

# WYNCONNECT

An e-newsletter update for Wyndham Hotel Group's South East Asia and Pacific Rim (SEAPR) region.

WYNDHAM  
HOTEL GROUP

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## A Message from Barry



Thank you to all of our hotel owners and general managers who made the time to attend the Executive Leader Orientation (ELO) Workshop last April. I hope you have taken with you valuable insights that will enable you to lead your individual teams more effectively and succeed in reaching your goals.

I am sure with the exchange of ideas and best practices, you will be enriched with the knowledge from your peers as we work together as a team and establish ourselves as a global force.

Last month, we announced the openings of Ramada Incheon and Days Hotel Dongtan in South Korea. We are propelling this growth further and this month, I am pleased to share that our Development team has signed another five hotels in South Korea.

Under the franchise agreements, the newly-executed signings will include brands such as Ramada, Days Inn and Howard Johnson, which will add 2,008 rooms in the cities of Incheon, Yongin, Daejeon and Kimpo.

This is major news for Wyndham – we are currently the largest international player in Korea and will be tripling our current portfolio in the country to 40 hotels by 2018.

We are proving to be game-changers in our industry, launching Wyndham Rewards' new Member Levels targeting the everyday traveller and rewarding all members with new perks and free experience enhancements during award stays.

We are the first in the industry to offer redemption benefits as part of our *go free* PLUS and *go fast* PLUS awards, which includes curated local experiences. I am proud to announce that Singapore is the first in our region to be included in this special member experience and our Wyndham guests can enjoy breakfast while getting up close and personal with the endangered Orangutans at the world-acclaimed Singapore Zoo.

This is an exciting milestone for all of us and I urge you to make every effort to go above and beyond your call of duty to uphold and maintain the highest brand standards for the hotels you represent and deliver exceptional services to our guests.

Barry Robinson  
President and Managing Director, South East Asia and Pacific Rim



### Stay Connected



*Do you have any questions, ideas, best practices, or newsworthy stories to share for a future WynConnect issue? Please [click here](#) to email the team.*

## Hotel Spotlight

Wyndham is the largest international group currently present in South Korea with a total of 13 hotels in operation. The recently-announced hotels will boost its construction pipeline to 27 hotels, adding 8,670 rooms to the group's portfolio. The five hotels – Howard Johnson Incheon Airport, Days Hotel Incheon Airport, Ramada Encore Yongin, Ramada Daejeon and Ramada Encore Kimpo – are still under construction and are expected to open by 2018.

South Korea is the sixth most visited country in Asia with 14.2 million arrivals in 2014 and boasts a fascinating local culture steeped in history, beautiful natural landscapes, distinctive local cuisine and world class infrastructure.



## Sales and Marketing Update

### TravelClick Rollout

We are pleased to announce that our TravelClick reservation solution will be rolled out across Australia and New Zealand between now and August. All managed hotels will be integrated into this system and Wyndham Surfers Paradise will be the first to make the transition. The new system will give hotels additional tools such as Rate360 and Agent360, which analyse rate parity and competitiveness. By coming on board the TravelClick system, the hotels will gain direct connectivity and two-way integration with brand.com, which will allow bookings to be synchronised with our central reservation system, giving us access to accurate live data.

### Social Media Campaign

The group's inaugural social media campaign across the South East Asia and Pacific Rim region is scheduled for a June launch. The campaign will highlight the new social

platforms we have developed for each hotel to extend our reach and drive engagement. More details from the Marketing team will be communicated in the coming weeks.

### **Increased exposure through TripAdvisor Instant Book**

Wyndham Hotel Group has signed an exciting new agreement with TripAdvisor to participate in their new Instant Book program. This program allows guests to book their hotel directly through the TripAdvisor website—which means more visibility and potentially more bookings for WHG hotels!

#### **How Does Instant Book Work?**

If your hotel uses the WHG central reservations system (CRS), Instant Book reservations from TripAdvisor will:

- Be delivered directly to your Property Reservation Manager
- Use specific rate codes—STA and STA1 through STA7
- Include a 12% commission to be paid centrally to TripAdvisor for consumed bookings each month

TripAdvisor Instant Book feature, along with FAQs, has been posted on MyPortal for all brands except TRYP, Dolce and WHR. This only applies to hotels in the SEA region.

We are also in the process of securing the agreement for our hotels in the Pacific region.

