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Wyndham Debuts New Ad Campaign Celebrating Real-Life Travel--With a Tagline That Says It All

"Where There's a Wyndham, There's a Way" unites Company's global portfolio of brands with its top-rated rewards program, Wyndham Rewards

PARSIPPANY, N.J., June 11, 2025 /PRNewswire/ -- Wyndham Hotels & Resorts is tapping into the power of simplicity and scale this summer with an all-new ad campaign, *Where There's a Wyndham, There's a Way*. Rooted in themes of accessibility, convenience, and authenticity, the campaign positions Wyndham as a trusted travel partner while uniting its 25 brands and top-rated rewards program under a single, cohesive voice and tagline—a first for the Company.

Created in partnership with Havas New York and produced by Annex 88, Where There's a Wyndham, There's a Way is more than just a clever phrase—it's a narrative that taps into the emotion and spontaneity of real-world travel. Whether it's an ambitious aunt racing across three states in one weekend to make milestone family events or a beach-bound couple chasing sunsets and savings, the campaign reinforces that Wyndham has your back, wherever you may be headed this summer, with approximately 9,300 hotels across 25 brands.

"This campaign is more than a new tagline, it celebrates what Wyndham does best: making hotel travel possible for all. From road trips and family reunions to beach getaways and golf escapes, we want travelers looking to Wyndham, knowing that no matter the destination, no matter the budget: Where There's a Wyndham, There's a Way."

- Marissa Yoss, Vice President, Brand Marketing and Paid Media, Wyndham Hotels & Resorts

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"Where There's a Wyndham, There's a Way is a super flexible platform that allows us to tell a variety of stories that will ring true for our everyday travelers. Whether you're interested in using your Wyndham Rewards points earned from business travel for a much-needed personal trip or being able to retain your "World's Greatest Aunt" status by being there for your nieces and nephews, there's no shortage of relatable travel situations we can message."

- Dan Lucey, Co-CEO and Chief Creative Officer, Havas New York

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A Hero Spot Grounded in Real-Life

Wyndham's newest campaign kicks off with a 30-second hero spot titled *"World's Greatest Aunt,"* showcasing a determined woman crisscrossing states to attend three family events—all with help from Wyndham's extensive hotel portfolio and loyalty perks. It's a funny, heartfelt ode to the everyday heroics of travelers and a microcosm of the broader campaign message.

The spot leans into grounded storytelling and humor while reflecting the range of Wyndham's customer base. The execution also strikes a balance between aspiration and realism, avoiding over-polished travel tropes in favor of something more familiar and attainable.

A Media Strategy as Wide-Ranging as Wyndham

True to its 360-degree ambition, the campaign spans broadcast, connected TV, social media, digital video, display, audio, and out-of-home. Custom content partnerships and mid-summer experiential activations will further extend the campaign's reach and relevance, particularly at key travel planning moments.

The campaign is also supported by smart data targeting, ensuring creative is tailored to travelers' preferences—from quick weekend getaways to longer road trips. It's all in service of positioning Wyndham not just as a collection of brands, but as a trusted travel partner.

Building Brand Love, Driving Bookings

Further unifying the campaign is messaging connecting to Wyndham Rewards®, Wyndham's award-winning loyalty program, ranked #1 by both USA Today and U.S. News & World Report, and the benefits of the program. For example, the hero spot, *"World's Greatest Aunt,"* focuses on the character's emotional journey and demonstrates how Wyndham Rewards plays a crucial role in helping her get there. Whether it's a planned free night's stay or points that make an impromptu detour possible, the spot illustrates how the program offers real, usable benefits that support meaningful travel—be it planned or spontaneous.

Wyndham Rewards has more than 115 million enrolled members globally and is consistently recognized for being more generous and offering more places to redeem—over 60,000 hotels, vacation club resorts and vacation rentals globally—than any other major hotel rewards program. To learn more, or join for free, visit WyndhamRewards.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**.

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