and emerging markets. Join our global network of hotels and discover the Wyndham Advantage.

Through franchise or management partnerships, owners gain an expansive structure of support that is backed by experience, scale, and distribution. Our hotels gain access to industry-leading technology, commercial strategies, revenue management tools, health and safety protocols, and more.

In addition, our award-winning loyalty program, Wyndham Rewards with over 108 million members, continues to attract and retain new members, resulting in increased direct bookings and repeat stays for our hotels.

At Wyndham Hotels & Resorts, owners are at the heart of our business. We are passionate about hospitality, and our team is comprised of industry experts and professionals, all fully committed to providing an unprecedented level of support to our hotels and to our partners. Join us, and we'll help you unlock the full potential of your property and maximize the growth opportunities this vibrant region has to offer.

**Joon Aun Ooi**  
President, Asia Pacific

# About Us

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We are the largest hotel franchise company in the world by the number of properties.

With an unmatched portfolio of exceptional brands and the industry's simplest, most generous loyalty program, we are the champions of the everyday traveler.

Every day, Wyndham Hotels & Resorts welcomes the world like no one else.



# Our Business

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There's no one else like us. Through our vast global scale and steadfast commitment to elevating hotel experiences at every price point, our guests can enjoy more choices and better value.





Our Mission  
**Making Hotel Travel Possible For All**



**25**

ICONIC BRANDS

With our diverse portfolio of brands, we offer great opportunities in every market segment.



Over

**108M**

MEMBERS

hotel loyalty program with 108+ million enrolled members



**APPROX  
9,200**

HOTELS

With approx. 9,200 hotels and over 876,000 rooms, we have a variety of options for every guest and owner.



Over

**95**

COUNTRIES

We have hotels in over 95 countries around the world, providing an expansive global presence for owners.

## We Adopt an Owner's First Philosophy.

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Our footprint is vast and growing, fueled by expanding relationships with entrepreneurial hoteliers.

## We reward everyone with Wyndham Rewards.

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We celebrate and champion the everyday traveler.



**We are one of Asia Pacific's leading hotel operators with approx. 1,800 hotels in approx. 20 markets and territories.**

### **Includes**

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- Australia
- Cambodia
- Fiji
- Guam
- Indonesia
- Japan
- Malaysia
- Mongolia
- Myanmar
- China(Mainland, Hong Kong, Taiwan)
- New Caledonia
- New Zealand
- Philippines
- Singapore
- South Korea
- Thailand
- Vanuatu
- Vietnam

# WYNDHAM GRAND

APPROACHABLE  
BY DESIGN

**Wyndham Grand's** beautiful destinations around the world combine premium amenities, restaurants, and spas with sophisticated architectural design to leave a lasting impression. From little luxuries that surprise and delight to friendly staff who go above and beyond, Wyndham Grand transforms ordinary experiences into unforgettable memories.

We believe travel is the best way to enjoy the grand things in life.





Wyndham Grand Yangon, Myanmar



Wyndham Grand KN Paradise Cam Ranh, Vietnam



Wyndham Grand Xi'an South, China



*inspire discovery*

We know there's always more to learn and discover – academically, intellectually and personally. We provide a perfect setting for that discovery. Whatever you need to stimulate the conversation, get the party going, or pull off a big meeting, we've got the inspiration, logistical expertise, technology and facilities to do it right every time.

Regularly outperforming competitors in guest and meeting planner satisfaction, **Dolce**'s portfolio of upper-upscale hotels, resorts, conference centres and day meeting centres welcome four million meeting clients each year. Many properties are certified by the International Association of Conference Centres (IACC). Properties are distinct in design and feature freshly sourced culinary experiences and inspiring environments that bring people together for events.



**REGISTRY**  
COLLECTION HOTELS

INDIVIDUALITY  
ELEVATED

An established name in luxury hospitality with over 200 five star resorts on five continents, The **Registry Collection** is now expanding to hotels.

Hand-picked collection of hotels offering distinctive, unforgettable experiences. Hotels maintain their individuality and benefit from the Wyndham Advantage.



