

## Tier: Wyndham Hotels and Resorts

In branding, tone and voice, and experience the hotels and resorts use the brand attributes expressed for the Wyndham brand as a whole. These are the “bread and butter” properties for Wyndham and make up the largest part of the portfolio.

### Brand Attributes

Personality of Wyndham Is	What Wyndham is Not
Informal	Colloquial
Contemporary	Dated
Fun	Cheesy, whimsical, derisive
Airy	Vacant
Easy	Simplistic

**Informal:** without formality or ceremony; casual

*Why is being informal important?* Impresses that the Wyndham experience is welcoming, hospitable, and approachable. The property experience will be one where the visitor fits in and the tenor feels familiar.

**Contemporary:** of the present time; modern

*Why is being contemporary important?* Conveys that Wyndham properties are designed for the needs and expectations of today’s traveler. This is “not your grandparent’s Wyndham.”

**Fun:** enjoyment or playfulness

*Why is being fun important?* In particular, Wyndham Resort properties need to convey a sense of playfulness and social fun. If our resorts were a person, she would be a fun person to hang out with.

**Airy:** an atmosphere that open, transparent, fluid; immaterial

*Why is being airy important?* The properties and the experience of a Wyndham property will have a feel that is adaptive of guest needs without being intrusive.

**Easy:** free from discomfort, worry, or care; conducive to ease or comfort

*Why is being easy important?* Conveys to guests that Wyndham will go the extra distance for service; online and offline interactions with the brand and property will be seamless and trouble free.