



## **It's Time to Trademark: Wyndham Makes its Mark on Soft Brands with The Trademark Hotel Collection**

*Hotel giant invites upper-midscale-and-above hoteliers to define their independence*

PARSIPPANY, N.J. (June 5, 2017) – Strengthening its position as the true champion for hoteliers in every segment, Wyndham Hotel Group - hospitality giant with an unparalleled portfolio of more than 8,000 hotels globally - today launched a new independent concept for upper-midscale-and-above hoteliers: The Trademark Hotel Collection.

Trademark is designed for independent entrepreneurs who have built an iconic hotel and are looking to boost its distinctive legacy with unmatched support. The brand invites hoteliers who operate landmark, 3 - 4 star hotels to maintain their individual spirit while taking advantage of Wyndham's scale, distribution, services and loyalty program.

"A trademark is a symbol of character, an emblem of individuality. Trademark isn't just another brand: it's a rally cry for independent entrepreneurs who aren't afraid to make their own mark," said Lisa Checchio, Wyndham Hotel Group's vice president of brand marketing and insights. "The Trademark Hotel Collection is the next step in our mission to flip the script on existing expectations and champion all hoteliers by offering them an independent choice outside of the current luxury and upscale options available."

At launch, the brand's pipeline includes more than 50 hotels and interested owners of both existing hotels and new construction opportunities in top urban markets around the world. The collection becomes Wyndham Hotel Group's 19<sup>th</sup> hotel brand, positioned among the company's smart and stylish brands alongside TRYP by Wyndham and the company's newly acquired Dazzler and Esplendor brands which embody boutique and lifestyle travel experiences.

### **A New Side of Soft Brands**

"The explosion of soft brands in the last several years has been focused on luxury and upscale hoteliers – with demand still growing at a rate of nearly 20% – leaving a market void for independent hoteliers in the upper-midscale segment, the largest segment accounting for 18% of rooms in the U.S.," said Chip Ohlsson, Wyndham Hotel Group's chief development officer. "Wyndham is the only hotel company positioned to champion upper-midscale-and-above independent hoteliers so they can compete in an ever-changing distribution environment with brand-backed support and guest recognition and loyalty."

Trademark makes it easier for the everyday traveler to find truly unique hotel experiences outside of the luxury options currently available to them. Just as no two travelers are alike – Trademark hotels are equally distinctive. Built on the principle that travel is deeply personal, the collection of landmark, independent hotels will enable guests to experience the destination on their terms.

### **Declare Your Independence**

With Trademark, hoteliers have flexible options and benefit from the power of scale that comes with being part of the world's largest hotel company. Owners may access an experienced team, as well as an in-depth array of services including strategic sourcing, global sales, revenue management, marketing and

distribution, operations support, best-in-class training and affiliation with the best hotel loyalty program in the industry.

Trademark Collection hotels participate in Wyndham Rewards®, the simple-to-use, revolutionary loyalty program from Wyndham Hotel Group with a growing member base of more than 50 million travelers. Named the number one hotel rewards program by U.S. News & World Report and the most generous hotel rewards program by IdeaWorks, it offers members a generous points earning structure along with a flat, free-night redemption rate— the first of its kind for a major hotel rewards program.

Wyndham Hotel Group is no stranger to the independent spirit of entrepreneurship, supporting nearly 5,000 franchise owners across its portfolio of brands. The company recently added several innovative brands to its portfolio, including Latin American trailblazer Fen Hotels with its design-led Dazzler and Esplendor lifestyle brands, and Dolce Hotels and Resorts, the unequivocal leader in groups and meetings, acquired in 2015.

### **About Wyndham Hotel Group**

[Wyndham Hotel Group](#), hotel giant with an unmatched global presence, is one of three hospitality business units of [Wyndham Worldwide \(NYSE: WYN\)](#). Driving the democratization of travel, Wyndham Hotel Group is elevating the experience of the everyday traveler, changing the game so every traveler – no matter how much they spend or how they like to travel – has an extraordinary experience. As both a leading hotel brand franchisor and hotel management services provider, the company's global portfolio consists of more than 8,000 hotels and over 697,600 rooms in 77 countries under the following brands: [Dolce Hotels and Resorts®](#), [Wyndham Grand®](#), [Dazzler® Hotels](#), [Esplendor® Boutique Hotels](#), [Wyndham Hotels and Resorts®](#), [Wyndham Garden® Hotels](#), [TRYP by Wyndham®](#), [Wingate by Wyndham®](#), [Hawthorn Suites by Wyndham®](#), [Microtel Inn & Suites by Wyndham®](#), [Ramada®](#), [Baymont Inn & Suites®](#), [Days Inn®](#), [Super 8®](#), [Howard Johnson®](#), [Travelodge®](#) and [Knights Inn®](#). [Wyndham Rewards](#), ranked number one hotel rewards program for 2016-2017 by U.S. News & World Report, offers more than 50 million members the opportunity to earn and redeem points at more than 25,000 hotels, condos and homes globally. For more information, visit [www.wyndhamworldwide.com](http://www.wyndhamworldwide.com).

### **MEDIA CONTACT:**

Maire Griffin  
Wyndham Hotel Group  
(973) 753-6590  
[Maire.griffin@wyn.com](mailto:Maire.griffin@wyn.com)