



INDEPENDENCE REDEFINED



TM
TRADEMARK
COLLECTION BY WYNDHAM

UNIQUE INDEPENDENT CHARACTER

DISTINCTIVE

- + 36% of Trademark Collection® by Wyndham hotels are 2018 TripAdvisor Certificate of Excellence winners

SMARTER

- + First hotel group to partner with Sabre's leading SynXis Property Manager at scale

SCALE

- + Impressive scale and purchasing power of the world's largest hotel franchise company¹

AWARD-WINNING

- + With over 70 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row²

Independence, backed by global scale

“Trademark Collection® by Wyndham is an inspired network of unique hotels and resorts, with a growing footprint in urban, resort, and secondary markets. Trademark Collection highlights independent hotels owned by entrepreneurs who are looking to increase visibility and build a legacy, with a wide variety of locations well-suited for both business and leisure travel.”

— GREG GIORDANO | Brand Leader | greg.giordano@wyndham.com



UNIQUE The fastest growing soft brand with a growing footprint in urban, resort, and secondary markets³



INDEPENDENT Flexible brand standards preserve individuality in a collection with strong growth momentum – nearly half of the US pipeline is in a Top 25 MSA Market⁴



CHARACTER Passionate about providing memorable experiences in landmark, guest-focused hotels with strong reviews. Properties typically have a rating of 3.5 or higher on TripAdvisor⁵



TYPE

Independent, Landmark, & Signature



GEOGRAPHY

Global



CATEGORY

Upper-Midscale & above



AMENITIES (typical)

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



LOCATION

Primary & Secondary Markets, Urban & Resort Destinations



GUESTS

Leisure & business



ROOMS

Each property is unique

TRADEMARK COLLECTION FEES

INITIAL FEES ▶ Greater of \$350 per room or \$39,500 (New Construction)/35,000 (Conversion)

MEMBERSHIP FEE ▶ 4.0% of GRR

MARKETING FEE ▶ 2.5% of GRR

WYNDHAM
HOTELS & RESORTS

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER

WYNDHAM

TRYP

TM
TRADEMARK
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA

BAYMONT

MICROTEL
BY WYNDHAM

DaysInn

Super 8

Howard Johnson

Travelodge

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