Wyndham Fuzhou Gui'an



Wyndham Jomtien Pattaya, Thailand



**WYNDHAM®**

At **Wyndham**, we satisfy all your senses by specialising in added comfort. We are ready to transform your stay into a truly serene experience. From thoughtful in-room amenities to our personally tailored services, you'll be in good hands from the moment you arrive. When you stay with us, we make it easy to travel comfortably so you can rest your body and your mind.

Wyndham connects with guests by delivering comfort that exceeds expectations. Wyndham makes travel extraordinary with tailored amenities. From smartly detailed guest rooms, to beautifully appointed lounge areas, to distinct dining options and well-designed meeting spaces, our hotels offer all the features expected at a world-class hotel.



TRYP by Wyndham Savannah, Georgia



TRYP by Wyndham Wellington Tory Street



## All-inclusive Travel For All

From exciting eats and refreshing cocktails to live entertainment and non-stop activities, we've got something for everyone. Spend the day lounging poolside, take an invigorating workout class, and let loose with late-night drinks and dancing. Then, wake up and do it all over again. At **Wyndham Alltra**, it's not a trip—it's a vacation.

# VIENNA HOUSE

BY WYNDHAM

## Endless Exploration

At **Vienna House by Wyndham** we put guest experience at the heart of everything we do.

Our brand name pays homage to our origins, VIENNA is well known for providing a warm welcome and we pride ourselves on delivering our famed Austrian hospitality to every guest that interacts with our brand, regardless of where they are in the world.

A HOUSE is a space that brings people together, where as a host, you entertain friends and loved ones. Our properties provide thoughtful service, comfortable accommodation and convenient amenities that you would come to expect from a boutique hotel stay.

We know how to have a good time. We are down-to-earth, pragmatic and unpretentious, we marvel in life's simple pleasures.

And we never stop exploring, whether it be a new city, a hike in the great outdoors, local music, culture and art, or through food.





Vienna House Easy by Wyndham Osnabrueck



Vienna House Easy by Wyndham Coburg



No matter what the city or town, we hope your stay leaves you with the same unforgettable souvenir – smiles that last a lifetime. It's the same warm, friendly experience we've offered for decades – because we know that honest hospitality never goes out of style.

The **Howard Johnson® hotel** brand is a global chain with locations around the world, most of which offer an array of complimentary amenities including free Wi-Fi and free Rise & Dine® continental breakfast. Many properties also offer meeting and fitness facilities and swimming pools.



Howard Johnson Incheon Airport



The **Trademark Hotel Collection by Wyndham** is a soft-branded selection of hotels positioned at the higher end of the market, which are defined by their fierce independent spirit and individuality. Trademark makes it easier for the everyday traveller to find truly unique hotel experiences outside of the usual luxury options.

Just as no two travellers are alike, Trademark hotels are equally distinctive. Built on the principle that travel is deeply personal, this collection of independent hotels enables guests to travel on their own terms. Discover landmark hotels in distinct destinations, from classical European cities to US state capitals and popular resorts.



Saranac Waterfront Lodge, Trademark Collection by Wyndham, NY



H4 Hotel Residenzschloss, A Trademark Collection Hotel, Bayreuth, Bayern



H+ Spa Engelberg, A Trademark Collection Hotel, Engelberg, Switzerland





**Wingate by Wyndham** is designed for travelers who seek balance in work, life and everything in between. Our smart, connected hotels offer everything guests need to stay on-schedule, productive and ready for whatever comes next. Spacious guest rooms are 100% smoke-free and furnished with ergonomic workspaces, free in-room Wi-Fi and flat-screen TVs. Wingate also promises daily hot breakfast, well-equipped fitness centers, welcoming lounges and flexible meeting spaces.



Wingate by Wyndham Kunming Airport

MODERN LIFE  
IN BALANCE



## TRAVEL AT EASE

At **WYNDHAM GARDEN**, we believe travel should be a stress-free experience – and we want to help things go smoothly so you can focus on what matters most to you. We understand the value of getting the smallest details right. We'll redefine your expectations of convenience by having things ready when you need them. We make it easy to leave your worries at the door so you can experience peace of mind during your stay.

Wyndham Garden is one of the youngest and fastest growing brands in the Wyndham Hotels & Resorts portfolio, offering a smart and nurturing experience designed to help guests travel at ease. Hotels offer free Wi-Fi, convenient dining options, inviting lobbies and lounges, and flexible meeting spaces. With a strong and growing footprint around the world, including many hotels conveniently located near major airports, Wyndham Garden brings a carefree convenience and peace of mind to both business and leisure travellers.





