



OUR VOICE

We encourage hoteliers operating landmark, 3 to 4 star hotels to maintain their individuality while taking advantage of Wyndham's scale, distribution, services, and loyalty program. We offer every hotel in our collection the flexibility to accommodate the needs of their independently-minded, entrepreneurial owners, coupled with the support of a world-class hospitality organization.

All **TRADEMARK COLLECTION** hotels are guest-focused and passionate about providing memorable experiences that make guests feel like they're part of something special and exciting.

O1
HEAD: HOW YOU THINK
UNIQUE

O2

HEART: HOW YOU FEEL

INDEPENDENT

O3

HAND: WHAT WE DELIVER

CHARACTER



THE GUEST

THE **TRADEMARK COLLECTION** MAKES IT EASY FOR EVERYDAY TRAVELERS TO FIND UNIQUE HOTELS.
THIS COLLECTION ATTRACTS LEISURE AND BUSINESS TRAVELERS INTERESTED IN QUALITY SERVICE,
DISTINCTIVE EXPERIENCES, AND THE INDIVIDUALITY OF THE PROPERTY THEY'VE CHOSEN.

THE PROPERTY



OPPORTUNITY

Managed & Franchised



TYPE

Independent, Historic, & Signature





CATEGORY

Upper-Midscale & Above



LOCATION

Primary & Secondary Markets, Urban & Resort Destinations



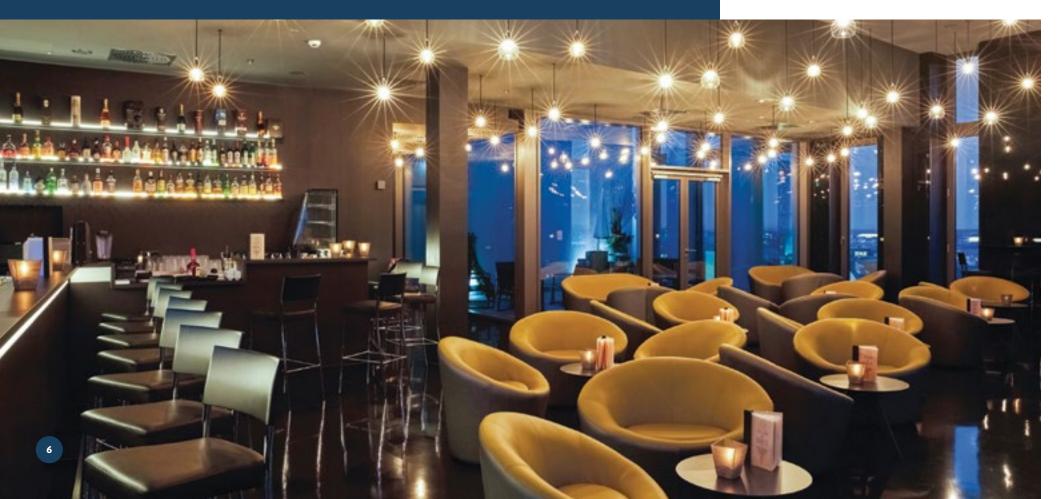
GEOGRAPHY

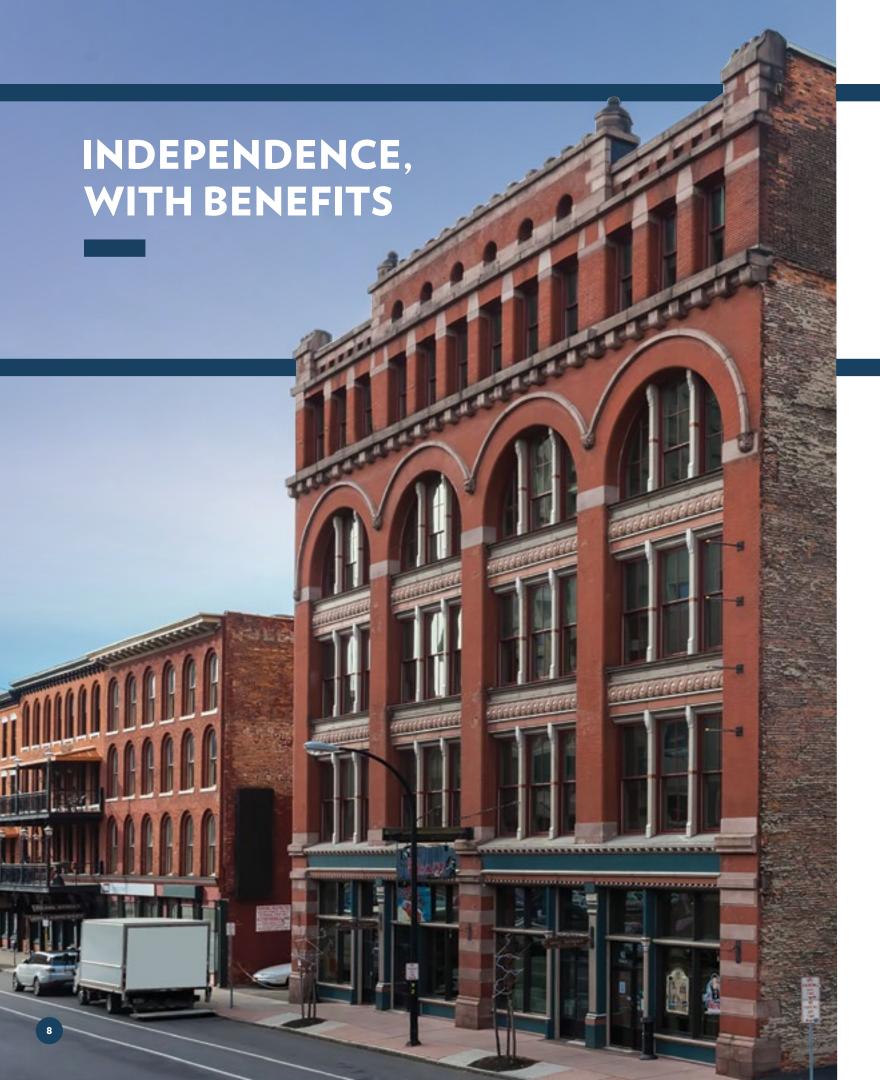
Global



AMENITIES (typical)

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





TRADEMARK COLLECTION IS AN
INDEPENDENTLY-MINDED BRAND, BACKED
BY THE SCALE OF WYNDHAM. IT COMBINES
