



# Crisis Response Marketing Samples



WYNDHAM  
REWARDS

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🌐 ▾

Thank You to Our #EverydayHeroes

Enjoy GOLD Level on Us

*It's Our Way of Saying Thanks for All You Do*

In honor of the #EverydayHeroes fighting on the front lines of COVID-19, we're offering all essential workers an instant complimentary GOLD membership upgrade.\* This includes truck drivers, delivery drivers, warehouse workers, construction workers, sanitation workers, grocery associates, healthcare workers, and more. Simply sign in below and describe your job as an essential worker to receive your upgrade.

Not a Wyndham Rewards member? [Join Now](#)

SIGN IN

GOLD Level Perks Await

Accelerated Earning

Earn 10% more points for qualified stays on top of your base earning.

Terms & Conditions Apply

Preferred Room Choice

Share your preferences and we'll do our best to place you in your favorite type of room.

Terms & Conditions Apply

Late Checkout

Sleep in and take your time packing up with free late checkout.

Terms & Conditions Apply

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

DAZZLER

WYNDHAM

LA QUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

RAMADA

BAYMONT

MICROTEL  
BY WYNDHAM

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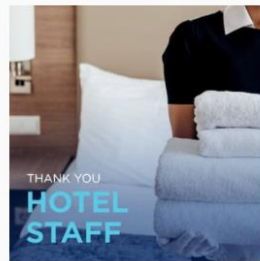
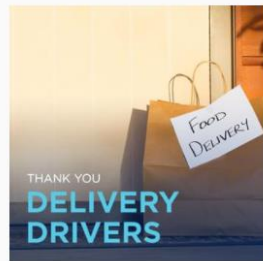
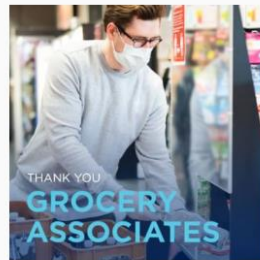




Unlock Member Levels Faster in 2020!

We know many travel plans changed this year, so we're making it easier to reach new member levels in 2020 by lowering the qualifying night requirements. For more details, see our updated Member Level Perks grid below or [click here](#).

	At enrollment	After 3 nights!	After 9 nights!	After 24 nights!
Member Level Perks	BLUE	GOLD	PLATINUM	DIAMOND
Unlock Member Levels Faster in 2020!	●	●	●	●
The Rewarding Rate for Members	●	●	●	●
Earn Points with go get 'em®	●	●	●	●
go free® & go fast® Award Nights	●	●	●	●
Rollover Nights Never Expire	●	●	●	●



Our mission to make hotel travel possible for all  
is more important now than ever, so we've  
updated our policies to give you more flexibility.

Flexible Booking &  
Cancellation Policies

Training Support to Help  
Protect Your Safety

Extended Wyndham Rewards  
Member Levels & Points

Learn more at [wyndhamhotels.com/covid-19](https://wyndhamhotels.com/covid-19)

**WYNDHAM**  
HOTELS & RESORTS

# COUNT ON US<sup>SM</sup>

to put safety first with:

More frequent cleaning of high-touch areas

Use of EPA-approved disinfectants

Sanitizing wipes with your key card at check-in


Complimentary travel-size hand sanitizer for each room

Enhanced social distancing measures in public spaces

**WYNDHAM**  
HOTELS & RESORTS



# Member eNewsletter Samples



## Did You Know?

*You Can Unlock GOLD Level Faster in 2020*

This year, we're making it easier to reach new member levels. Stay 3 qualifying nights in 2020 to unlock GOLD level and enjoy perks like late checkout, preferred room choice, and earning 10% more points on qualified stays.<sup>3</sup>


[Learn More](#)

**WYNDHAM  
REWARDS**  
You've earned this.

Hello, Ninamaria  
Member # NINAMARIATEST  
BLUE Member | 0 points

No points?  
No problem.

Earn points at thousands of hotels worldwide, and on everyday purchases like shopping, gas, and more.  
[Learn More](#)




**Stay 2 Nights & Earn a Free Night**  
*for Your Next Stay at Thousands of Hotels*


When you stay two consecutive nights, you'll get 7,500 bonus points—enough for a future free night\* at thousands of Hotels by Wyndham.

