



TM[®]
TRADEMARK
COLLECTION BY WYNDHAM

INDEPENDENCE BACKED BY GLOBAL SCALE

- + Unique hotels maintain their identity while benefiting from the **Wyndham Advantage**
- + **Fastest growing** soft brand with a footprint in urban, resort, and secondary markets
- + Nearly 50% of the pipeline is in a **top 25** MSA market¹

“Trademark Collection[®] by Wyndham is the **fastest growing soft brand**, with nearly **50%** of the pipeline in a **top 25 MSA market**. As an owner, you gain the backing of the world’s largest hotel franchise company, while maintaining the independent spirit of your hotel.”

— GREG GIORDANO
Brand Vice President
greg.giordano@wyndham.com

Learn more at
wyndhamdevelopment.com



CATEGORY

Upper Midscale & above



FOOTPRINT

- Total Global Hotels: 84
- U.S. Hotels: 27



GUEST AMENITIES

- Food and beverage (usually with a restaurant or lounge)
- Flexible fitness (room and/or access to local gym)
- Flexible meeting spaces



TYPE

Independent



ROOMS

Each property is unique

TRADEMARK FRANCHISE FEES²

- INITIAL FEES ▼**
 Greater of \$350 per room or \$39,500 (New Construction)/\$35,000 (Conversion)
MEMBERSHIP FEE ▼
 4.0% of GRR
MARKETING/RESERVATION FEE ▼
 2.5% of GRR



THE WYNDHAM ADVANTAGE

Access the value of partnering with the world's largest hotel franchise company.³ We put our owners at the center of everything we do.

- **77 MILLION REWARDS MEMBERS** drive 40% of U.S. stays¹
- **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. ¹As of Q2 2019. ²TMH Worldwide, LLC. Franchise Disclosure Document dated March 31, 2019. ³Based on number of hotels.