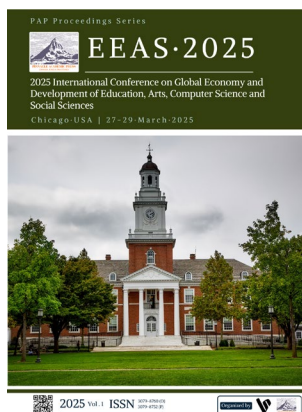*Article* **Open Access**

Cross-Cultural Perspective on Wyndham Brand's Online Promotion in China: Exploring and Optimizing the Potential of Online Operations at Home and Abroad

Haotian Zhang [1,*] and Guiting Fan [2]

[1] Shanghai United International School, Wanyuan Campus, 333 Xiangwen Road, Pudong District, Shanghai, China
[2] Shanghai Pinfeng Investment Co., Ltd, 9825 Hunan Road, Pudong District, Shanghai, China
[*] Correspondence: Haotian Zhang, Shanghai United International School, Wanyuan Campus, 333 Xiangwen Road, Pudong District, Shanghai, China

Abstract: From a cross-cultural perspective, the Wyndham brand faces both opportunities and challenges in its online promotion in China. To enhance its influence and market share, the brand must explore the potential of online operations both globally and locally. By studying Western online models, such as precise marketing and in-depth membership operations, and integrating them with China's unique market characteristics, including consumers' reliance on social media and online travel platforms, Wyndham can carry out local innovation. Additionally, incorporating traditional Chinese cultural elements into promotional content, aligned with modern consumer psychology, will effectively attract Chinese consumers. In terms of strategy, leveraging big data to understand consumer behavior and deliver targeted content is crucial. Strengthening cooperation with popular Chinese new media platforms and conducting diversified marketing activities will further enhance brand visibility. Meanwhile, optimizing the user experience on its own platform is essential for improving brand loyalty. By combining potential exploration and strategy optimization, Wyndham is expected to achieve breakthrough development in China's online market and establish a unique cross-cultural online operation advantage.

Keywords: Wyndham brand; cross-cultural perspective; online promotion in China; online operation potential; operation strategy

1. Wyndham Hotel Brand Development and Promotion Process

Wyndham Hotels Group ("Wyndham") is a global hotel brand franchisee. Wyndham entered the economy hotel industry at its inception, and since then, it has continuously expanded into the high-end hotel market. High-end hotels have gradually entered a mature stage, while economy hotels have begun undergoing transformation, driven by the changing consumption preferences of a new generation of consumers. As a result, hotel groups have shifted their focus to the high-end hotel market.

Wyndham Hotels Group is the global leader in the economy hotel business. Through a series of mergers and acquisitions, the company has expanded from economy hotels to a multi-brand coverage, including super high-end hotels, a total of Dolce, TRYP, RAMADA, DaysInn, Super 8 and other brands (Figure 1). These brands include one super high-end brand, two high-end brands, six middle and high-end brands, five mid-range

brands, and six economy brands. Today, budget hotels remain the core business of Wyndham Hotels Group. Among all types of hotels, economy hotels accounted for the highest proportion, and the number of hotels accounted for more than 75% for seven consecutive years. By the end of 2022, Wyndham operated nearly 9,100 hotels with a total of 842,500 rooms globally across 24 brands. The number of rooms in Greater China exceeded 161,000 by the end of 2022, reflecting a 5% increase compared to the previous year.

Figure 1. Main Brands of Wyndham.

As shown in Table 1, from 2020 to 2024, the global system size of Wyndham Hotels grew by 12%, increasing from 795,900 rooms to 892,600 rooms. Specifically, the United States market expanded by 3%, the Greater China region by 25%, other regions in the Asia-Pacific by 34%, the EMEA region by 37%, the Canadian market remained essentially flat, and Latin America experienced a growth of 48%. Although North America has long been the primary market, emerging overseas markets, particularly in the Asia-Pacific region, have shown remarkable performance in recent years. In 2023, Wyndham introduced nine new brands in the Asia-Pacific region, signed agreements for 222 hotels, opened 158 new hotels, and added over 14,200 rooms, with a year-on-year increase of 7.4% in net room additions [1].

Table 1. The System Size of Wyndham Brands in Global.

Year / Region	2020	2021	2022	2023	2024
USA	487,300	490,600	493,800	49,500	500,600
Greater China	144,500	153,800	161,100	167,900	181,100
Rest of Asia Pacific	27,800	29,000	30,400	34,000	37,400
Europe, the Middle East and Africa (EMEA)	66,200	66,100	79,200	81,600	90,500
Canada	40,700	39,200	39,500	39,600	39,600
Latin America	29,400	31,400	38,500	39,200	43,400
Global	795,900	810,100	842,500	858,000	892,600

Source: Wyndham Hotels & Resorts, Financial Results [2].

