

Achieve your enrollment goals...and get rewarded with a money-saving incentive!

Here's How!

- High-performing hotels can reduce their Loyalty Fee.
- Quarterly Valid Enrollment Targets based on room count provides a longer timeframe to meet your target.
- Seasonally adjusted targets to align with peak and off-peak seasons, including two high-season quarters and two low-season quarters (determined by the number of historical non-member guests at your hotel).

How It Works

Before reviewing the example on the next page, here are the highlights:

- **Loyalty Fee Discount:** Hotels that exceed their Quarterly Valid Enrollment Target have the opportunity to earn a Loyalty Fee Discount so that they can pay less than the standard 5% Loyalty Fee during the subsequent quarter, depending on the percentage of target exceeded (see chart on next page for details).
- **Loyalty Fee Increase:** Hotels that don't meet their Quarterly Valid Enrollment Target will be subject to a Loyalty Fee Increase during the subsequent quarter, depending on the percentage of target achieved (see chart on next page for details).
- **Missed Valid Enrollment Fee:** A \$750 Missed Valid Enrollment Fee will apply only to properties that enroll 33% or less of their Quarterly Valid Enrollment Target for two quarters in a row.
- **Signature Reservation Service (SRS):** Properties using SRS have lower targets.

Please see the following page for details and an example.

Quarterly Valid Enrollment Targets:

Category	Room Count	Quarterly Valid Enrollment Target – High Seasons (2)		Quarterly Valid Enrollment Target – Low Seasons (2)	
		SRS*	Non-SRS	SRS*	Non-SRS
A	0–35	30	34	20	22
B	36–47	40	44	30	34
C	48–59	55	60	35	40
D	60–71	60	66	40	44
E	72–83	65	72	45	50
F	84–109	75	82	55	62
G	110–125	110	120	80	90
H	126–150	130	144	90	100
I	151–199	175	194	120	132
J	200–299	230	255	160	178
K	300–499	330	366	220	244
L	500+	550	612	350	388

Quarterly Loyalty Fee Discount/Increase Structure:

% Quarterly Valid Enrollment Target Reached	201%+	151% to 200%	126% to 150%	100% to 125%	67% to 99%	34% to 66%	0% to 33%
Loyalty Fee Discount/ Increase (applied to subsequent quarter)	4.25%	4.50%	4.75%	5.0%	5.25%	5.50%	5.50%

*Applies to NAMER only.

Example:

Hotel's Room Count: 40 rooms (Category B)

Q2 is a high season for this hotel

SRS: No subscription

High Season Target = 44

The hotel achieves 66 Valid Enrollments

Percentage of Target = 150% of Target

Loyalty Fee Discount = 4.75%; applied to Q3

Q3 is also a high season for this hotel

SRS: Yes - subscribed as of July 1

High Season Target = 40 (lower due to SRS)

The hotel achieves 30 Valid Enrollments

Percentage of Target = 75% of Target

Loyalty Fee Increase = 5.25%; applied to Q4

A Missed Valid Enrollment Fee is not charged because the hotel met more than 33% of its quarterly target two quarters in a row.

Questions? Contact your Franchise Operations Representative or Wyndham Hotels & Resorts Support at 1-855-849-3487.