

# TRAVEL WEEKLY

## **Four Palace resorts get Wyndham flag**

Wyndham is raising its flag over four Palace Resorts properties in Mexico: the Xpu-Ha Palace, Isla Mujeres Palace and Playacar Palace in Riviera Maya and the Beach Palace in Cancun. Palace Resorts said it will continue to own and operate all four oceanfront properties, but with the added benefit of Wyndham's reservations system and distribution network.

the / **zimmerman** / agency

# TRAVEL WEEKLY

## More independents being lured to big hotel brands' collections

Wyndham has announced several big signings recently, including the luxury Graves 601, which is joining its Wyndham Grand Collection; the Apollo Hotel in Amsterdam; and four Palace Resorts in Mexico — the Xpu-Ha Palace and the Playacar Palace, both on the Riviera Maya; the Beach Palace in Cancun; and the Isla Mujeres Palace. The latter three will become Wyndham Grand Resorts while retaining Palace ownership and management.

"One of the things that we are doing is making sure we are allowing the independents to keep their uniqueness, not forcing them to de-ID from their current existence. I think that kind of flexibility is being taken very well, and many are tapping into it."

Indeed, many of the higher-end conversions have been to so-called "collections" that are designed to do just that.

Like Wyndham's Grand Collection, Marriott last month introduced Autograph specifically to lure independent properties.

**'We are allowing the independents to keep their uniqueness.'**

**— Jeff Wagoner, Wyndham**