2. Wyndham Brand Online Promotion Status in China

2.1. Official Website and App

The official website of Wyndham Hotel Group in China features a clean and elegant design, integrating modern aesthetics with user-friendly operation. High-definition images of its signature hotels are showcased in a rotating carousel on the homepage, accompanied by recommendations for popular destinations, which capture users' attention and inspire travel ideas. The reservation function is clearly laid out, allowing users to precisely filter by destination, check-in date, etc. Search results comprehensively present information such as hotel facilities, nearby attractions, and user reviews to facilitate decision-making. The membership system is deeply integrated with the reservation process. For returning users, their information is automatically loaded upon login, simplifying the reservation process to within three steps and enhancing the overall experience. The mobile APP has expanded functionality, offering exclusive discount promotions, one click stay extension, virtual room keys, and other special services. However, compared with competitors, the APP has a relatively low installation volume, ranking low in the download rankings of major app stores. It also suffers from insufficient activity, with metrics such as average daily launch times and usage duration lagging behind leading brands. Therefore, Wyndham Hotel Group needs to enhance its ability to attract mobile traffic and improve user stickiness.

2.2. New Media Platform Promotion

In the current era of the booming development of new media, the Wyndham brand has actively engaged in various promotional activities on these platforms. On the Tiktok platform, although there is no exact overall data for Wyndham Hotels, some of its affiliated hotels, such as Wyndham Hotel Anji, have actively participated in promotion. The wine and tourism industry has achieved remarkable results through forms such as short videos and live-broadcasts by Douyin influencers. For example, Anji Moma Resort Hotel achieved a transaction volume of over 6 million yuan within six days through live-broadcasts, providing Wyndham with valuable insights for potential online promotion strategies. On the Xiaohongshu platform, keyword placement plays a crucial role in increasing visibility and engagement for Wyndham Hotels. Although there is a lack of public data such as the number of notes and search popularity rankings, from an industry perspective, hotels with precise positioning have achieved good results by having ordinary users and influencers post notes. If Wyndham can optimize its keyword strategy on Xiaohongshu and integrate influencer resources, it is expected to significantly increase brand exposure and booking volume, further expand its influence among young consumers, and enhance the brand's visibility and engagement in the new media field.

*2.3. Cooperation on Online Tourism Platforms*

The Wyndham brand maintains close cooperation with mainstream domestic online travel platforms. Taking Ctrip as an example, various brand hotels under Wyndham are listed in different cities, with abundant user reviews and booking data. During the National Day holiday in 2024, Wyndham's booking volume on Ctrip increased by approximately 20% compared to the same period in 2023, and the average rating reached 4.5 points, reflecting a relatively high level of user satisfaction. Qunar.com, another major travel platform in China, is also an important sales channel for Wyndham Hotels. In the first half of 2024, the average monthly search volume of Wyndham Hotels on this platform was approximately 500,000 times, and the booking conversion rate was approximately 8%, which is at a medium level among mid-to-high-end hotels. Through Qunar.com's promotional activities, the exposure of some hotels has increased by more than 30%. Such extensive and in-depth cooperation has attracted a large number of customers for Wyndham in the Chinese market, continuously consolidating its market position.

3. Multi-Dimensional Impact of Cross-Cultural Differences on Wyndham's Online Operations

3.1. Differences in Marketing Forms under Cultural Preferences

3.1.1. Visual Presentation Differences

In visual presentation for hotel online publicity, Western audiences, especially in Europe and the U.S., prefer simple, bright colors with high contrast, influenced by modernism and minimalism. They use neutral colors as a base, accented with bright colors to highlight key information, creating a stylish and efficient look. The Wyndham American website features a white background with blue accents, focusing on architectural lines and modern details, aligning with Western preferences for precision and directness (Figure 2). This approach quickly conveys hotel quality and service information, attracting business and leisure travelers seeking personal freedom.
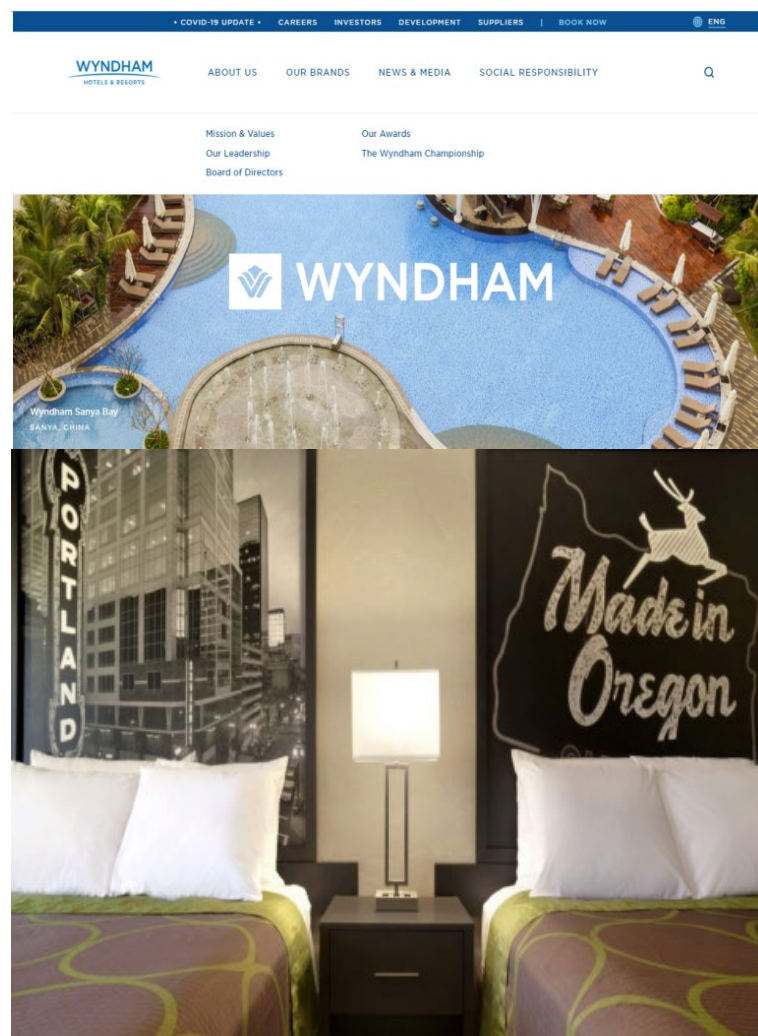
Figure 2. Wyndham USA Website and Hotel Interior Display.

