

# TM<sup>®</sup>

## TRADEMARK

COLLECTION BY WYNDHAM

### DEFINE YOUR INDEPENDENCE

Wyndham Hotels & Resorts, the champion for hoteliers around the world, invites entrepreneurial, independently-minded owners and operators to join its global portfolio.

Introducing Trademark Collection: a soft-branded collection of upper-midscale and above hotels that maintain their independent spirit and individuality while taking advantage of Wyndham Hotels & Resorts' global scale, services, distribution and loyalty program, Wyndham Rewards.<sup>®</sup>

**Trademark Collection by Wyndham. Independence Redefined.**

### IT'S TIME TO TRADEMARK

- **Category:** Upper-midscale and above
- **Target:** Independent, historic or signature hotels
- **Location:** Primary and secondary markets; urban and resort destinations
- **Geography:** Global
- **Rating:** 3.0-4.0
- **Amenities:** Flexible F&B (usually with a restaurant or lounge)  
Flexible fitness (room and/or access to local gym)  
Flexible meeting spaces,  
Interior corridors
- **Target ADR:** \$150+
- **Comp Set:** Ascend, Tapestry

UNIQUE | INDEPENDENT | CHARACTER

## OWNER BENEFITS

Trademark Collection is the answer for upper-midscale and above owners and operators who have made a name for themselves in their local communities and seek the opportunity to affiliate with a major chain distribution and loyalty program, while retaining their unique design, name and story. With Trademark Collection, Wyndham Hotels & Resorts combines the support of a world-class hospitality organization with the flexibility designed to meet the needs of independently-minded, entrepreneurial owners.

Owners have full access to an experienced team, as well as an in-depth array of services designed to help you optimize your business, including:

- **Participation in Wyndham Rewards®**  
Named one of the “best” hotel rewards programs three years in a row by U.S. News & World Report, this growing audience base of more than 56 million members has increased by approximately 5 million members annually.\*
- **Unmatched Visibility and Increased Connectivity**  
WH&R’s hotels are distributed through 10,000+ affiliate partners and channels and in global call centers handling more than 9 million calls annually, creating significant cross-selling opportunities.
- **Distribution Cost Savings**  
OTA rates negotiated with the power of over 8,000 hotels (Expedia, booking.com) and a mix-shift in reservations away from third-party intermediaries toward Wyndham Rewards and other direct channels.
- **Smart Flexibility**  
Flexible brand standards for individual hotels based on minimum TripAdvisor levels.
- **Strategic Sourcing Purchasing Power**  
\$3 billion of potential purchasing power across Wyndham’s three business units and 150+ supplier relationships.
- **Experienced Sales Team**  
Ability to leverage Wyndham Hotels & Resorts’ global sales, marketing and operational teams as an independent hotel. Large presence at some of the biggest global conferences and tradeshow ensure hotels are marketed globally and are getting in front of the right buyers.

\*Average growth since 2015



DISTINCTIVE	UPSCALE	LIFESTYLE	MIDSCALE	ECONOMY	EXTENDED STAY
WYNDHAM GRAND™	DOLCE HOTELS AND RESORTS™	TRYP BY WYNDHAM	LA QUINTA	MICROTEL BY WYNDHAM	HAWTHORN SUITES BY WYNDHAM
	WYNDHAM™	DAZZLER HOTELS	WINGATE BY WYNDHAM	DaysInn	
	esplendor BOUTIQUE HOTELS		WYNDHAM GARDEN™	Super 8	
	TM TRADEMARK COLLECTION BY WYNDHAM		AmericInn	Howard Johnson™	
			RAMADA WORLDWIDE	Travelodge	
			BAYMONT INN & SUITES		

**8,000+ HOTELS | 82 COUNTRIES | 20 BRANDS**

- 20 hotel brands
- 8,000+ hotels and over 700,000 rooms
- Branded hotels in 80 countries
- Over \$4.5 billion of room revenue booked on behalf of system hotels in 2017
- Over 56 million Wyndham Rewards loyalty program members
- Over 8,400 employees worldwide