



WOMEN  
**OWN THE ROOM**  
BY WYNDHAM



Hotels with **women in ownership roles** outperform the brand average RevPAR index **by 5%\***

*Women Own the Room* is committed to advancing and empowering women entrepreneurs through hotel ownership.

**THE PROGRAM IS BUILT ON THE PILLARS OF:**



**Delivering comprehensive financial solutions\*\***

Enhanced capital support

Reduced initial franchise fee

Available for new construction and conversion projects



**Offering personalized operational guidance & support**

High-touch opening support

Best-in-class training

Complimentary services designed to maximize revenue



**Establishing an inclusive community for networking & education**

Event topics to include:

*Tips on securing financing*

*Selecting sites and performing feasibility assessments*

*Success stories from women in hotel development*

\*Based on 2023 performance of a sample of 400 hotels in the US with women owning a majority or minority of equity interest

\*\*Eligibility for capital support and reduced IFF subject to applicant meeting all program qualifications including credit and feasibility review, as determined in WHR's sole discretion, and agreement on standard fees and terms.



Personalized operational guidance & support designed for your long-term success

**COMPLIMENTARY SERVICES FOR WOMEN OWN THE ROOM PARTICIPANTS:**

**OPENING &  
ONGOING SUPPORT**

**ONSITE**

**Consultative  
Performance Planning**

Personalized guidance on maximizing hotel performance with Wyndham's tools and resources

**Renovation & New  
Construction Support**

High-touch support to help manage a successful hotel renovation or development project on time and on budget. Plus special discounts on your initial OS&E order.

**BEST-IN-CLASS  
TRAINING**

**General Manager  
Certification<sup>1</sup>**

Development program designed to enhance leadership and hotel operations skills

**ONSITE**

**Wyndham University Training**

Training for hotel staff members including 'Count on Me' service, loyalty driving strategies and operational best practices to help meet guest expectations

**REVENUE GENERATION  
SUPPORT**

*12 Months of Complimentary Service*

**Revenue Management Services**

Dedicated team helps optimize hotel rates and inventory to drive top-line revenue production with weekly full-service support

**Remote Sales Services**

Proactive direct sales support taps into a pipeline of global leads, prospects new local opportunities and responds to leads across all platforms on your behalf

Visit [www.womenowntheroombywyndham.com](http://www.womenowntheroombywyndham.com) to learn more.



<sup>1</sup>GM certification complementary for one owner and GM who attend within first year post-opening, as required. Women Own the Room program open to hotels with majority women ownership. 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, which may require we provide you with a Franchise Disclosure Document. For a copy of the FDD, contact us at 22 Sylvan Way, Parsippany NJ 07054. © Wyndham Hotels & Resorts, Inc. (WHR). All rights reserved.