October 6, 2025

Boutique Style, Budget Sensibility: Introducing Dazzler Select by Wyndham

With 16,000+ economy independent hotels in the U.S. alone, Wyndham's newest offering fills a long-overlooked gap in the soft-brand landscape

PARSIPPANY, N.J., Oct. 6, 2025 /PRNewswire/ -- Wyndham Hotels & Resorts, the world's largest hotel franchising company, today launched Dazzler Select by Wyndham, a new franchise offering designed for independent hoteliers in the economy lifestyle space.

An extension of its boutique-inspired Dazzler® by Wyndham brand, Dazzler Select empowers owners to preserve the individuality, branding, and character of their hotels while unlocking the benefits of Wyndham's vast scale—including access to its award-winning Wyndham Rewards® loyalty program, global distribution, advanced technology, and dedicated sales and marketing support.

The debut comes at a time of significant opportunity. Per STR, there are more than 16,000 independently owned economy hotels in the U.S.—most of which are owned and operated at the local level. Collectively, these hotels are estimated to represent more than 70% of the segment, reinforcing the potential and need for offerings like Dazzler Select.

"Independent hoteliers have long been at the heart of experiential travel, yet unlike those in upscale and luxury, owners in the economy space have often had to go it alone—until now. Dazzler Select gives owners the freedom to preserve their hotel's character while leveraging the scale, reach, and resources of the world's largest hotel franchisor. It's a game-changing opportunity for independents, delivered by the Company that knows these travelers best."

- Geoff Ballotti, President and CEO, Wyndham Hotels & Resorts

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Lifestyle Travel, Economy Roots

The first Dazzler Select debuts today with the conversion of Magic Moment Resort & Kids Club in Kissimmee, Fla., an award-winning property known for its playful design, family-friendly amenities, and strong community spirit. The vision of entrepreneurs Ariel Tomat and Carina Radonich—now the newest member of Wyndham's Women Own the Room program—Magic Moment has earned praise for blending creativity with comfort, making it a natural fit for Dazzler Select.

Beyond Magic Moment, Wyndham has signed two additional hotels and is in active discussions with more than 25 additional developers. Over the next five years, the company is targeting 50 additional openings—reflective of its focus on quality.

Lifestyle travel continues to be a key industry growth driver, especially among younger travelers such as millennials (1.8 billion globally) and Gen Z (2.5 billion globally), who

continue to prioritize travel and experiences over material possessions. According to research by McKinsey, these groups together average nearly 5 trips per year, more than both Gen X and baby boomers, while devoting nearly a third of their income (29%) to such trips.

"What makes Magic Moment extraordinary is not just our rooms or our amenities—it's the soul we put into every stay, every detail, every memory created for our guests. With Dazzler Select by Wyndham, we discovered the perfect partner: one that allows us to protect what we've built while giving us access to a world-class platform of support, reach, and innovation. This isn't about changing who we are, it's about amplifying our voice, expanding our possibilities, and showing that independent spirit and global strength can thrive together."

- Carina Radonich, Co-Owner, Magic Moment Resort & Kids Club

Magic Moment Resort & Kids Club, a Dazzler Select Hotel, stands apart from other Kissimmee resorts by putting families at the heart of every stay. Recognized by TripAdvisor as the area's #1 family-friendly hotel, the resort delights guests with immersive themed rooms, interactive play areas, and a one-of-a-kind Kids Club where little ones can enjoy supervised activities while parents relax. From décor to design, thoughtful touches and imaginative spaces spark creativity at every turn, creating experiences that blend comfort, convenience, and kid-focused fun—all just minutes from Orlando's world-famous attractions.

OwnerFirst™ by Design
At its core, Dazzler Select is built on Wyndham's OwnerFirst approach. With a flat monthly brand fee (covering traditional royalty and marketing fees), the offering lowers the barrier to entry for independent hotels looking to tap into the power of Wyndham while eliminating unpredictable costs and streamlining expenses. Prioritization of low-cost conversions also means owners avoid costly overhauls.

