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## **Wyndham Hotel Group Enters Strategic Technology Partnership with Sabre Corporation**

### **Migrates to Sabre's Industry-Leading SynXis Enterprise Platform**

PARSIPPANY, N.J. and SOUTHLAKE, Texas, Dec. 9, 2014 /PRNewswire/ -- Wyndham Hotel Group and Sabre Corporation announced today a global strategic technology partnership which will provide cloud-based, cutting-edge Software-as-a-Service (SaaS) reservations, revenue management and enhanced security solutions to Wyndham Hotel Group properties, making the Hotel Group the first large global company to leverage Sabre's SynXis Enterprise Platform.



Wyndham Hotel Group, a part of Wyndham Worldwide Corporation (NYSE: WYN), is the world's largest hotel company with approximately 7,590 properties franchised under well-known and award-winning brands including Microtel Inn & Suites by Wyndham®, Days Inn®, Super 8® and Ramada®.

As part of this agreement, Wyndham Hotel Group expects to migrate over 4,500 of its North American properties to Sabre's SynXis Property Manager beginning mid-2015.

The open architecture of the SynXis Enterprise Platform will allow Wyndham Hotel Group to integrate critical hotel functions into one intelligent, reliable system. This turnkey system will offer hotel owners an integrated and automated revenue management system that will optimize rates, occupancy and revenue per available room (RevPAR) to grow market share for Wyndham Hotel Group licensees while enhancing hotel-level security with cutting-edge credit card capabilities designed to support tokenization and chip and pin technology.

"After a six-month search to identify best-in-class, innovative providers, we are extremely pleased to partner with a leader like Sabre," said Wyndham Hotel Group President and CEO Geoff Ballotti. "Wyndham Hotel Group's strategy is to leverage partners who deliver state-of-the-art solutions across the global travel and service industry landscape for our owners and franchisees."

Currently, more than 20,000 independent and chain hotels deploy Sabre hospitality technology and SaaS solutions to operate and market their properties around the world. The SynXis Enterprise Platform integrates distribution, reservations, property management, retailing and guest experience solutions to help hotels increase revenues, grow market share and create memorable guest experiences.

"Whether a small independent property or a global leader like Wyndham Hotel Group, Sabre delivers innovative hospitality technology solutions combined with deep strategic engagement to help our customers enhance property performance and guest experiences," said Tom Klein, president and CEO of Sabre Corporation. "Sabre delivers the only SaaS-based platform solution for hoteliers that integrates across all operational, commercial and guest experience systems. This best-in-class technology will help Wyndham Hotel Group enable a new level of guest experience, revenue generation and operational excellence."

#### **About Sabre Corporation**

[Sabre®](#) Corporation (NASDAQ: SABR) is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 60 countries around the world.

#### **About Wyndham Hotel Group**

[Wyndham Hotel Group](#), part of Wyndham Worldwide Corporation (NYSE: WYN), is the world's largest and most diverse hotel company with approximately 7,590 hotels and 655,300 rooms in 71 countries under the hotel brands: Wyndham Hotels and

Resorts<sup>®</sup>, Ramada<sup>®</sup>, Days Inn<sup>®</sup>, Super 8<sup>®</sup>, Wingate by Wyndham<sup>®</sup>, Baymont Inn & Suites<sup>®</sup>, Microtel Inn & Suites by Wyndham<sup>®</sup>, Hawthorn Suites by Wyndham<sup>®</sup>, TRYP by Wyndham<sup>®</sup>, Howard Johnson<sup>®</sup>, Travelodge<sup>®</sup> and Knights Inn<sup>®</sup>. In addition, the company has a license agreement to franchise the Planet Hollywood Hotels brand and provide management services globally. All hotels are independently owned and operated excluding certain hotels which are owned or managed by an affiliate of Wyndham Hotel Group.

Wyndham Rewards, the guest loyalty program of Wyndham Hotel Group, is the world's largest lodging loyalty program as measured by number of participating hotels. It offers more than 38 million members the chance to earn and redeem points for stays at over 7,000 hotels throughout more than 50 countries worldwide. In addition to free stays, members may redeem their points for hundreds of reward options. For more information, visit [www.wyndhamrewards.com](http://www.wyndhamrewards.com).

Wyndham Hotel Group is based in Parsippany, New Jersey, U.S. Additional information is available at [www.wyndhamworldwide.com](http://www.wyndhamworldwide.com). For more information about hotel franchising opportunities visit [www.whgdevelopment.com](http://www.whgdevelopment.com). For Wyndham Hotel Group "@ a Glance", click [here](#).

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/wyndham-hotel-group-enters-strategic-technology-partnership-with-sabre-corporation-300006731.html>

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