



**TRAVEL AT EASE**



**WYNDHAM  
GARDEN®**





## 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 before you even need them.

When you stay with us, we make it easy to leave your worries at the door so you can experience true peace of mind during your stay.





# OUR VOICE

Calm, relaxed, but sharp as a tack. We want people to get comfy without putting them to sleep. In short, we're the brand that's easy to be around. Never talking too loud. But definitely worth listening to.

+ *head: how we think*

**CALM**

+ *heart: how we feel*

**INVITING**

+ *hand: what we deliver*

**EASE**



# THE GUEST

Some say our guests are Generation X and Millennials, but we like to call them nap aficionados. Whether they're traveling for business or pleasure, they choose **WYNDHAM GARDEN** because it's conveniently close to all the action, and has everything they need to get away from it all.



# THE PROPERTY



**OPPORTUNITY**  
Managed & Franchised



**LOCATION**  
Urban, Suburban & Airport



**TYPE**  
New Construction & Conversion



**GEOGRAPHY**  
Global



**GUESTS**  
Convenience-Focused Travelers



**ROOMS**  
100–250



**CATEGORY**  
Upper-Midscale



**AMENITIES (typical)**  
Streamlined F&B  
High-Speed Internet  
Flexible Meeting Spaces





## A GROWING OPPORTUNITY

**WYNDHAM GARDEN'S** innovative amenities and approach to service put guests in control and completely at ease. Providing much needed you-time has proven popular, and keeps our guests coming back time and time again.

**WYNDHAM GARDEN** brings a carefree convenience and peace of mind to both business and leisure travelers.

Guests know they can trust the Wyndham name; when they find a brand they can trust, they don't just keep coming back—they tell their friends about it as well. **WYNDHAM GARDEN** offers an accessible solution for owners to tap into the aspirational strength of the Wyndham brand.



# A POWERFUL PARTNERSHIP

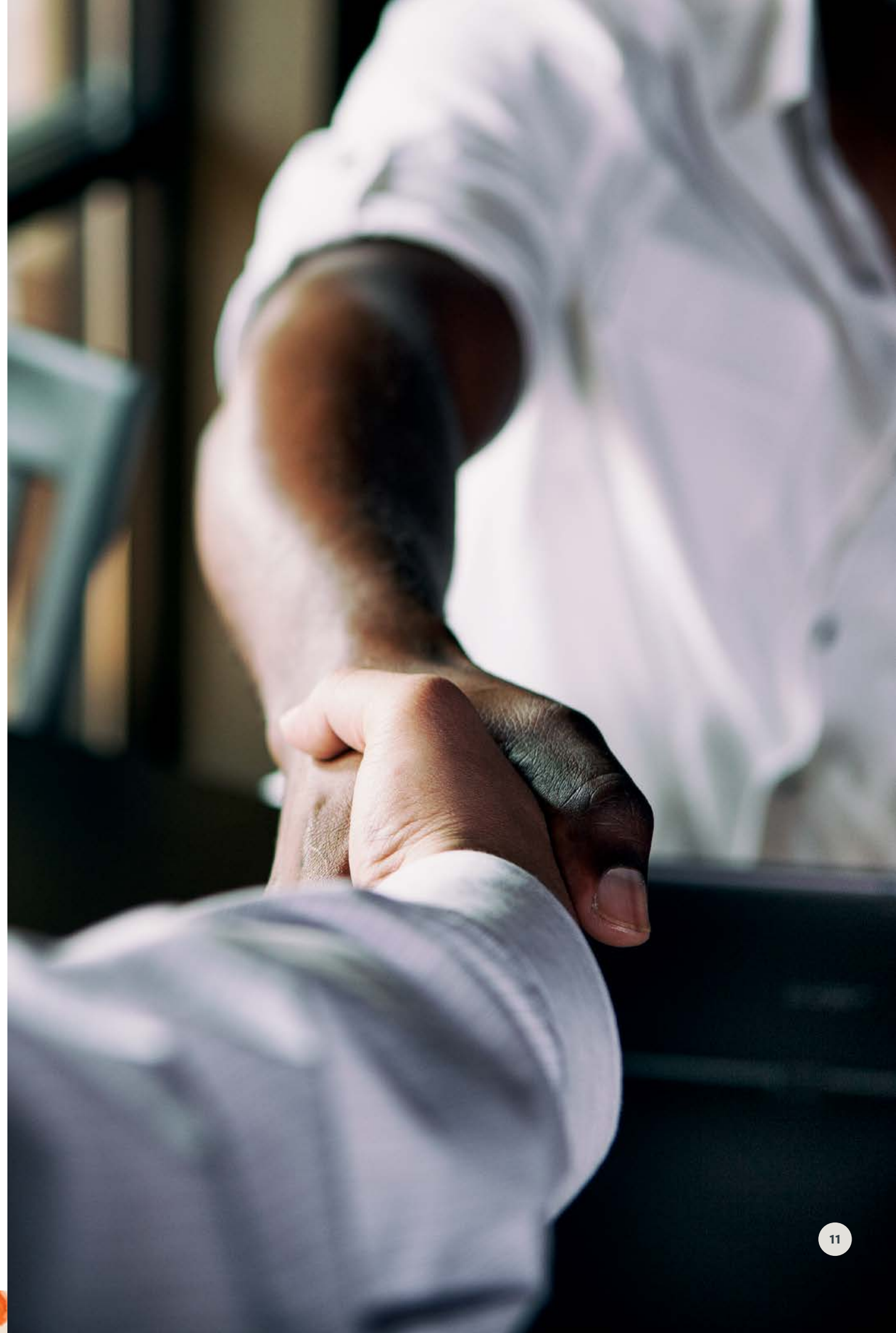
We will work to help translate this equity into revenue by working closely with owners with focused attention and best-in-class resources that help realize the full potential of the brand and properties. Owners have the commitment and support of a world-class hospitality organization and experienced team as well as access to services designed to help optimize the business, including:

- + **Strategic sourcing**
- + **Global sales organization**
- + **Revenue management**
- + **Marketing and distribution services**
- + **Brand operations support**
- + **Best-in-class training**
- + **Participation in Wyndham Rewards® loyalty program, ranked one of the Best Travel Rewards Hotel Programs by *U.S. News and World Report*.<sup>1</sup>**

We're invested in keeping our name relevant and meaningful to guests. And, as an owner of a Wyndham-associated property, you'll reap the benefits of our portfolio and reputation growth.

**WYNDHAM GARDEN** leverages the strong brand equity of Wyndham Hotels & Resorts, the world's largest and most diverse hotel franchise company<sup>2</sup> that includes over 8,500 properties.

<sup>1</sup> U.S. News & World Report, a Best Hotel Rewards Program, 2017-18  
<sup>2</sup> Based on number of hotels





## YOU IN MIND

Whether it's flexible meeting spaces and complimentary wi-fi for staying focused, or intuitive service and welcoming lounges for leaving work behind, our guests can relax because it's all here, and conveniently located in each destination's most popular districts.







# TOGETHER, LET'S BUILD A GREAT BUSINESS BY REDEFINING HOSPITALITY.

**We're in the business of making memories.**

It is our responsibility to help guests get the most out of their trip, and this underlies the promise we make to consistently deliver what each and every guest needs. To that end, we have designed our hotels and award-winning rewards program to keep guests happy, comfortable, and eager to return to our brands and our properties.

**THEY FIND US BECAUSE  
WE KEEP IT SIMPLE** —  
each of our hotels supplies  
the comforts they need in the  
places they want to be.

**THEY STAY WITH  
US BECAUSE WE'RE  
ATTAINABLE** —  
we have designed our hotel  
experiences to help everyone  
everywhere create special  
memories that last a lifetime.

**AND THEY COME BACK,  
TIME AND AGAIN,  
BECAUSE  
WE'RE GENEROUS** —  
each of our hotels offers  
priceless hospitality through  
our warm greetings, a  
welcoming atmosphere,  
and the little details that bring  
the magic of travel to life while  
always making it feel like home.

**WHETHER GUESTS ARE  
TAKING A ROAD TRIP  
WITH OLD FRIENDS  
OR ON ESSENTIAL  
TRAVEL FOR BUSINESS,  
CREATING GREAT GUEST  
MEMORIES IS THE KEY  
TO OUR SUCCESS STORY,**  
and the sum of these magical  
memories powers the growth  
of our portfolio. Together,  
we will strive to deliver more  
revenue, more customers, more  
brand loyalty, and more award-  
winning hospitality.





WYNDHAM  
HOTELS & RESORTS



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, a copy of which can be obtained by contacting Wyndham Hotel Group at 22 Sylvan Way, Parsippany, NJ 07054. All hotels are independently owned and operated with the exception of certain hotels managed or owned by an affiliate of the company.  
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