FLEXIBLE BRAND STANDARDS FOR
INDIVIDUAL PROPERTIES WITH THE POWER
OF THE WORLD'S LARGEST HOTEL COMPANY.*

GUESTS WHO STAY WITH TRADEMARK COLLECTION VALUE DISTINCTIVE EXPERIENCES.

With a growing footprint in urban, resort, and secondary markets, **TRADEMARK COLLECTION** provides access to independent hotels in a wide variety of locations well-suited for both business and leisure travel.

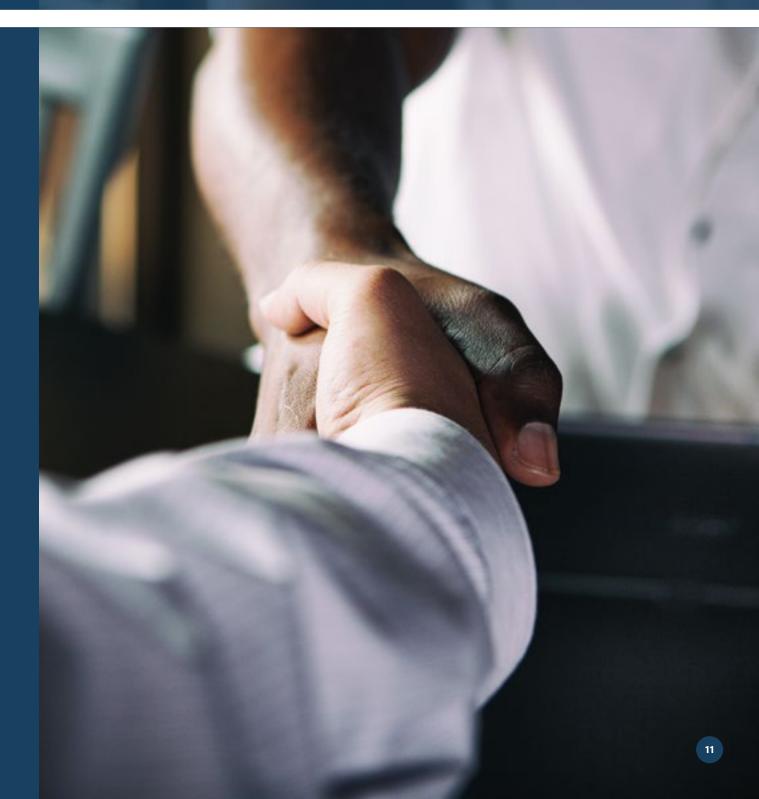
A POWERFUL PARTNERSHIP

TRADEMARK COLLECTION LEVERAGES THE STRONG BRAND EQUITY OF WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY² THAT INCLUDES OVER 8,500 PROPERTIES.

WE WILL HELP TO TRANSLATE THIS EQUITY INTO REVENUE by working closely with owners, bringing focused attention and best-in-class resources to 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.¹

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



INDEPENDENCE, REDEFINED

WHETHER TRAVELING FOR A BUSINESS MEETING OR TO ATTEND THE WEDDING OF A CLOSE FRIEND, OUR GUESTS VALUE THE ABILITY TO STAY WITH US ON THEIR OWN TERMS. TO ACCOMMODATE THIS INDEPENDENT SPIRIT, THE **TRADEMARK COLLECTION** HAS FLEXIBLE EVENT AND MEETING SPACES ALONG WITH THE UNIQUE TOUCHES DEFINED BY EACH PROPERTY AND LOCATION.





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 GRAND







WYNDHAM









WYNDHAM GARDEN



















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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