Building on that foundation, Dazzler Select also emphasizes simplicity in day-to-day operations. With a focus on quality—hotels must carry a 4.0 guest rating or higher—Dazzler Select requires only a limited set of high-impact standards: free Wi-Fi for Wyndham Rewards members, 24-hour water and coffee stations, one complimentary breakfast item per guest, and boutique-inspired design elements. The streamlined model helps owners manage costs while delivering the essentials travelers expect.

Once open, hotels benefit from access to the Company's powerful Wyndham Rewards® loyalty program—ranked #1 by readers of USA TODAY—along with best-in-class technology like Wyndham Connect and Wyndham Gateway, plus dedicated sales, marketing, and operational support. Alongside Wyndham's other offerings, Dazzler Select makes Wyndham the only major hotel company offering soft-brand solutions across virtually every chain scale —from economy to luxury.

"Independent owners in the economy lifestyle space have been overlooked for too long. With Dazzler Select, we're giving them a brand tailored to their needs—simple, flexible, and built on Wyndham's unmatched support and distribution. Our goal is straightforward: help owners succeed on their terms while giving travelers the boutique-inspired stays they crave."

- Amit Sripathi, Chief Development Officer, Wyndham Hotels & Resorts

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With the launch of Dazzler Select, Wyndham is setting a new standard for economy lifestyle hotels. To learn more, including franchising opportunities, visit WyndhamDevelopment.com.

Images associated with the above release may be downloaded here.

About Dazzler Select by Wyndham
Dazzler Select is an extension of the boutique-inspired Dazzler by Wyndham brand, designed for independent economy lifestyle hotels. The concept enables owners to maintain their property's unique character while tapping into Wyndham's global scale, loyalty program, technology, and marketing support. Built for today's lifestyle-minded traveler, Dazzler Select delivers boutique style, approachable rates, and the resources owners need to grow and succeed. Learn more at DazzlerHotels.com. For franchising opportunities, visit WyndhamDevelopment.com.

About Wyndham Hotels & Resorts
Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of franchised properties, with approximately 8,300 hotels across approximately 100 countries on six continents. Through its network of approximately 847,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 25 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, ECHO Suites®, Registry Collection Hotels®, Trademark Collection® and Wyndham®. The Company's award-winning Wyndham Rewards loyalty program offers approximately 120 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit **www.wyndhamhotels.com**.

Forward Looking Statements
This press release contains "forward-looking statements" within the meaning of the federal securities laws, including statements related to Wyndham's current views and expectations with respect to the development and opening of new hotels in the U.S. Forward-looking statements are any statements other than statements of historical fact, including those that convey management's expectations as to the future based on plans, estimates and projections at the time Wyndham makes the statements and may be identified by words such as "will," "expect," "believe," "plan," "anticipate," "predict," "intend," "goal," "future," "forward," "remain," "confident," "outlook," "guidance," "target," "objective," "estimate," "projection" and similar words or expressions, including the negative version of such words and expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, performance or achievements of Wyndham to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.

Factors that could cause actual results to differ materially from those in the forward-looking statements include, without limitation, general economic conditions, including inflation, higher interest rates and potential recessionary pressures, which may impact decisions by

consumers and businesses to use travel accommodations; global trade disputes, including with China; the performance of the financial and credit markets; the economic environment for the hospitality industry; operating risks associated with the hotel franchising business; Wyndham's relationships with franchisees; the impact of war, terrorist activity, political instability or political strife, including the ongoing conflicts between Russia and Ukraine and conflicts in the Middle East, respectively; global or regional health crises or pandemics including the resulting impact on Wyndham's business, operations, financial results, cash flows and liquidity, as well as the impact on its franchisees, guests and team members, the hospitality industry and overall demand for and restrictions on travel; Wyndham's ability to satisfy obligations and agreements under its outstanding indebtedness, including the payment of principal and interest and compliance with the covenants thereunder; risks related to Wyndham's ability to obtain financing and the terms of such financing, including access to liquidity and capital; and Wyndham's ability to make or pay, plans for and the timing and amount of any future share repurchases and/or dividends, as well as the risks described in Wyndham's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission and any subsequent reports filed with the Securities and Exchange Commission. These risks and uncertainties are not the only ones Wyndham may face and additional risks may arise or become material in the future. Wyndham undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, subsequent events or otherwise, except as required by law.

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