### **The Asia Pacific Millennial Traveller**

ADARA released a study on the travel habits of Millennials in Asia Pacific based on focus groups and survey research participants from Singapore, Australia and Hong Kong.

Key findings about millennials and travel:

- They love to travel and prioritise travel over other expenses
- They use multiple travel resources and spend more time planning
- They are price-sensitive for air travel but will spend on valued experiences
- They may not be brand-loyal yet but they do show equal interest in loyalty programs
- They are open to alternative accommodation but show negativity toward traditional hotel experiences
- They are powerful travel influencers that help their inner circles to plan and book travel

For the full study, please download the report [here](#).

### **Wyndham Rewards launches Member Levels globally**

Our loyalty program, Wyndham Rewards, is focused on building an "elite" program for the masses.

No longer just for the rich and well-travelled, our newest enhancement to the program brings generous and truly unique perks to all. Through four distinct levels – Blue, Gold, Platinum and Diamond – members can now take advantage of a host of new benefits that increase by level from rollover nights to annual point bonuses and more. When members redeem their points for a stay in one of the program's top 25 destinations, they now automatically receive an additional enhancement to their award night such as an authentic cooking class in Shanghai or breakfast with Orangutans in Singapore. In our

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region, Singapore will be the first to embark on the *go free* PLUS program.

QUALIFICATION	BLUE level	GOLD level	PLATINUM level	DIAMOND level	
MEMBER PERKS*	Qualifying nights <sup>1</sup>	At enrollment	5 nights	15 nights	40 nights
Earn 10 points per dollar or 1,000 points, whichever is more <sup>2</sup>	■	■	■	■	■
<i>go free</i> <sup>3</sup> Award Nights with No Blackout Dates <sup>4</sup>	■	■	■	■	■
Rollover nights never expire	■	■	■	■	■
Free Wi-Fi	■	■	■	■	■
<i>go free</i> PLUS <sup>5</sup>	■	■	■	■	■
<i>go /ast</i> <sup>6</sup> PLUS <sup>5</sup>	■	■	■	■	■
Dedicated Member Services	■	■	■	■	■
Preferred room	■	■	■	■	■
Late check-out	■	■	■	■	■
Early check-in	■	■	■	■	■
Annual points bonus	■	■	■	3,000 points	6,000 points
Avis <sup>7</sup> and Budget <sup>8</sup> car rental upgrade (U.S. and Canada only)	■	■	■	■	■
Suite upgrade including award nights	■	■	■	■	■
Welcome amenity <sup>9</sup>	■	■	■	■	■
Give Gold	■	■	■	■	■

Visit [WyndhamRewards.com/terms](http://WyndhamRewards.com/terms) for additional terms and conditions about these benefits.

<sup>1</sup> Only one room per member per Qualifying Night counts towards attaining new levels. <sup>2</sup> On properly booked air for Qualified Stays, Go-Free Award stays & Go-Free Award stays, subject to availability, it is all participating hotels after all benefits. To the extent possible, charges to check-in time, check-out time and other fees are upon request. <sup>3</sup> Qualified Stays only. Points typically earned for dollars spent on room rate only. <sup>4</sup> Members can redeem 25,000 points for a free night of any participating hotel, subject to availability. <sup>5</sup> In participating cities. Available Summer 2016. <sup>6</sup> Some arrangements offered at select brands.

The hotel collateral order process will be shared shortly. Please contact Director of Marketing & Loyalty, [Lynn Poh](#) if you have any queries.

### Franchisee Workshop and Executive Leader Orientation Conference

A total of 26 owners and general managers joined us from Korea, Thailand, Indonesia, Singapore, Fiji, Philippines, Malaysia and Australia at the ELO conference which was held from 18 to 21 April at Ramada Plaza Melaka in Malaysia.

Ron Zolman, Training Manager from Wyndham Hotel Group's School of Hospitality Operations, conducted the three-day workshop and shared all the various resources available to help hotel managers succeed. These include MyPortal, Revenue Management Strategies and Wyndham Rewards. The workshop also touched on topics such as developing a strong customer experience culture, electronic distribution solutions and understanding your individual style of leadership.

The workshop allowed the attendees to learn about new marketing initiatives at a group level, meet key representatives from the Wyndham Hotel Group team, build their personal network and share best practices with their peers from the different regions.

