

A man with dark hair and a beard, wearing a dark suit jacket and white headphones, is shown in profile. He is smiling and looking down at a smartphone in his left hand. He is also holding a white disposable coffee cup in his right hand. The background is a blurred city street with modern buildings and trees. A large green diagonal graphic element is on the right side of the image.

# MODERN LIFE IN BALANCE



# MODERN LIFE IN BALANCE

Start, stop, rest, go again, even faster—that is the way life works today. At **WINGATE BY WYNDHAM**, we have what you need to help support your life, your work, your time, and your knack for balancing everything in between.

Whether you're moving fast for your business or enjoying the calm of a weekend getaway before your world ramps up again, we keep you connected, on schedule, de-stressed, and ready for whatever comes next.



# OUR VOICE

We encourage balance and understand the need and importance of staying connected to work, life, and family—it's part of our special intuition. Whatever our guests plan, we'll have what they need.

HEAD /  
HOW YOU THINK  
**BALANCED**

HEART /  
HOW YOU FEEL  
**CONNECTED**

HAND /  
WHAT WE DELIVER  
**PRODUCTIVITY**



# THE GUEST

WINGATE BY WYNDHAM IS A BRAND FOR BUSINESS TRAVELERS (AND OFTEN “BLEISURE” TRAVELERS). WITH THEIR HIGHER ANNUAL INCOME, THE WINGATE GUEST IS WILLING TO PAY MORE FOR AN EXPERIENCE THAT SUITS THEIR MODERN LIFESTYLE.

