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# Wyndham Grand Asks Guests: Can You Put Down Your Phone For The Sake of Vacation?

**Hotel brand expands innovative tech-free family program to pools and restaurants; Gives families the chance to win a 5-night vacation for unplugging**

PARSIPPANY, N.J., Oct. 1, 2018 /PRNewswire/ -- Wyndham Grand is creating new VIP areas at its pools and restaurants with perks promoting quality time for guests at five of its hotels. The catch?

You can't check your phone.

An expansion of its innovative *Reconnected Family Experience*, the unique hotel family program encouraging quality time over screen time, Wyndham Grand is now challenging guests to go phone-free at its pools and restaurants. Today through November 12, the brand will offer optional Phone-Free Zones for guests who wish to spend time unplugged. Guests who participate will have access to special perks, amenities and prizes, including the chance to win 75,000 Wyndham Rewards Points – enough for a future five-night vacation.\*

Wyndham Grand is collaborating with [Yondr](#) – which creates phone-free spaces using a unique locking phone case – to free guests from the temptation of checking their screens during family time, empowering them to enjoy their vacations. Wyndham Grand is the first hotel brand to partner with Yondr creating physical tech-free spaces within its hotels.

"Before the pull of technology, we would never dream of wasting time on our phones instead of jumping straight into the pool and soaking up every minute of our vacation," said Lisa Checchio, Chief Marketing Officer for Wyndham. "But today, adults and kids are so glued to their devices that we've had to add more pool chairs to accommodate all the poolside swiping. With these Phone-Free Zones, we're creating new unplugged oases and tech-free tables that challenge families to consciously put the phone away for an afternoon – or just a meal – and make memories simply being together."

Personal devices are impacting the way today's families travel, with 53% of people never unplugging or reducing their phone usage on a trip. The average American looks at their screen once every 12 minutes on vacation. Wyndham Grand hotels have seen the effect, witnessing guests toting more than 12 devices per family on a trip – which impacts hotels' Wi-Fi needs, lobby traffic patterns and pool operations, including added supply of pool chairs.

## **Power Down, Please**

To opt in to a Phone-Free Zone, guests can check in with an attendant at the pool or

restaurant, or ask any Wyndham Grand team member about going phone-free. The process is simple:

1. Guests can visit the Phone-Free Zone and check in with a Wyndham Grand team member at the pool or restaurant to receive a Yondr case.
2. A Wyndham Grand team member will help the guest insert their phone in the Yondr case, which will remain locked while the guest is in the Phone-Free Zone. The phone will remain in the guest's possession at all times while the case is locked.
3. When ready to access their phone again, guests can simply visit the nearest unlocking station, and with a simple tap, unlock their Yondr case.

Guests who participate will receive access to the space, which includes special perks – think exclusive pool floats and off-menu treats – along with a copy of *The Nocturnals: The Mysterious Abductions* and a chance to win 75,000 Wyndham Rewards points which they can later redeem for a vacation.\*

Phone-Free Zones are available from October 1, 2018 through November 12, 2018 at the following Wyndham Grand hotels offering the *Reconnected Family Experience*: Wyndham Grand Orlando Bonnet Creek Resort in Orlando, Fla.; Wyndham Grand Clearwater Beach Resort in Clearwater, Fla.; Wyndham Grand Chicago Riverfront in Chicago, Ill.; The Mills House, a Wyndham Grand Hotel in Charleston, S.C.; and Hotel Galvez & Spa, a Wyndham Grand Hotel in Galveston, Texas.

### **The Reconnected Revolution**

Wyndham Grand is bringing quality time back to family vacations with *Reconnected*, a *Wyndham Grand Family Experience*, a unique family program addressing the dire need for quality time over screen time. While most family travel programs separate parents and kids, *Reconnected* enables imaginative play time together. Be it building the ultimate blanket fort, creating shadow-puppets or taking a literary adventure with *The Nocturnals: The Mysterious Abductions* by Tracey Hecht, this new offering reminds families to slow down and enjoy time together, without the distraction of a screen.

### **[About Wyndham Grand](#)**

Travel is the best excuse to enjoy the grand things in life. With locations in some of the world's most sought after vacation destinations - including Shanghai, Istanbul, Doha, Salzburg and Orlando - [Wyndham Grand](#)<sup>®</sup> hotels transform ordinary moments into unforgettable experiences. Decidedly not stuffy, but approachable by design, this upper-upscale hotel brand helps travelers make every moment count. Follow [@WyndhamGrand](#) on [Facebook](#) and [Instagram](#).

### **[About Wyndham Hotels & Resorts](#)**

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company, with nearly 9,000 hotels across more than 80 countries on six continents. Through its network of more than 792,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in both the economy and midscale segments of the lodging industry. The Company operates a portfolio of 20 hotel brands, including Super 8<sup>®</sup>, Days Inn<sup>®</sup>, Ramada<sup>®</sup>, Microtel Inn & Suites<sup>®</sup>, La Quinta<sup>®</sup>, Wingate<sup>®</sup>, AmericInn<sup>®</sup>, Hawthorn Suites<sup>®</sup>, The Trademark Collection<sup>®</sup>, and Wyndham<sup>®</sup>. Wyndham Hotels & Resorts is also a leading provider of hotel management services, with more than 400 properties under management. The Company's award-winning Wyndham Rewards loyalty program offers

approximately 58 million enrolled members the opportunity to redeem points at thousands of hotels, condominiums and holiday homes globally. For more information, visit [www.wyndhamhotels.com](http://www.wyndhamhotels.com).

### **About Yondr**

Yondr creates phone-free spaces for artists, educators, organizations and individuals. In our hyper-connected world, Yondr provides a haven to engage with what you're doing and who you're doing it with. In physical space and real time. To learn more, visit [overyondr.com](http://overyondr.com).

\* NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Sweeps begins 10.1.18 & ends 11.12.18. Open to U.S. residents, 21+, who participate in the Phone-Free Zones at participating hotels. Subject to complete official rules, available onsite near the Yondr phone case locking & unlocking stations at participating hotel pools and restaurants, and at [wyndhamgrand.com/phonefree](http://wyndhamgrand.com/phonefree). Void where prohibited.

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