

April 6, 2026



# Wyndham Crosses 100-Hotel Mark in Mexico

**Milestone underscores rapid expansion across one of the Company's fastest growing markets in Latin America**

PARSIPPANY, N.J., April 6, 2026 /PRNewswire/ -- Wyndham Hotels & Resorts is celebrating a major milestone: over 100 hotels now open across Mexico. The achievement caps a period of steady expansion in one of the Company's key international markets, where in just five years, it has nearly doubled its footprint, adding locations in top leisure, business, and cultural destinations.

With a presence in more than 50 cities and 15 brands and a strong multi-brand pipeline of additional hotels under development, Mexico plays an important role in Wyndham's international strategy. Powered by several years of steady domestic demand, international tourism, and sustained investment in major coastal and urban markets, Mexico continues to be a significant contributor to the Company's international portfolio, which carries an average FeePAR premium of approximately 20% compared to the Company's existing international system.

In 2025, Mexico welcomed roughly 47.8 million arrivals, generating nearly [\\$35 billion USD in foreign exchange revenue](#)—both up strongly year over year. With an aggressive goal of growing international arrivals by [double digits](#) over the next five years—the country is aiming to become one of the world's top five most-visited destinations by 2030, helping create a powerful runway for Wyndham to capture even greater share in one of Latin America's most vibrant travel markets.

---

**"Mexico continues to be an important market for Wyndham and our brands continue delivering the performance owners and strategic partners rely on. That momentum is opening doors for us to grow in high-potential locations across the country. As we add new hotels, we're staying focused on delivering exceptional guest experiences and supporting both Mexico's iconic and quickly emerging destinations."**

— Gustavo Viescas, President, Latin America & the Caribbean, Wyndham Hotels & Resorts

---

## Driving Expansion Across Mexico

Wyndham's growth in Mexico is driven by a focused strategy to expand where long-term traveler demand is strongest—across both established beach destinations and fast-growing business and industrial hubs.

The Company has built scale by growing in segments that resonate most with travelers and owners alike, including midscale, upper-midscale, soft-brand independents, all-inclusive and upper-upscale resorts. This includes the introduction of the Wyndham Alltra brand in 2021,

which has helped meet rising guest demand for accessible, branded all-inclusive experiences in Mexico and beyond.

Wyndham has continued to accelerate its presence in Mexico through the long-standing collaboration of key operating partners who have driven growth for many years—particularly across primary and secondary urban destinations. Groups such as Alzen, with more than 1,300 rooms; Bel Air, with more than 700 rooms; as well as Optima, Grupo Hola, FibraHotel and Fibra Inn, have each played a critical role in strengthening Wyndham's nationwide footprint.

At the same time, the Company has expanded further through a series of multi-hotel partnerships that continue to broaden its reach across the country and beyond. Among them:

- **Grupo MX Hotels** – A leading force in Mexico's hospitality sector and the group behind the Hotels MX brand, the company strengthened its long-term growth strategy last year by partnering with Wyndham. The agreement incorporates more than 800 rooms from 15 hotels into Trademark Collection by Wyndham, expanding the brand's presence in key markets. Top hotels include [Hotel MX Congreso CDMX, Trademark Collection by Wyndham](#) and [Hotel MX Más Centro CDMX, Trademark Collection by Wyndham](#)
- **Decameron All-Inclusive Hotels & Resorts** – A prominent all-inclusive resort operator across Latin America and the Caribbean, Decameron in 2023 signed a deal with Wyndham, bringing more than 2,600 rooms across nine all-inclusive resorts throughout Latin America—including three locations in Mexico: [Grand Decameron Complex Bucerias, A Trademark All Inclusive](#), [Decameron Isla Coral Guayabitos Ramada All Inclusive Resort](#) and [Grand Decameron Los Cabos, A Trademark All Inclusive Resort](#).
- **Viva Resorts by Wyndham** – One of Wyndham's longest standing partners throughout the region, Viva Resorts owns and manages nine all-inclusive resorts throughout Mexico and the Caribbean, including two resorts in Playa del Carmen: [Viva Maya by Wyndham, A Trademark All Inclusive Resort](#) and [Viva Azteca by Wyndham, A Trademark All Inclusive Resort](#). All nine resorts—totaling more than 3,700 rooms—are part of Wyndham's Trademark Collection brand.
- **Palladium Hotel Group** – One of the region's leading all-inclusive operators, Palladium in 2022 entered into a strategic alliance with Wyndham, adding more than a dozen upper upscale and luxury resorts in Mexico and the Caribbean to the Company's Registry Collection Hotels brand. The alliance expanded in 2024 to include five additional resorts throughout Spain. Top locations in Mexico include [Grand Palladium Kantenah Riviera Maya, All Inclusive Resort](#) and [TRS Coral Costa Mujeres, a Registry Collection Hotel](#), among others.

---

**"Mexico remains one of our most active development markets. Owners value the strength of our brands, the reach of our commercial engine, and the hands-on support of our teams. As long-term interest continues growing in both established and emerging destinations, we're continuing to expand alongside owners and partners**

**who recognize Wyndham as the right fit for their next chapter."**

— Maria Carolina Pinheiro, VP, Development, Latin America & the Caribbean, Wyndham Hotels & Resorts

---

### **Powered by the Wyndham Advantage**

Wyndham's growth in Mexico is powered by the Wyndham Advantage—a combination of world-class marketing, distribution and other resources designed to put owners on the path to success. Inclusive of over \$425 million in innovative technology investments since 2018, owners have access to best-in-class technology from industry-leading providers, including next-gen property management systems, as well as a growing member base of over 122 million enrolled Wyndham Rewards members globally.

For more information, including franchising opportunities in Mexico, visit [www.wyndhamdevelopment.com](http://www.wyndhamdevelopment.com).

*Images associated with this release can be downloaded [here](#).*

### **About Wyndham Hotels & Resorts**

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of franchised properties, with over 8,300 hotels across approximately 100 countries on six continents. Through its network of approximately 869,000 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<sup>®</sup>, Days Inn<sup>®</sup>, Ramada<sup>®</sup>, Microtel<sup>®</sup>, La Quinta<sup>®</sup>, Baymont<sup>®</sup>, Wingate<sup>®</sup>, AmericInn<sup>®</sup>, ECHO Suites<sup>®</sup>, Registry Collection Hotels<sup>®</sup>, Trademark Collection<sup>®</sup> and Wyndham<sup>®</sup>. The Company's award-winning Wyndham Rewards<sup>®</sup> loyalty program offers over 122 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](http://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 future growth opportunities in Mexico. Forward-looking statements are any statements other than statements of historical fact, including 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," "predict," "intend," "goal," "future," "forward," "remain," "confident," "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, general economic conditions, including inflation, higher interest rates and potential recessionary pressures, which may impact decisions by consumers and businesses to use travel accommodations; global trade disputes, including with China; 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 ability of franchisees to pay back loans owed to Wyndham; the impact of prior or any future impairment charges related to the credit Wyndham extends to its franchisees; the impact of war, terrorist activity, political instability or political strife; global or regional health crises or pandemics 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; 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. These risks and uncertainties are not the only ones Wyndham may face and additional risks may arise or become material in the future. Wyndham undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, subsequent events or otherwise, except as required by law.

 View original content to download multimedia <https://www.prnewswire.com/news-releases/wyndham-crosses-100-hotel-mark-in-mexico-302733805.html>

SOURCE Wyndham Hotels & Resorts