# THE PROPERTY



## TYPE

New Construction & Conversion



## GUESTS

White-collar business & bleisure travelers



## CATEGORY

Midscale



## LOCATION

Urban & Suburban



## GEOGRAPHY

North America & Latin America



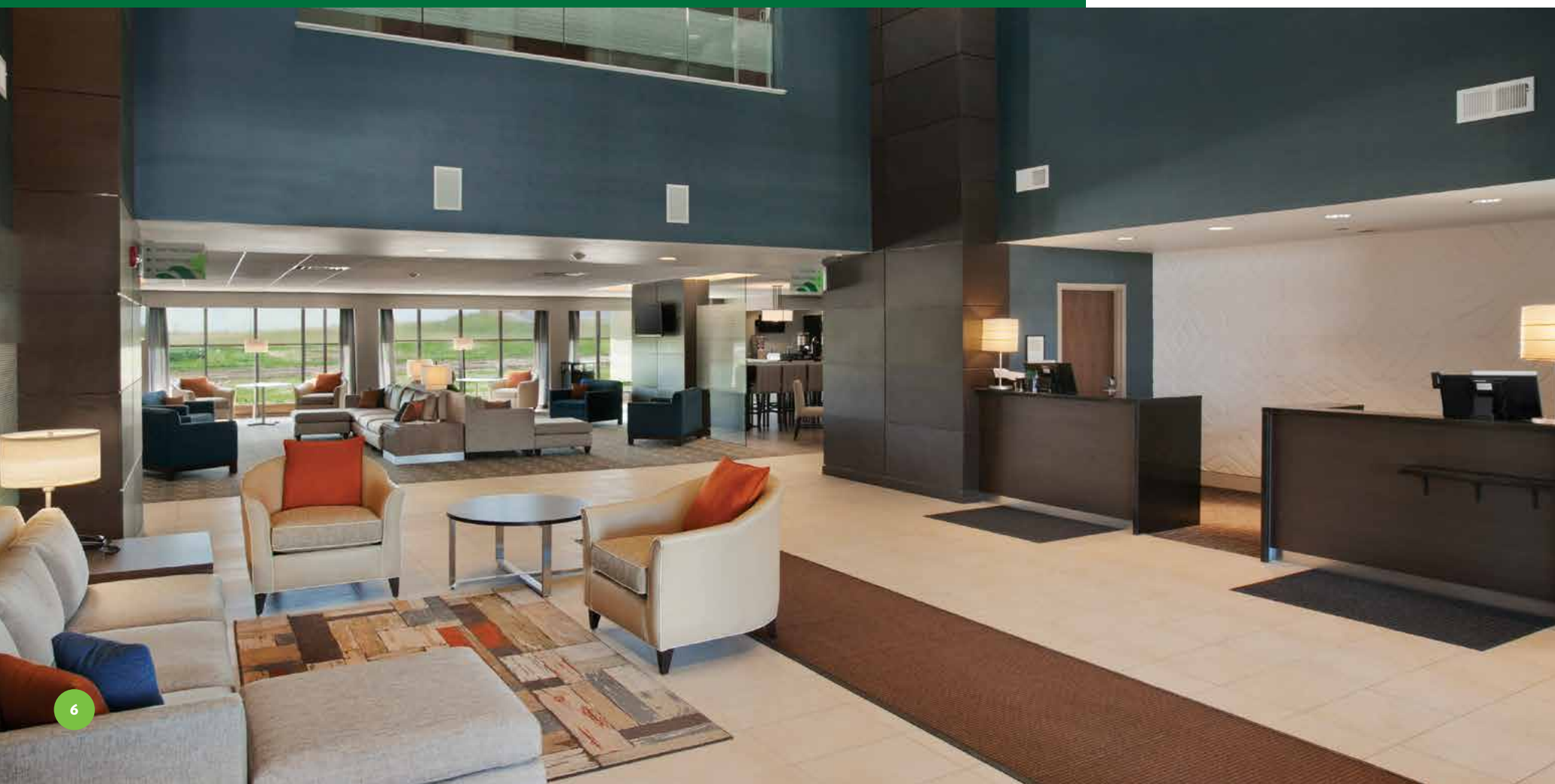
## ROOMS

100–150



## AMENITIES (typical)

- 3-story hotel with interior corridors
- High-speed internet
- Complimentary hot breakfast buffet
- Business center with free copying & printing
- Small meeting space
- Fitness center



# A SMARTER OPPORTUNITY



**WINGATE BY WYNDHAM** MAKES IT SIMPLE AND EASY FOR GUESTS TO MAXIMIZE THEIR DAYS AWAY FROM HOME WITH MODERN FEATURES, SERVICES, AND AMENITIES. RESEARCH SHOWS THAT **WINGATE BY WYNDHAM** OFFERS MANY DRIVERS THAT MATTER MOST TO ITS GUESTS, FROM UP-TO-DATE TECHNOLOGY TO AMENITIES AND BREAKFAST OPTIONS.

**AS A SELECT SERVICE MIDSCALE BRAND, WINGATE BY WYNDHAM** is an attractive choice for new builds, as well as for certain conversion properties.

**WINGATE BY WYNDHAM** provides the ideal solution for an owner to harness the power and recognition of the world's largest hotel company.\*

**WINGATE** benefits from strong ties to the Wyndham name and to Wyndham Rewards®—something that we know is important to frequent business travelers.

\*Based on number of hotels.



# A POWERFUL PARTNERSHIP

**WINGATE BY WYNDHAM** BUILDS UPON 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.

**WE 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. As an owner, you'll 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>

