

## Wyndham Hotel Group Sharpens Focus on Content Management

### Enhances and streamlines global photo distribution

PARSIPPANY, N.J. (August 6, 2014) – Wyndham Hotel Group, the world’s largest hotel company with approximately 7,540 hotels and part of Wyndham Worldwide Corporation (NYSE: WYN), today announced that it will streamline distribution of property photos for its global portfolio of hotels to more than 6,000 leading global distribution channels and tens of thousands of affiliated travel websites in nine languages in an effort to better showcase properties to travelers.

Working with ICEPortal, creators of the Visual-ICE® content management system, the photo distribution effort plays a key role in the multi-phased evolution of Wyndham Hotel Group’s content management strategy, which was designed with the goal of ensuring greater content consistency and quality across all partner channels. Phase one of the evolution was recently completed with the migration of all of the company’s content to the Adobe Experience Manager platform. As part of phase two, the company is now working to build a robust digital asset library, which will enable partners to more quickly and easily pull curated versions of the company’s more than 95,000 property photos in the resolution that is most appropriate for a particular channel.

“Creating, managing and sharing content that is both engaging and of a high-quality is critical to the success of not only our organization but the success of our thousands of franchisees,” said Martin Smith, vice president of online retailing at Wyndham Hotel Group. “The photo distribution landscape is changing and we are seeking to offer higher resolution, better quality images as well as the flexibility to adapt those images to a variety of applications and needs. Our new complete integration solution allows us to deliver great property visuals everywhere they need to be while at the same time offering significant increases in both efficiencies and cost savings.”

Migration of property photos to the ICEPortal platform are done on behalf of, and at no additional cost to, Wyndham Hotel Group franchisees. Above and beyond these services, franchisees have the option of partnering with ICEPortal on an individual basis for the creation of additional visual assets such as video and 360 degree tours.

###

#### **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 7,540 hotels and 650,200 rooms in 71 countries under the hotel brands: Wyndham Hotels and Resorts®, Ramada®, Days Inn®, Super 8®, Wingate by Wyndham®, Baymont Inn & Suites®, Microtel Inn & Suites by



Wyndham®, Hawthorn Suites by Wyndham®, TRYP by Wyndham®, Howard Johnson®, Travelodge® and Knights Inn®. 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 over 9.7 million active 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](#).

###

### **About ICE Portal**

ICE Portal is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, Pegasus, Search Engines & Local Directories, and Social Networks. To find out how ICE Portal can work for you or to learn more about our company please visit [www.ICEPortal.com](http://www.ICEPortal.com)

For more information about ICE Portal please contact:

Alexandra O’Neale, ICE Portal

+1(954)893-6778 – [Alexandra@ICEportal.com](mailto:Alexandra@ICEportal.com)