## STAY LONGER STAY BETTER

**Hawthorn** provides a home away from home for travellers, regardless of their length of stay. We understand that maintaining a routine is crucial for extended-stay travellers; That's why we offer spacious suites with in-room kitchens, onsite fitness centres, healthy breakfast options, free Wi-Fi and laundry facilities, helping guests relax and prepare for whatever the day has in store.



Hawthorn by Wyndham Dali Erhai Park



Hawthorn by Wyndham Changsha Meixi Lake



Hawthorn by Wyndham Honghe Mile Hot Spring



**RAMADA**  
BY WYNDHAM

## Sample the World

At **Ramada by Wyndham**, we are passionate about delivering a caring, thoughtful experience, allowing guests to feel at ease when traveling.

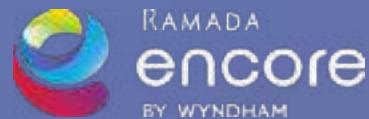
With the most hotels located near airports than any other brand, Ramada pairs convenient travel with attentive service, regionally inspired designs and a distinctive pops-of-red decor add a personal touch to ensure a memorable stay.



Ramada by Wyndham Honghe Kaiyuan



Ramada by Wyndham Xishuangbanna Jinghong



## Relax. Refresh. Connect

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

**Ramada Encore by Wyndham** we think of what's next so guests don't have to. That's because there is always the next thing. The train to catch. The call to make. The meal to enjoy. The selfie to send. Our functional design and helpful staff provide travellers with time and space for each step on their journey. A friendly welcome on arrival.

Nice surprises during their stay. Guests will feel the difference as they head home.





Ramada Encore by Wyndham Jiusuo Downtown



Ramada Encore by Wyndham Guangzhou Jiangnan West



MICROTEL 麦客达温德姆酒店  
BY WYNDHAM



Wyndham Rewards is more rewarding than ever.  
FREE NIGHTS faster. MORE WAYS to earn. MORE WAYS to redeem.

**WYNDHAM  
REWARDS**

REGISTRY  
COLLECTION HOTELS

WYNDHAM GRAND

DOLCE  
GOLDEN AGE RESORTS

explorers.

DAZZLER

WYNDHAM

waterwalk

VIENNA HOUSE

TRYP

TM  
TRADEMARK  
OF WYNDHAM

Altra

laQUINTA

WINGATE

WYNDHAM  
GARDEN

Hawthorn  
EXTENDED STAY

★★  
AmericInn

BAYMONT

RAMADA

RAMADA  
encore

MICROTEL  
BY WYNDHAM

DaysInn

8

Howard Johnson

Travelodge

# Wyndham Rewards Everyone

Over 108 million Members. 25 ICONIC BRANDS. Approximately 9,200 hotels worldwide

At Wyndham Rewards as we grow, you grow

## Free Nights®

Choose how you want to redeem your points with three simple free night tiers—**7,500, 15,000, or 30,000 points** per bedroom—available at thousands of Wyndham Rewards properties worldwide.

## Discounted Nights with Points + Cash®

Get a discounted night for just **1,500, 3,000, or 6,000 points** per bedroom plus some cash at participating properties. Plus, you'll even earn points for every dollar you spend on your room.

## How to Earn®

For every qualified stay, earn **10 points per dollar or 1,000 points**, whichever is more.

Now, members can earn and redeem points for tours and activities, shopping and more.

Wyndham Rewards® Members  
**drive 79% higher revenue**

on average than non-members

Wyndham Rewards® Members  
**Makes up nearly 40%**

of all check-ins globally

Learn about the exciting benefits at  
[WyndhamRewards.com](http://WyndhamRewards.com)



# Wyndham Rewards Benefits



Increased member occupancy



Members stay longer and spend more



Redemptions further boost occupancy



Members sample additional Wyndham brands

## The World's Most Generous Rewards Program



Rollover nights never expire



go free award nights have no black out dates.