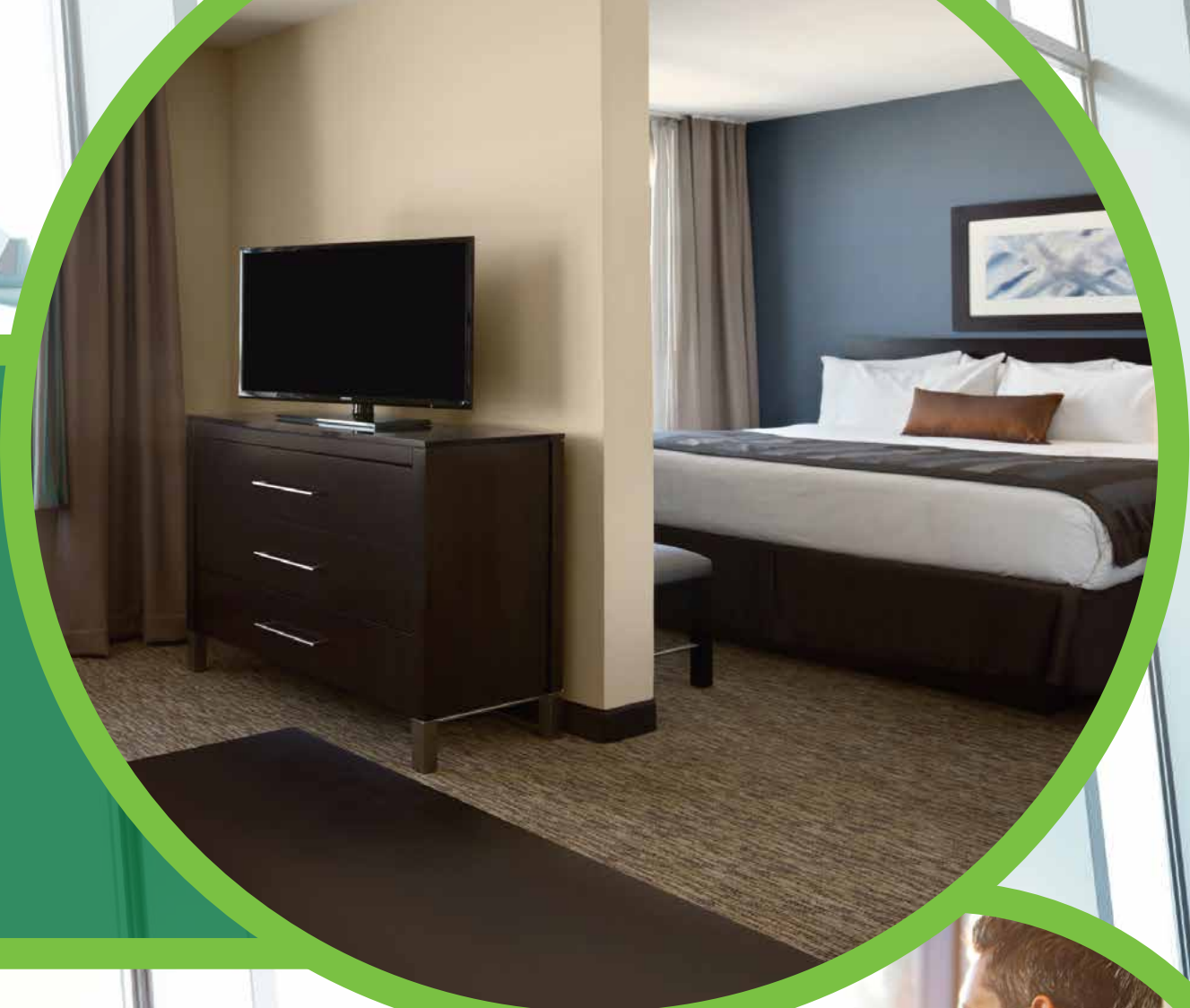
We're invested in keeping our name relevant and meaningful to guests. And, as an owner of a Wyndham-associated property, you'll reap the benefits.





# MODERN LIFE IN BALANCE

WE OFFER ALL OF THE EXTRAS AT NO EXTRA COST, INCLUDING COMPLIMENTARY HOT BREAKFAST, FREE HIGH-SPEED INTERNET ACCESS, EXERCISE FACILITIES, MEETING SPACE, AND A 24-HOUR BUSINESS CENTER WITH FREE COPYING, PRINTING, AND FAXING. OVSIZED GUEST ROOMS FUNCTION AS BOTH A BEDROOM AND AN OFFICE, WITH A SPACIOUS, WELL-LIT DESK, AN IN-ROOM COFFEEMAKER, A REFRIGERATOR, A MICROWAVE, A SAFE, AN IRON, AND AN IRONING BOARD.





# 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

WYNDHAM GRAND

**DOLCE**  
HOTELS AND RESORTS

*esplendor*  
BOUTIQUE HOTELS

 **DAZZLER**  
HOTELS

WYNDHAM

**TRYP**  
BY WYNDHAM

**TM**  
TRADEMARK  
COLLECTION BY WYNDHAM

 **LA QUINTA**

 **WINGATE**  
BY WYNDHAM

WYNDHAM  
GARDEN

 **HAWTHORN**  
SUITES BY WYNDHAM

**AmericInn**

**RAMADA**  
WORLDWIDE

 **BAYMONT**  
INN & SUITES

 **MICROTEL**  
BY WYNDHAM

 **Days Inn**

 **8**

 **Howard Johnson**

 **Travelodge**

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