The attendees also had the opportunity to enjoy a river cruise and rooftop dinner at the Pampas Sky Lounge located at The Shore Melaka. It was the first Franchisee Workshop and ELO Conference held for our region and we look forward to hosting future conferences.

*"The ELO course was one of the best hotel conferences I have attended. What was covered and what we learned will go a long way in creating more revenue and better guest experiences at our hotel. Also, having support staff there from head office was really helpful as we could ask questions and get advice from them as well."*

**Tim Howell, Revenue Manager, Ramada Suites Zen Quarter, Darwin**

*'... Attending ELO was really worthwhile. It has boosted my knowledge and capabilities in achieving excellence as a Ramada-branded resort."*

**Rohit Lal, Hotel Manager, Ramada Suites Smugglers Cove Fiji**

*"I had a great time at the ELO. Not only for the training but also for the networking opportunities, brainstorming on hotel operation and sales and marketing strategies. The most interesting part for me was The 8 Dimensions of Leadership, which taught me the strategies on becoming a better leader."*

**Dian Desiana, General Manager, Ramada Encore Bali Seminyak**



## In the News



### **Sherine Chua appointed Director of Human Resources for South East Asia**

Sherine Chua commenced her role as Director of Human Resources for South East Asia on 3 May 2016 and will be based in the Singapore office. Reporting to Senior Vice President of Human Resources, Bruce Harkness, Sherine will oversee the full spectrum of human resources including recruitment, employee engagement as well as learning and

development for South East Asia.

With more than 20 years of practice in the region, Sherine brings to Wyndham a wealth of knowledge and experience in human resources and hotel operations. Most recently, she was the Cluster Director of Human Resources for Hotel Jen Tanglin Singapore and Hotel Jen Orchard Gateway Singapore where she played an instrumental role in the rebranding and launch of the new lifestyle brand by the Shangri-La Hotel Group. Prior to

Sherine's last appointment, she also held key roles as Head of Human Resources in Valiram Group Singapore and Area Director of Human Resources at InterContinental Hotels for the Singapore Cluster.

### **Remarkables Park welcomes world-renowned Ramada Brand to Queenstown**

Queenstown's first new hotel in five years will soon open in a high-profile extension of Remarkables Park Town Centre.

Ramada Hotel and Suites Queenstown Remarkables Park will be the sixth hotel in Ramada's New Zealand portfolio and is scheduled to open in time for the 2016 American Express Queenstown Winter Festival (24 June - 3 July).

The four-story corporate and leisure hotel is designed by Auckland's Studio 37 and developed by the highly-experienced developer, Robert Neil's Safari Group. The all-suites styled hotel offers guests a mix of well-appointed studio, one-bedroom, two-bedroom and three-bedroom king apartments, all with ensuite bathrooms, full kitchens and laundry facilities.

Robert Neil said, "This has been a really exciting project to lead and it's very rewarding to see the hotel take shape in just over twelve months of construction. We chose Remarkables Park because it is zoned to be the district's largest Town Centre and for its close proximity to many of Queenstown's unique visitor experiences like skiing, golfing, wineries and unrivalled alpine views."

The hotel features free Wi-Fi, a ski gear storage room, complimentary parking, LCD TV + SKY channels, a washing machine and a dryer room.

The ground floor retail and food and beverage outlets will add to existing shopping and dining options available in the wider Remarkables Park Town Centre, a 24-hour gym and Remarkables Park's rapidly-growing indoor entertainment precinct.



### **Ramada Hotel Hope Harbour Holds Breakfast Meet for Women in Tourism**

Ramada Hotel Hope Harbour, Gold Coast hosted a breakfast and networking event for 100 ladies working in the tourism industry. Key highlights included guest speaker, Kerry Watson, who shared his insightful perspective on the Gold Coast tourism industry. Following the breakfast, guests were offered a tour of the hotel's accommodation and facilities.

Women in Tourism launched its inaugural campaign titled, "Share the Dignity" at Ramada Hotel Hope Harbour and this movement aims to provide sanitary products to homeless women at risk across the nation.

### **Health and Wellness Travel a focus for Ramada Hotel Hope Harbour**

A growing demand for health and wellness travel has seen Ramada Hotel Hope Harbour launch several new initiatives to give guests and visitors the chance to rest and recharge while experiencing the natural beauty of the northern Gold Coast.

After recognising an increase in interest for health and wellness facilities from both business and leisure travellers, the hotel, located on Hope Harbour Marina, has introduced relaxation and remedial massage services, a beauty centre, a Kinesiologist and a reformer Pilates studio offering group and one-on-one classes for fitness or recovery.

