March 19, 2024

Wyndham's Women Own the Room Initiative Drives Over One Dozen Hotel Openings

Surpasses 50 hotel signings while growing community base to more than 550

PARSIPPANY, N.J., March 19, 2024 /PRNewswire/ -- Wyndham Hotels & Resorts is celebrating a major milestone for its award-winning Women Own the Room℠ initiative, surpassing 15 hotel openings and more than 50 signings in just over 24 months.

The first-of-its-kind offering—which has seen its network of current and prospective women hotel owners climb to more than 550—leverages Wyndham's scale and influence to break down the unique barriers women face on the path to hotel ownership. According to data from U.S Bureau of Labor Statistics and the Castell Project, while women make up nearly 60% of the work force in hospitality, they hold only one leadership spot for every 10 men.

"For decades, the hotel industry has been complacent in allowing women to remain on the sidelines of hotel ownership and in turn, has missed out on the opportunity to strengthen itself through greater diversity. Women Own the Room and the subsequent programs it has inspired throughout the industry are finally changing the narrative and Wyndham is proud to lead the way."

- Galen Barrett, VP, Strategic Franchise Initiatives, Wyndham Hotels & Resorts

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Breaking Down Barriers

From offering comprehensive financial solutions, personalized operational support and a community that promotes networking and education, Women Own the Room was specifically curated and continues to evolve to meet the needs of women in the industry—and the strategy is working.

Inspired by her mother, who grew her own business of owning rental properties, film and television producer Christina Lambert (one of the program's founding members), joined the hotel industry in 2020 after a successful career in the arts. Lambert, along with her mother, decided to purchase two hotels in Loveland, Co., one of which required a sizeable loan to complete the transaction. After being rejected by multiple lenders, one finally said yes.

Shortly thereafter, Lambert joined forces with Wyndham—a decision driven by Wyndham's ability to offer one-on-one renovation support (including key money), combined with its commitment to championing diverse ownership through Women Own the Room. Today, her hotels—a 50-room Travelodge® by Wyndham and 49-room Baymont® by Wyndham—are flourishing and outperforming their competitive sets. Revenues for the Travelodge are up

more than 29% over the last two years, while the Baymont, which she converted from a competitor brand in 2021, is up more than 26% year-over-year.

"Wyndham has played a pivotal role in my success as a first-time hotelier, which I credit not just to the accessibility and responsiveness of leadership, but their willingness to work with me on an individual basis to help my hotels thrive. Through Women Own the Room, Wyndham is actively investing in women and in doing so, they're changing the face of the hotel industry."

- Christina Lambert, Wyndham Franchisee and Member of Women Own the Room

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The Wyndham Advantage
In addition to the unique benefits offered by Women Own the Room, Wyndham franchisees benefit from the Wyndham Advantage—a combination of world-class marketing, distribution and other resources designed to put owners on the path to success. Inclusive of more than $275 million in innovative technology investments over the past five years, owners have access to best-in-class technology from industry-leading providers, including next-gen property and revenue management systems, as well as a growing member base of more than 106 million enrolled Wyndham Rewards members globally.

Wyndham Rewards is the number one hotel rewards program as named by both USA Today and U.S. New and World Report with more than 50,000 hotels, vacation club resorts and vacation rentals. Members make up nearly half of all U.S. check-ins and on average, spend nearly twice as much as non-members.

Since first launching in early 2022, Women Own the Room has led to the signing of more than 50 hotels, representing over 4,000 rooms, across the U.S. and Canada. Today, 16 hotels are open spanning brands like Days Inn, Baymont, Wyndham and Trademark across Texas, New Mexico, Oklahoma, Colorado, Georgia, Virginia and more. Approximately 5 to 10 additional hotels are anticipated to open over the next 12 months. For more information on Women Own the Room, including franchising opportunities, visit www.womenowntheroombywyndham.com.

Additional photos associated with the above release are availablehere.

About Wyndham Hotels & Resorts
Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of properties, with approximately 9,200 hotels across over 95 countries on six continents. Through its network of approximately 872,000 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 24 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. The Company's award-winning Wyndham Rewards loyalty program offers over 106 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 development and rooms growth. Wyndham claims the protection of the Safe Harbor contained in the Private Securities Litigation Reform Act of 1995 for forward-looking statements. Forward-looking statements include 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," "intend," "goal," "future," "forward," "remain," "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, factors relating to the expired unsolicited exchange offer by Choice Hotels International, Inc. to acquire all outstanding shares of Wyndham's common stock and any ongoing cost, loss of time and disruption associated therewith; general economic conditions, including inflation, higher interest rates and potential recessionary pressures; global or regional health crises or pandemics (such as the COVID-19 pandemic) 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; 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 between Israel and Hamas; 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. Wyndham undertakes no obligation to 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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