Late check-out Early check-in



Turn Your Points into  
**Endless Possibilities**

WYNDHAM  
REWARDS

# Hotel Development

BOOST YOUR HOTEL'S PERFORMANCE. BENEFIT FROM THE EXPERTISE AND SUPPORT OF A GLOBAL LEADER, AND GET THE BEST RETURN ON YOUR INVESTMENT THROUGH A MANAGEMENT OR FRANCHISE PARTNERSHIP WITH WYNDHAM HOTELS & RESORTS.



## 10 Reasons to Partner with Wyndham Hotels & Resorts

- Leading and renowned brands
- Powerful distribution and revenue management systems
- Hotel management and franchise partnerships
- Dedicated managed and franchise support teams
- World's largest and most generous hotel loyalty program
- Worldwide marketing sales and distribution network
- Powerful procurement solutions
- Technical services and Wyndham Green sustainability programs
- Exposure to mixed-use investment opportunities



# Management and Franchise Partnerships

WYNDHAM HOTELS & RESORTS CAN STRUCTURE A COMMERCIAL RELATIONSHIP WITH PROPERTY OWNERS OR INVESTORS IN THE FOLLOWING WAYS:

## HOTEL MANAGEMENT SERVICES\*

Enjoy the peace of mind of Wyndham's hotel management services, where both owners' and guests' expectations are consistently met at optimal operating costs.

Management services may include but are not limited to:

- Branding and marketing
- Global sales and distribution channels
- Human resources
- Financial services
- IT support
- Quality assurance
- Technical services
- Procurement
- Pre-opening consultancy and support
- Project management
- Facilities management
- Design and construction advice
- Sustainability advice

## FRANCHISE AND DISTRIBUTION SERVICES\*

For property owners looking to operate their own hotels, but wanting the strength and efficiencies of a global network, we offer brand franchise partnerships that provide:

- Branding
- Global sales and distribution channels
- Quality Assurance

## TECHNICAL SERVICES\*

For new hotels and converting existing hotels, Wyndham can provide Technical Services to property owners and body corporates as a stand-alone undertaking. Including but not limited to:

- Pre-opening consultancy and support
- Project management
- Facilities management
- Design and construction advice
- Sustainability advice
- Product selection
- Quality control during construction phase

\*Applicable fees to apply.

\*Some services may incur a fee.



## MARKETING, LOYALTY AND COMMUNICATIONS

Enjoy the brand power, strength of the Wyndham name and success of the brands we own. An industry giant with a team of marketing, loyalty and communication experts who operate a vigorous global marketing program.

We utilise a powerful mix of marketing across various media platforms to target consumers, travel agents and corporate meeting planners including:

- Advertising in print and online publications
- Digital marketing and always on campaigns
- Native advertising and editorials
- Public relations and communications
- Umbrella campaigns and targeted promotions
- Social media campaigns
- Direct marketing including email campaigns
- Loyalty campaigns and partnerships

## QUALITY ASSURANCE

To retain the integrity of our globally respected brands, maintaining consistent product quality and service is our utmost priority.

We make sure each of our hotel franchises and managed properties complies with its individual brand standards – as well as the expectations and standards that matter most to guests. That's why we conduct stringent quality assurance checks.

By approaching quality assurance in this manner, owners and hotel staff are provided with the information and feedback they need to build and maintain an outstanding guest experience and ensure a positive guest-stay experience throughout the Wyndham Hotels & Resorts network.



Ajul Luxury Hotel & Spa Resort, a Registry Collection Hotel, Greece



# Hotel Management

IF YOU ARE LOOKING FOR STREAMLINED OPERATIONS FINANCIAL RETURNS, WYNDHAM HOTELS & RESORTS IS WIDELY RECOGNISED AS AN INDUSTRY LEADER. IN ADDITION TO BENEFITING FROM WYNDHAM HOTELS & RESORTS' GLOBAL SALES, MARKETING AND DISTRIBUTION SYSTEMS, WE PROVIDE OWNERS OF OUR MANAGED PROPERTIES THE FOLLOWING SERVICES AND SUPPORT:

## **PRE-OPENING, ONBOARDING, SUPPORT AND TRAINING**

When you join the Wyndham Hotels & Resorts family, you are provided with a level of support that begins before you open your hotel doors. You will be assigned a support manager who will be your main point of contact to support you with any and all needs that you may have. Whether you join us as a conversion from an existing hotel or have a new construction development project, our professionals have the experience necessary to facilitate an efficient property opening process.

