RAMADA®
WORLDWIDE
BY WYNDHAM

SAMPLE THE WORLD

SAMPLE THE WORLD

At **RAMADA BY WYNDHAM**, we are passionate about delivering a caring, thoughtful experience, allowing you to feel at ease when traveling.

Whether your journey might take you to the edges of the earth or simply to the edge of town, you'll experience the same attentive service and signature pops-of-red design no matter where you are staying.

We welcome you to join our global community and sample the world with **RAMADA**.

OUR VOICE

Our brand voice is caring and attentive, offering the comfort of the familiar anywhere in the world. With our global footprint, we pride ourselves in bringing people and communities together.

HEAD: **HOW YOU THINK**

PASSIONATE

HEART: **HOW YOU FEEL**

GLOBAL

HAND: **WHAT WE DELIVER**

AMBASSADOR

THE GUEST

RAMADA IS THE BRAND FOR TRAVELERS AROUND THE WORLD WHO ENJOY A BETTER EXPERIENCE AND ARE WILLING TO PAY FOR IT. THEY APPRECIATE A GOOD DEAL AND DEDICATE THE TIME AND RESOURCES TO RESEARCH AND PLAN THEIR TRIP.

THE PROPERTY

TYPE
New Construction & Conversion

CATEGORY
Mid- & Upper-Midscale

GUESTS
Affluent yet practical business & leisure travelers

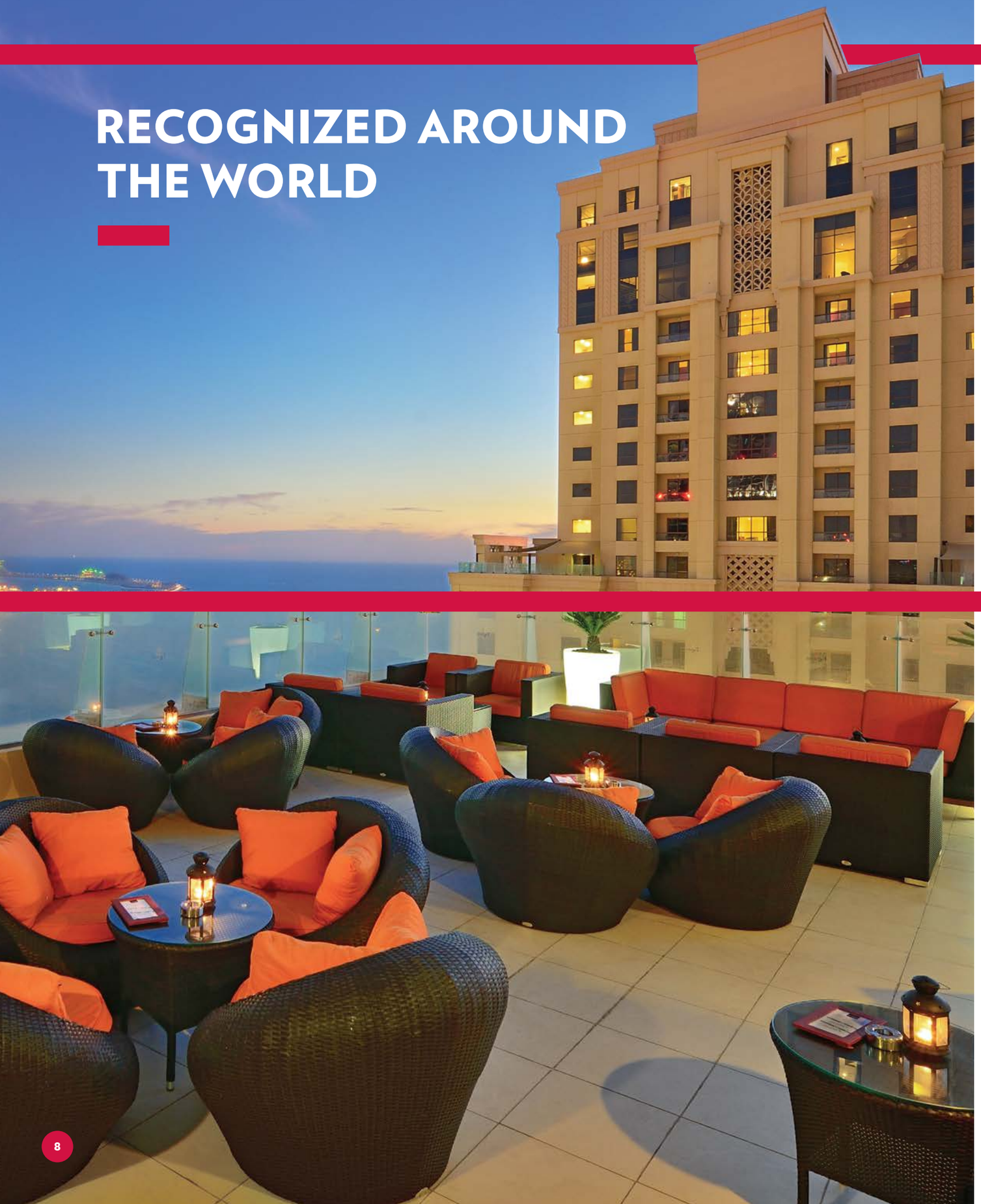
LOCATION
Urban, Suburban, & Airport

GEOGRAPHY
Global

ROOMS
100–500

AMENITIES (typical)
- Flexible build-outs, including full-service or à la carte F&B
- Meeting room and/or banquet facility
- Business center
- Fitness room
- Complimentary high-speed internet

RECOGNIZED AROUND THE WORLD



RAMADA IS AN ICONIC BRAND THAT HAS BEEN SERVING BUSINESS AND LEISURE TRAVELERS AROUND THE WORLD SINCE 1954. COMBINING AN IMPRESSIVE GLOBAL FOOTPRINT WITH STRONG BRAND AWARENESS, **RAMADA** IS AN IMPORTANT MEMBER OF THE WYNDHAM REWARDS® FAMILY. OWNERS RECEIVE THE DEDICATED SUPPORT OF THE WORLD'S LARGEST AND MOST DIVERSE HOTEL COMPANY*, WITH THE FLEXIBILITY TO ENHANCE A GREAT BRAND EXPERIENCE WITH THEIR OWN LOCAL FLAIR.

