



# Recognized around the world

- ⊕ One of the **top 10** most valuable global hospitality brands<sup>1</sup>
- ⊕ Strong consumer awareness over **70%**<sup>2</sup>
- ⊕ **Easily adapted** to maximize ROI

“Ramada by Wyndham is an **iconic brand** that has been allowing guests to ‘sample the world’ since 1954. Today, with **over 800 full-service hotels in over 65 countries**, Ramada is one of the **most recognized** hotel brands in the world. Combining an impressive global footprint with **awareness of over 70%**, this brand is an excellent option for **new construction and conversion.**”

— GREG GIORDANO  
Brand Vice President  
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Learn more at  
[wyndhamdevelopment.com](http://wyndhamdevelopment.com)



**CATEGORY**

Midscale & Upper Midscale



**FOOTPRINT**

- Total Global Hotels: 811
- U.S. Hotels: 335<sup>3</sup>



**GUEST AMENITIES**

- Full-service food and beverage or free breakfast
- Sundry shop
- Meeting room and/or banquet facility
- Fitness center



**TYPE**

New Construction & Conversion



**ROOMS**

120-400

**RAMADA FRANCHISE FEES<sup>4</sup>**

- INITIAL FEES ▼**  
 Greater of \$350 per room or \$39,500 (New Construction)/\$35,000 (Conversion)  
**ROYALTY FEE ▼**  
 4.5% of GRR  
**MARKETING/RESERVATION FEE ▼**  
 4.0% of GRR



**THE WYNDHAM ADVANTAGE**

Access the value of partnering with the world's largest hotel franchise company.<sup>5</sup> We put our owners at the center of everything we do.

- **77 MILLION REWARDS MEMBERS** drive 40% of U.S. stays<sup>6</sup>
- **STRONG NEGOTIATED RATES** with OTA and quality suppliers reduce costs
- **SEAMLESS CLOUD-BASED TECHNOLOGY** enhances owner and guest experience
- **HIGH-IMPACT REVENUE DRIVING SERVICES AND SUPPORT** maximize hotel performance



This is not an offer. Federal and certain state laws regulate the offer and sale of franchises. An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Disclosure Document. For a copy of the FDD contact us at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated with the exception of certain hotels managed or owned by a subsidiary of the company. © 2019 Wyndham Hotels & Resorts, Inc. All rights reserved. <sup>1</sup>Brand Finance<sup>®</sup> annual report on the most valuable and strongest hotel brands, May 2019. <sup>2</sup>Last 4 QTR Average Ending Q4 2018 Phoenix BASE. <sup>3</sup>As of 12/31/18. <sup>4</sup>Ramada Worldwide Inc. Franchise Disclosure Document dated March 31, 2019. <sup>5</sup>Based on number of hotels. <sup>6</sup>As of Q2 2019.