## **PURCHASING POWER**

Through our group purchasing power, we can recommend and select equipment and furnishings. We are committed to lowering your costs while providing higher quality products for an enhanced guest experience. We understand what it takes to get things completed on time and within budget, while also ensuring that brand standards are met and that hotel functionalities and efficiencies are optimized.

## STRATEGIC SOURCING

The strategic sourcing team, located in our regional corporate offices, helps our hotels to deliver a unique guest experience and elevated standard that sets our hotels by Wyndham apart. Our personalized approach includes group negotiation, a streamlined procurement process, and your own Wyndham Hotels & Resorts Brand Guide.

The suppliers in our directory carry more than 70,000 products, plus Special-Order Services, from brand-approved necessities, everyday essentials, eco-friendly items to Sustainable Operating Supplies & Equipment (as part of our commitment to sustainable business practices) and End-to-End Furniture, Fixtures and Equipment.

## TECHNICAL SERVICES

Our highly skilled team offers a technical services program designed to support your architectural design, engineering and contracting needs. The team is also proficient at optimizing design and monitoring construction to ensure that stringent environmental and safety requirements are adhered to. We offer assistance customized to your project's needs ranging from architectural, interior and M&E design management services, as well as advice on sustainable design and cost efficiencies. For new construction projects and conversions, we will guide you through the project with brand essence and architectural consultation.

## OPERATIONS SUPPORT

To ensure there is a streamlined opening and integration process, we work closely with each property management team to facilitate all preopening needs including reviewing standards and quality requirements, insurance, brand identification and property management systems requirements.

## REVENUE MANAGEMENT

Wyndham Hotels & Resorts specializes in growing hotel results through innovative revenue management strategies. By implementing our best practices – proven techniques via the latest travel distribution channels and technology – we will optimize the financial results of your hotel. We help you improve your RevPAR (revenue per available room) to outperform your competition and become a leader in your local market.

We specialize in:

- Yield and revenue strategies
- Online and offline distribution

## HUMAN RESOURCES

Our human resources department can assist in establishing your human resources systems, plus provide guidance in recruitment, training and maximising staff performance.

## FINANCE

Based in our regional headquarters, our experienced finance department will work in close partnership with you to help your business succeed. We provide strategic advisory in areas such as hotel operating performance, financial statements, auditing and tax matters, or provide guidance on how you can tap into Wyndham's corporate finance programs.



**Count on me** continues to be our Wyndham service promise that defines how we interact with our guests, partners, communities and each other. Through this program, we aspire to:

## **BE RESPONSIVE**

We respond to the needs of everyone with care and consideration.

## **BE RESPECTFUL**

We are courteous and engaged with all people, in every way.

## **DELIVER A GREAT EXPERIENCE**

We are prepared to deliver personalised experiences, every time.



# Operations & Support

## Director, Operations & Support

- Ensure smooth pre-opening through support and oversight of key documentation and preparation works including Data Pack, insurance and more.
- Monitor opening status and ensure readiness.
- Customized on-site opening training, coaching and support after hotel opening.
- Customized on-site coaching for ongoing quality improvement/compliance with standards.
- Facilitate participation in regional and national marketing efforts and Wyndham brand programs.

## Operations Support Desk (OSD)

- Provide 24/7, 365 days Operations through our Hotel Technology Client Support and Operations Service Desks.
- Distribute communications to Franchisees on any brand or regional related update such loyalty program or marketing campaigns.
- Support on WHR Central Reservation system by working with HTCS team on connectivity and trouble shooting.
- Support on the tools provided by WHR and program engagement including Wyndham Community, Wyndham Green, Wynpay, Medallia, Quality Assurance etc.

# Wyndham Green

We're doing our part to preserve the environment and leave a better world for generations to come.

- Through our **Wyndham Green program**, we're proactively tackling key issues like Climate Change, Energy Efficiency, Water Conservation, Waste Diversion and Biodiversity.
- **Wyndham Green Toolbox** – An online system designed to track, measure and report on the impact of Wyndham's collective efforts globally while helping hotels understand their individual environmental footprint.
- **Wyndham Green Certification** – Wyndham's internal certification program, comprised of five levels, designed to quickly and easily educate guests on an individual hotel's progress and its environmental commitments.

