



# Wyndham Hotels & Resorts

Subsidiaries: La Quinta, Dolce, Wingate, AmericInn, Ramada, Baymont, Microtel, Days Inn, Super 8, Howard Johnson, Travelodge, TRYP, Hawthorn

Locations: New Jersey (HQ)

Industries: Consumer Services

RISK LEVEL:



Medium Risk

## DESCRIPTION:

Wyndham Hotels & Resorts often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Wyndham occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

Wyndham scored a 65 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (1)(2). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk**

Wyndham does not appear to discriminate against charitable organizations based on views or beliefs (1).

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

Wyndham's HRC 2025 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). The company mandates "unconscious bias training" for all its employees (3). Wyndham does not provide viewpoint protections for its employees (4).

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

Wyndham has signed an open letter in support of the Equality Act, a controversial bill (1). The company is no longer affiliated with the NRA (2)(3). Wyndham is planning to incorporate Diversity & Inclusion goals into the performance reviews of its senior leaders (4). The company's CEO, Geoff Ballotti, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (5)(6)(7).

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**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

Wyndham's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Wyndham is a corporate partner of the National LGBT Chamber of Commerce (3).

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk**

Wyndham has not used its PAC donations for ideological purposes and has not reported on its lobbying (1)(2)(3).

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