

# TM

## TRADEMARK

HOTEL COLLECTION

### DEFINE YOUR INDEPENDENCE

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

Introducing Trademark: a soft-branded collection of upper-midscale and above hotels that maintain their independent spirit and individuality while taking advantage of Wyndham Hotel Group's global scale, services, distribution and loyalty program.

**The Trademark Hotel Collection. It's time to Define Your Independence.**

### 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

INDEPENDENT | LANDMARK | ORIGINAL

## OWNER BENEFITS

Trademark 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, WHG 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 52 million members has increased by more than 30% over the past 3 years.\*
- **Unmatched Visibility and Increased Connectivity**  
WHG’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 8,100 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 WHG’s global sales, marketing and operational teams as an independent hotel. Large presence at some of the biggest global conferences and tradeshows ensure hotels are marketed globally and are getting in front of the right buyers.

\*As of Dec. 2016

**WYNDHAM**  
HOTEL GROUP

DISTINCTIVE | UPSCALE | LIFESTYLE | MIDSCALE | ECONOMY | EXTENDED STAY

WYNDHAM GRAND<sup>SM</sup> | DOLCE<sup>SM</sup> HOTELS AND RESORTS<sup>SM</sup> | TRYP<sup>SM</sup> BY WYNDHAM | WINGATE<sup>SM</sup> BY WYNDHAM | MICRÔTEL<sup>SM</sup> BY WYNDHAM | HAWTHORN<sup>SM</sup> SUITES BY WYNDHAM

WYNDHAM<sup>SM</sup> | DAZZLER<sup>SM</sup> HOTELS | WYNDHAM GARDEN<sup>SM</sup> | DaysInn<sup>SM</sup>

esplendor<sup>SM</sup> BOUTIQUE HOTELS | AmericInn<sup>SM</sup> | Super 8<sup>SM</sup>

TM<sup>SM</sup> TRADEMARK<sup>SM</sup> HOTEL COLLECTION | RAMADA<sup>SM</sup> WORLDWIDE | Howard Johnson<sup>SM</sup>

BAYMONT<sup>SM</sup> INN & SUITES | Travelodge<sup>SM</sup>

Knights Inn<sup>SM</sup>

**8,100+ HOTELS | 79 COUNTRIES | 20 BRANDS**

- 20 hotel brands
- 8,100+ hotels and nearly 700,000 rooms
- Branded hotels in 79 countries
- Over \$4 billion of room revenue booked on behalf of system hotels in 2016
- Combined brand marketing fund spend of over \$300 million in 2016
- Over 52 million Wyndham Rewards loyalty program members
- Approximately 8,900 employees worldwide