

Dazzler Select by Wyndham Surpasses a Dozen Open Hotels in First Year, Building Momentum Across the U.S.

Boutique-inspired, value-centric lifestyle brand draws independent owners seeking greater distribution, technology and loyalty reach without sacrificing their hotel's identity

HIGHLIGHTS:

- Dazzler Select by Wyndham has surpassed more than a dozen hotels in its first year, with 14 hotels now open across the United States, demonstrating growing demand among independent owners for a simpler path to the scale and reach of a global hotel company.
- Additions like Majestic Canyon Lodge in Williams, Ariz.; Soap Lake Natural Spa & Resort in Soap Lake, Wash.; and Moab Big Horn Lodge in Moab, Utah; are expanding the brand's footprint in high-demand destinations.
- With a flat monthly brand fee and simple, streamlined standards, Dazzler Select gives high-quality owners access to Wyndham's distribution, technology and loyalty platforms while preserving what makes each hotel unique.

PARSIPPANY, N.J., Oct. 27, 2026 /PRNewswire/ -- Just one year after its debut, Dazzler Select by Wyndham is gaining momentum, with 14 hotels now open across the United States—marking a strong start for one of Wyndham Hotels & Resorts' newest lifestyle offerings. The early growth underscores the brand's appeal to value-centric, independent hotel owners seeking the benefits of Wyndham's scale without compromising what makes their properties unique.

Combining a predictable flat monthly fee, low-cost conversions and streamlined brand standards with access to Wyndham's powerful distribution, technology and loyalty platforms, Dazzler Select offers owners a simple, cost-effective way to unlock the advantages of one of the world's largest hotel franchisors while preserving their hotels' individual character and identity.

"Independent owners shouldn't have to choose between preserving what makes their hotel special and gaining the scale that can help them compete. Dazzler Select was built to give them both, helping owners reach more travelers, drive more direct bookings and reduce their reliance on higher-cost third-party channels."

- David Wilner, Chief Development Officer, Wyndham Hotels & Resorts

Local Character, Global Reach

From family-focused resorts and coastal escapes to reimagined roadside hotels and adventure-driven stays, Dazzler Select is attracting independent properties with distinct identities and strong ties to the destinations they serve. Magic Moment Resort & Kids Club in Kissimmee, Fla., the first hotel to join Dazzler Select, set the bar by bringing its playful design and family-first experience while preserving the character that had already made it a guest favorite. Since then, a growing collection of independent hotels has followed, including:

- **Majestic Canyon Lodge – Williams, Ariz.**

Located along historic Route 66, just 54 miles from Grand Canyon National Park, the lodge recently underwent a renovation in 2026 and features family suites, making it an ideal stop for families exploring northern Arizona.

- **Soap Lake Natural Spa & Resort – Soap Lake, Wash.**

Located along the shores of Soap Lake in central Washington's Columbia Basin, near the Grand Coulee and Dry Falls, this lakeside retreat offers a unique wellness escape with mineral-rich lake waters, in-room mineral baths, spa treatments and private beach access.

- **Casey Key Resorts Mainland – Osprey, Fla.**

Located just south of Sarasota on Florida's Gulf Coast, this resort features spacious rooms and suites, a resort-style pool with private cabanas, a poolside Tiki bar, on-site dining and complimentary shuttle service to its beachfront property.

- **Moab Big Horn Lodge – Moab, Utah**

Located in the heart of historic downtown Moab, just four miles from Arches National Park, Big Horn Lodge offers an adventure-friendly base for exploring Utah's red rock country, with cozy lodge-style rooms, an outdoor pool, bike-wash station and in-room mountain bike storage.

- **Golden Gables Inn – North Conway, N.H.**

Set against the White Mountains, this cozy New England retreat offers a seasonal pool, outdoor firepits, playground and select suites with jetted tubs, placing guests close to skiing, hiking, fall foliage and Mount Washington.

- **Kings House Motor Hotel – Flagstaff, Ariz.**

A local landmark along historic Route 66, Kings House blends the nostalgic character of a classic American motor hotel with modern comforts, and is only minutes from downtown Flagstaff, Northern Arizona University and some of the region's best-known outdoor attractions.

"Big Horn Lodge revels in giving travelers an authentic, welcoming place to stay while they experience everything that makes Moab special. With Dazzler Select, we can preserve that identity while tapping into Wyndham's best-in-class technology and top-rated rewards program with more than 126 million enrolled members worldwide.

That kind of reach is incredibly powerful for an independent hotel like ours, and we get it without changing what makes Big Horn Lodge special."

- Michael Christensen, Partner, Garn Development

Created To Stand Out, Backed to Compete

Dazzler Select balances individuality with a clear commitment to quality. Hotels are expected to maintain a guest rating of 4.0 or higher. The brand's approach to the guest experience pairs each hotel's boutique-inspired design with thoughtful amenities, including free Wi-Fi for Wyndham Rewards members, complimentary 24-hour coffee and water stations, and a complimentary breakfast item for each guest.

Once part of Wyndham, owners gain the broader advantages of being connected to one of the world's largest hotel franchisors, with access to dedicated sales, marketing, revenue management and operational support alongside a growing suite of technology designed around the needs of franchisees. That includes industry-leading offerings like Wyndham Connect, the company's AI-powered guest engagement platform available at no added cost to franchisees, and Wyndham AI Concierge, a premium add-on that uses agentic voice and messaging to answer guest questions, provide recommendations and manage reservations —helping to free up hotel staff to focus on in-person interactions and drive increased direct contribution.

To learn more about Dazzler Select, including franchising opportunities, visit [WyndhamDevelopment.com](https://www.wyndhamdevelopment.com).

About Dazzler Select by Wyndham

Dazzler Select is an extension of the boutique-inspired Dazzler by Wyndham brand, designed for independent, value-centric 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](https://dazzlerhotels.com). For franchising opportunities, visit [WyndhamDevelopment.com](https://www.wyndhamdevelopment.com).

About Wyndham Hotels & Resorts

Wyndham Hotels & Resorts (NYSE: WH) is one of the world's largest hotel franchising companies with approximately 8,500 hotels across approximately 100 countries on six continents. Through its network of over 877,000 franchised and affiliated 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 129 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.

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