The launch of these new facilities, combined with spectacular views across the marina toward the Gold Coast hinterland, and close proximity to the city's key tourist attractions, gives guests a completely rejuvenating experience.

A Global Wellness Tourism Economy Report found that wellness travellers looked for a variety of wellness experiences such as spa and beauty, spiritual and connection, personal growth, healthy eating, adventure and fitness. Wellness tourism is expected to grow by more than 9 percent by 2017, accounting for about \$438.6 billion of all domestic and international tourism expenditure.

"Health and wellness tourism is one of the fastest growing sectors of the travel industry, and we believe it is important to offer guests the option to be healthy and revitalised while staying at the hotel," said Ramada Hotel Hope Harbour General Manager, Angus Dunbar.



### **Ramada Shoal Bay embraces Port Stephens Marine Park Experience**

With the arrival of whale watching season, more than 18,000 whales are expected to make their way up the New South Wales coast and what better place to catch a glimpse of these majestic creatures than in the state's largest marine park.

The Port Stephens Great Lakes Marine Park is an ideal setting for spotting an abundance of marine life and Ramada Resort Shoal Bay is in a prime position overlooking its white sands and turquoise waters. The marine park encompasses an area of about 98,000 hectares from Forster to the northern end of Stockton Beach at

Anna Bay and is brimming with an abundance of marine life including dolphins, turtles, sea birds, fish and whales, many of which you can witness from the resort's doorstep.

Ramada Shoal Bay has teamed up with Port Stephens' most renowned cruise company, Moonshadow – TQC Cruises, to give its guests a unique experience to explore the best of the marine park with a whale watching tour.

"Whale watching season in Port Stephens is one of the most popular times of year for the town and Ramada Shoal Bay puts guests in an ideal position to experience it all," said Resort Manager Nathan Hunt.



#### **Executive Assistant Manager Appointed at Ramada Resort Shoal Bay**

Michelle Hoy has been appointed to Executive Assistant Manager at Ramada Resort Shoal Bay. Michelle joined the hotel in 2014 and has played an instrumental role with her commitment to deliver excellent customer experience.

In the newly-created position, Michelle will take on day-to-day responsibility of the resort and will continue to build strong relationships with both internal and external stakeholders.

Located just 30 minutes from Newcastle Airport, Ramada Shoal Bay is the ideal base for exploring the beautiful Port Stephens region. Local activities include

seasonal whale watching, dolphin watching, dinner cruises, camel riding, sandboarding and visiting the Shark and Ray Centre.

The resort offers four restaurants and five bars, a day spa, a fitness centre with indoor pool and gym, an outdoor lagoon-style pool and conference facilities suitable for up to 300 delegates.

#### **Ramada and Days Hotels Singapore's Talent Management Practices Receives Thumbs Up from Human Resources Management Asia**

After clinching a win from Human Resources Magazine Asia for Best Talent Management Practices at the HRM Awards 2016, Tony Cousens, General Manager and Josephine Chua, Human Resources Director, spoke to the leading Human Resources publication in the region to share more about the hotels' unique talent management strategies designed for every stage of an employee's career.



Mr Cousens said, "We believe that our people are the strongest asset, hence we emphasise having a long term talent development and retention plan, which is strongly supported by the HR and management team."

One of the hotel's key efforts was to ensure that the on-boarding process is set right from the beginning; a warm welcome is given to each new hire which helps them to settle in. Mr Cousens also makes it a point to meet up with each new associate to welcome them and get to know them on a personal level.

The hotel also spoke more about their "Master of Experience Learn and Progress" talent and retention programme, which was launched to fast track associates in the front office and housekeeping departments to equip them with opportunities for exposure in the food and beverage, finance and reservations team.



**Ramada Plaza Bangkok Menam Riverside Collaborates with Dusit Thani College**  
General Manager of Ramada Plaza Bangkok Menam Riverside, Klaus Sennik (centre right) was welcomed to the Dusit Thani College school of hospitality management in Bangkok by the school's Director, Dr. Tongchai Savasdisara (centre left). As part of the hotel's outreach program, Mr Sennik and the hotel's management team took the opportunity to reach out to the aspiring students on a career with Ramada after graduation and highlighted the hotel's continuous program, which seeks to nurture its talents through learning and development.



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