[REGISTER NOW](#)

Register for this offer and book direct by September 8; complete your stay by September 10, 2020. Be sure to register before completing your qualified stay.<sup>1</sup>



**Ready, Set, Go**  
Get going on your next getaway. Whether it's a quick trip to reconnect with family or a weekend getaway to explore nature—whatever you're checking out this summer, check in to a Hotel by Wyndham.  
[BOOK NOW](#)




**Did You Know?**  
*You Can Unlock GOLD Level Faster in 2020*

This year, we're making it easier to reach new member levels. Stay 3 qualifying nights in 2020 to unlock GOLD level and enjoy perks like late checkout, preferred room choice, and earning 10% more points on qualified stays.<sup>3</sup>

[Learn More](#)

**WYNDHAM  
REWARDS**  
You've earned this.

Hello, Ninamaria  
Member # NINAMARIATEST  
BLUE Member | 0 points



## Our Commitment to You

As the impact of COVID-19 continues to unfold around the world, we want you to know we're here for you. And when you're ready and able to travel, we're ready too.

We've updated our policies to provide you with greater flexibility—including the automatic extension of member levels set to expire this year, paused points expiration, extended dates for waived cancellation and change fees, and more. Plus, we're honoring #EverydayHeroes on the front lines with an instant complimentary GOLD membership upgrade.

[Learn More](#)



WYNDHAM  
REWARDS®

You've earned this:™

Hello, Ninamaria  
Member # NINAMARIATEST  
BLUE Member | 0 points



### Important Member Update

Our mission is to make hotel travel possible for all, and that becomes especially important during times of uncertainty. In light of COVID-19, we're updating our policies in an effort to help members and offer greater flexibility.

With that in mind, here's what you need to know:

- New or existing direct bookings for stays at any of our hotels through April 30, 2020 will now have cancellation or change penalties waived if the request is received at least 24 hours (or less if permitted by the hotel's policy) prior to arrival.
- We are pausing the expiration of any Wyndham Rewards points scheduled to expire between now and May 31, 2020.
- We are actively exploring additional steps that we can take to help all Wyndham Rewards members globally, including relaxed Member Level earning requirements, among other options.

We know these are challenging times and hope to welcome you back to one of our hotels soon. In the meantime, we encourage you to consider the guidelines provided by the WHO and CDC when making travel decisions for you and your family. For additional information about our updated policies, please visit the link below.

[SEE THE LATEST COVID-19 UPDATES](#)

As we all follow the impact of the coronavirus (COVID-19), we want you to know that your safety is our top priority. As a member of our Wyndham family, we appreciate the trust you place in us and are taking steps to maintain our high standards of safety and cleanliness.

With your well-being in mind, we have provided the thousands of independently-owned and operated franchised hotels in our network and our managed and owned properties worldwide with helpful guidelines and information provided by the World Health Organization (WHO) and the U.S. Centers for Disease Control and Prevention (CDC) detailing how to identify COVID-19 symptoms and mitigate its transmission, as well as guidance on how to handle and report suspected or confirmed cases of COVID-19.

We have also partnered with third parties, including Ecolab and other suppliers, to provide our hotels with access to industry-standard cleaning and disinfecting supplies, and we have made training available to support our franchisees and our managed and owned hotels in achieving the highest standards of cleanliness, disinfection and hygiene in all areas.

We are monitoring this ever-changing situation closely. Built on our Count on Me service culture and our core values of integrity and accountability, our dedicated and experienced team is focusing its efforts on the safety and well-being of all of our guests and team members – and on delivering great experiences to you. With each new day and new piece of information, we are keeping these values in mind with every decision we make.

We understand you have some decisions to make too. You may be wondering if now is a good time to plan a vacation, visit your friends and family, or get away for a long weekend. We encourage you to consider the guidance provided by the WHO and CDC to make the right travel decisions for you and your family.

### Giving Back

We care and we know you do too. Let's make a difference together:

- We're honoring [#EverydayHeroes](#) with instant complimentary GOLD membership upgrades. It's our way of saying thank you to truck drivers, delivery drivers, warehouse workers, construction workers, sanitation workers, grocery associates, healthcare workers and more—everyday people performing herculean tasks in the face of danger.
- Our hotels and their team members are leading by example, providing rooms to doctors and nurses, donating supplies, and opening their kitchens to help feed those in need.
- Wyndham's charitable partners—organizations like [Save the Children](#) and [Clean the World](#)—are doing their part too. You can help amplify their efforts by donating points [here](#).

### Taking Care of Our Members

Your points and benefits are safe and ready for travel when you are:

- All GOLD, PLATINUM and DIAMOND Wyndham Rewards members will automatically have their Member Level extended through December 31, 2021.
- We are pausing the expiration of any Wyndham Rewards points until September 30, 2020.

### Offering Increased Flexibility

Whether modifying a reservation or planning ahead, you can book with confidence:

- Our policy, which we've recently updated, waives cancellation or change penalties for stays through June 30, 2020, provided the request is received at least 24 hours in advance.
- For stays after June 30, 2020, hotels will waive change penalties, provided the request is received at least 48 hours in advance.
- You can learn more [here](#) and easily make most changes on the My Account page on [WyndhamRewards.com](#).