

Wyndham Sales Segments

Groups

Groups consist of 10 or more room nights for associations, meetings, and incentive trips. This segment often includes incremental revenue from meeting rooms, food and beverage, audio, and visual setups and more.

Third Party Partnerships

This segment includes top travel planners – Maritz, HelmsBriscoe, ConferenceDirect and HPN – that offer significant revenue opportunities to hotels. (Learn about special commission terms with these partners [\(here\)](#)).

Pay for Performance

Wyndham has Pay for Performance Agreements with several partners:

- MCI
- American Express Meetings & Events
- BCD Meeting & Events
- CWT Meeting & Events

When you submit a proposal for Sales Lead Sources by one of these organizations, your hotel agrees to the terms and conditions (which includes the pay for performance fee). Fee details will be included in the Sales Lead.

Specialty

The specialty team focuses on maintaining strong relationships with global customers across several customer segments:

- Tours and travel
- Sports
- SMERF (social, military, educational, religious/faith based, and fraternal)
- Entertainment
- Select affinity and membership organizations

Corporate Travel

This segment ranges from global Fortune 500 companies to small businesses, all of which offer significant revenue potential. Wyndham Sales markets to them in a variety of ways, from promoting Wyndham Rewards to building relationships with travel management companies.

Looking for corporate travel opportunities in your market? The key location database provides estimated room night and revenue opportunities. Use it to identify opportunities in your market. Then add them to your wish list for RFP season.

[Download Key Location Database](#)

Traveling Healthcare Professionals

Many nurses and doctors travel to help with shortages at hospitals, or to provide temporary in-home care. And when they do, they need help with accommodations. This fast-growing travel segment is often in the market for month-long stays.

Government Travel

Government travel is a multi-billion-dollar market that includes federal, state, and local agencies and all branches of the military and cost-reimbursable contractors (CRCs). Wyndham Sales works with travel entities and meeting planners that specialize in this segment. While there are some rate limitations to consider, government travel can be a major source of year-round business.

- [GOV Segment Overview](#)
- [SAM.GOV June 2022](#)
- [Government Rate](#)

Information on the Government Rate and how it is set up.

Transportation

This segment includes airlines, major trucking companies, railways, and bus companies. Wyndham Sales Directors work with these customers to help secure stays for crew members, disrupted passengers and more.

Questions? Contact transportation@wyndham.com

Travel Management Companies (TMC) and Consortia Agencies

This segment represents corporate, and leisure business delivered through travel agencies. Wyndham Hotels & Resorts has partnership agreements with both Travel Management Companies (TMC) and Consortia Agencies.

Visit these resources to learn more:

- [2025 Global Agency Sales Account Contact List](#)
- [2025 TMC & Consortia Overview Deck](#)
- [2025 TMC & Consortia Required & Optional Hotel program and PFP \(Pay-for-Performance\) Overview](#)

Long-term Stays

When a guest stays for five or more days, it is considered a long-term stay. Construction companies and healthcare professionals are commonly found in this segment. They tend to look for hotels that offer kitchens, separate living rooms and pet-friendly policies. To help capture more of these profitable stays, Wyndham Sales offers long-term stay rate plans to qualifying Wyndham Sales - managed accounts.

Additional Living Expense Travel

Additional living expenses, or ALE, refers to insurance coverage that helps people pay for temporary housing after disaster strikes. ALE companies work with insurance carriers to help find those accommodations. Examples include ALE Solutions, Temporary Accommodations and CRS Temporary Housing.