GUESTS WHO STAY WITH RAMADA ARE WILLING TO PAY FOR A BETTER EXPERIENCE, making the brand an attractive midscale option.

Additionally, because of its global footprint, **RAMADA** allows guests to experience local communities in depth around the world.

*Based on number of hotels

A POWERFUL PARTNERSHIP

RAMADA IS THE BRAND WITH THE LARGEST GLOBAL FOOTPRINT IN WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY[2] THAT INCLUDES OVER 8,500 PROPERTIES.

WE COMBINE THE SUPPORT OF A WORLD-CLASS HOSPITALITY ORGANIZATION with a flexibility designed to meet the needs of entrepreneurial owners.

Owners have full access to an experienced team as well as several in-depth 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*.[1]

Wyndham Hotels & Resorts partners with our owners to leverage **RAMADA WORLDWIDE**'s high brand awareness and clear brand focus to enhance brand equity and attract the next generation of travelers. Owners can also take advantage of distribution and scale opportunities in a way that suits their investment in the brand and the growth of their business.

[1] U.S. News & World Report, a Best Hotel Rewards Program, 2017-18
[2] Based on number of hotels

SAMPLE THE WORLD

WITH A WORLDWIDE PORTFOLIO AND RECOGNIZABLE BRAND NAME, **RAMADA** ALLOWS GUESTS TO "SAMPLE THE WORLD" EVERY DAY. THE BRAND'S SIGNATURE TOUCH POINTS INCLUDE THE POPS-OF-RED DESIGN, FRIENDLY SERVICE, AND FLEXIBLE FOOD & BEVERAGE OPTIONS.

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.

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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