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TRAVEL + LEISURE CO. (FORMERLY
WYNDHAM DESTINATIONS) SWOT &
PESTLE ANALYSIS

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Company Name : Travel + Leisure Co. (formerly Wyndham Destinations)

Company Sector : Hospitality, Vacation ownership and exchange

Operating Geography : United States, North America, Global

About the Company : Wyndham Destinations, now popular as Travel + Leisure, is a vacation ownership company with over 245 vacation club resort sites throughout the world that offers a modern spin on timeshare. The company's headquarters are in Orlando, Florida. In 2006, Wyndham Worldwide was spun out from Cendant Corporation, and now owns Cendant's hotel and timeshare operations. Following the acquisition of the Travel + Leisure brand from Meredith Corp. in 2021, Wyndham Worldwide broke off its hotel division as Wyndham Hotels & Resorts and changed its name to Wyndham Destinations and later to Travel + Leisure. The company's two business lines, Wyndham Vacation Clubs and Panorama™, provide vacations and travel experiences to millions of families all over the world. The business gives regular visitors the

spacious accommodations, resort facilities, and great service that the Wyndham brand promises, with a vacation club resort portfolio that features quality, flexibility, and value. Club Wyndham®, WorldMark® Wyndham, Margaritaville Vacation Club® by Wyndham, and Shell Vacations Club are among the company's brands. Owners can purchase points to apply toward holidays and choose the time and resort that best suits their vacation preferences with Wyndham Destinations' flexible ownership model. Hawai'i Top Workplaces awarded Wyndham Destinations, a Travel + Leisure Co. company, a Top Workplaces 2022 designation on Feb. 3, 2022. Wyndham Destination's USP lies in its being the world's largest vacation ownership company, with 230 vacation club resorts serving almost 880,000 owners all over the world. The mission statement of the company reads, "Our mission is to make hotel travel possible for all people. Wherever they go, Wyndham will be there to welcome them. Our owners play a critical role by putting this mission to work in real-time, in hotels all over the world. "

Revenue :

US\$ 3134 million – FY ended 31st Dec, 2021

US\$ 2,160 million – FY ended 31st Dec, 2020

US\$ 4,043 million – FY ended 31st Dec, 2019

SWOT Analysis :

The SWOT Analysis for Travel + Leisure Co. (formerly Wyndham Destinations) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and resilient business model 2. Diversified brand portfolio 3. Established player in the industry with extensive footprint in the United States 4. Increasing revenues and good financial health 5. Successful expansion plans driving growth 	<ul style="list-style-type: none"> 1.High leverage amidst uncertainties in the economy
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase in consumer spending towards travel and leisure 2.Opportunity to capture greater market share 	<ul style="list-style-type: none"> 1.Business prone to seasonality 2.Company faces aggressive competition 3.The disruption caused by the pandemic is a major threat to travel and leisure 4.Threat of subduing demand from Gen Z

PESTLE Analysis :

The PESTLE Analysis for Travel + Leisure Co. (formerly Wyndham Destinations) is given below:

Political	Economical
1.Political stability across geographies	1.Currency fluctuation because of global operations 2.Business cycles in the country of operations
Social	Technological
1.Rising inclination towards travel and leisure 2.Customer's inclination towards cheaper lodging arrangements	1.Impact on cost structure in Lodging industry 2.Technology's impact on product offering
Legal	Environmental
1.Property management regulations and other laws	1.Increasing environmental awareness across travel & leisure industry 2.Focusing on sustainable tourism

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The complete report for **Travel + Leisure Co. (formerly Wyndham Destinations)** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



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