May 20, 2025

Wyndham Unveils New Initiatives to Drive Owner Success, Strengthen Hotel Performance

Anchored by its OwnerFirst™ approach, the world's largest hotel franchisor is redefining hotel ownership through bold advancements across technology, sourcing, loyalty and marketing

LAS VEGAS, May 20, 2025 /PRNewswire/ -- Together, Wyndham and its franchisees are going places. That was the message heard by thousands of hotel owners, suppliers and Wyndham team members this morning as the Company officially kicked off its 2025 Global Conference in Las Vegas. Amid a packed Caesars Forum, one of the city's newest and most modern convention centers, Company leaders laid out over half a dozen new initiatives spanning technology, sourcing, loyalty and marketing—designed to help hotel owners better serve guests all while lowering costs, unlocking operational efficiencies and growing their bottom line.

"As the world's largest hotel franchisor, we believe in putting hotel owners first. That means listening to their needs and responding with solutions that help them take their business to the next level. Whether it's our #1 rated rewards program, our best-in-class technology, or our top-tier sales, marketing and operational support—everything we do, every decision that we make, is grounded in their long-term success."

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

---

Among the initiatives announced earlier today:

- **New Best-in-Class Technology**
  Building on its best-in-class tech stack, the newly launched ***Wyndham Connect PLUS*** enhances Wyndham's existing guest engagement platform by further embedding AI across the guest journey. Automated AI text messaging and voice assistance allows guests to easily book stays, ask questions and access tailored recommendations while newly integrated self-service check-in solutions help hotels free up critical staffing resources. Qualified franchisees can pilot the new platform at no additional cost through the end of the year.

  The Company also unveiled ***Wyndham Gateway***, a new guest Wi-Fi portal that provides a consistent, centralized login experience. Available for sign-up today, the portal unlocks a new hotel revenue stream through Wi-Fi upsell opportunities while eliminating loyalty enrollment requirements for any hotels leveraging the platform. The

one-two combination helps franchisees turn what has always been a staple guest utility into a must-have, high-impact upgrade.

- **Simplified Sourcing Solutions**
  Great guest experiences start with well-run operations and Wyndham is investing in both. That includes ***Wyndham Marketplace***, a new hotel shopping platform that, when combined with the new ***Wyndham PriceIQ***, makes it faster and easier for owners to find, compare and purchase brand-approved products at deeply negotiated rates. Meanwhile, a new partnership with sbe's- ***Everybody Eats*** food and beverage solution is helping hotel owners offer chef-driven, restaurant quality offerings without the need for extensive equipment or large back-of-house operations.

  Wyndham is also helping owners tackle what has become a critical and growing issue within the hospitality industry: access to affordable, high-quality insurance. Through a partnership with HUB International, the 5th largest insurance brokerage firm globally, Wyndham franchisees now have access to transparent and tailored solutions designed to ensure compliance with Wyndham brand standards, improve coverage and lower costs.

- **The #1 Hotel Rewards Program, Now More Rewarding**
  Building on its reputation as the industry's leading hotel rewards program, Wyndham Rewards® is taking member benefits to the next level with the launch of **Wyndham Rewards Experiences**. Leveraging partnerships with world-renowned sports and entertainment brands—Madison Square Garden, Radio City Music Hall, Minor League Baseball and Caesars Rewards—members can now use their points to bid on premier live events as well as unforgettable, once-in-a-lifetime experiences.

  Wyndham Rewards members will also soon have access to new dining perks, thanks to an industry-first partnership between Wyndham and Applebee's Neighborhood Grill + Bar®, part of Dine Brands Global. Launching later this year, the partnership will allow Wyndham Rewards members staying at a Hotel by Wyndham to earn points when they place a mobile order with any of nearly 1,500 Applebee's restaurants nationwide with free hotel delivery.

  Finally, when it comes to franchisees, Wyndham is evolving how it reimburses hotel owners for free night stay redemptions. Currently centered around occupancy, reimbursements will soon incorporate guest satisfaction scores, aiming to reward and recognize hotels delivering great guest experiences. Launching later this year, the model is designed to retain Wyndham's position of delivering the highest reimbursement rates of any major hotel rewards program.

- **Marketing that Meets Guests Where They Are**
  Capitalizing on the power of its unparalleled portfolio, Wyndham is also taking steps to help capture more demand at lower costs for its thousands of franchisees. This summer, the Company will launch a bold new portfolio-wide marketing campaign: ***Where There's a Wyndham, There's a Way.*** Uniting for the first-time both Wyndham Hotels & Resorts and Wyndham Rewards under one singular identity, the campaign brings to life Wyndham's mission of *Making Hotel Travel Possible for All*. The campaign runs through the fall and will appear nationwide across TV, streaming

services, online video, social, out-of-home, search, metasearch and display—helping ensure Wyndham is meeting travelers in the spaces and mediums they engage in most.

The Wyndham Advantage

Known throughout the industry for its OwnerFirst™ approach to franchising, Wyndham's latest initiatives are all part of what's known as Wyndham Advantage and reinforce a long-term strategy that has not only helped the company achieve historic levels of franchisee retention—nearly 96%—but do so while growing a record development pipeline and one of the industry's most decorated rewards programs. What's more, since going public in 2018, the Company has invested nearly $350 million in best-in-class technology—delivering industry-first sales, marketing and digital innovations—all while expanding on-the-ground operations support for hotels.

Wyndham's 2025 Global Conference runs through Wednesday, May 21. Built on the theme "We're Going Places," the 3-day, in-person event is known for being one of the largest gatherings of hoteliers and hotel suppliers in the world. For more information about Wyndham Hotels & Resorts, including franchising opportunities, visit www.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 9,300 hotels across over 95 countries on six continents. Through its network of approximately 907,000 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 over 115 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.

View original content to download multimedia:https://www.prnewswire.com/news-releases/wyndham-unveils-new-initiatives-to-drive-owner-success-strengthen-hotel-performance-302460953.html

SOURCE Wyndham Hotels & Resorts