In contrast, Chinese audiences, influenced by traditional culture, prefer warm colors and diverse images that convey cultural depth and life interests. For example, Wyndham Garden Hotel Suzhou integrates traditional Chinese and Suzhou elements, using Jiangnan water town features to create a unique garden style (Figure 3). The hotel's 289 rooms blend traditional and modern styles, offering a comfortable and exquisite home experience [3].

Figure 3. Design Diagram of Suzhou Wyndham Garden Hotel.

3.1.2. Differences in Copywriting Expression

There are significant differences between Chinese and foreign cultures in the expression of copywriting. Western language thinking is characterized by its simplicity and straightforwardness. English copywriting often employs concise and powerful vocabulary and sentence structures to convey key points, highlighting distinctive hotel facilities such as "Spacious Pool" or "High-Speed Wi-Fi". Combined with data-driven descriptions like "24-hour Front Desk Service", this approach meets Western consumers' need for quick access to essential information and rational assessment of product value, facilitating rapid booking decisions. This is especially important in business travel scenarios, where efficient communication can save time and address the needs of busy travelers. In contrast, Chinese culture values subtlety, emotional depth, and poetic expression. Copywriting often incorporates cultural allusions, classical references, and idiomatic expressions to convey a sense of cultural heritage. For example, phrases like "nestled in the mountains, living poetically" describe beautiful surroundings, while "feeling at home, warmth that touches the heart" portrays considerate service. Wyndham's China social media promotions leverage emotional storytelling, featuring employee anecdotes and culturally integrated experiences, to build consumer connections, enhance brand affinity, and drive word-of-mouth and repeat business.

3.2. Differences in Consumption Habits and Decision-Making

3.2.1. Booking Lead Time and Decision Cycle

There are significant differences in the timeline and decision-making rhythm of hotel booking between Chinese and foreign consumers. European and American consumers usually book weeks or even months in advance, business travelers on average 2-3 weeks in advance, and leisure vacation groups 3-6 months in advance. The decision-making process is linear, focusing on the certainty and price advantages brought by advance planning, and responding positively to early bird ticket discounts. Chinese consumers have more flexible booking habits. Business trips are often booked 1-2 days in advance or even on

the same day; Leisure travel is mainly based on immediate factors, and is arranged 1-2 weeks or even weekends in advance. Decisions are easily influenced by online word-of-mouth, friends' recommendations and other dynamic information, showing impulsive and instantaneous consumption characteristics. Such as Little Red Book views and Tiktok video recommendations, they may instantly ignite consumer enthusiasm for travel, prompting them to quickly book Wyndham's hotels, requiring hotel online marketing to quickly capture hot spots, real-time push accurate information, and cater to the changing rhythm of the Chinese market.

3.2.2. Price Sensitivity and Value Cognition

There are differences between Chinese and foreign consumers in terms of price sensitivity and value balance. Western consumers prioritize cost performance and personal experience. Wyndham offers stratified pricing based on facilities and service details. They are willing to pay more for quality and service. When selecting economy and mid-range hotels, the focus is on core functions and strict control of the bottom line. Once expectations are met, a decision is made. Chinese consumers are drawn by tradition and the trend of consumption upgrading, and their price sensitivity varies depending on the product and consumption scenario, making it more nuanced than that of Western consumers [4]. At the beginning of the booking decision, price comparison and preference for promotions are common behaviors, especially in non-first-tier cities. Price is the main factor in booking, as shown by the "100-yuan hotel" special offer, but the importance of the price-quality ratio is increasing. When perceived value exceeds price, consumers are willing to spend more. Wyndham's "children's exclusive gift bag + parent-child interactive workshop" package is an example of this pricing strategy, providing added value to families, thus attracting more customers and increasing revenue potential. This helps the hotel compete on price, boosts its brand premium and market share.

4. In-Depth Exploration of Wyndham's Online and Overseas Operation Potential

4.1. Digital Marketing and Membership System

Wyndham Hotels emphasizes digital marketing strategies to enhance brand recognition and boost customer conversion through various approaches [5]. Wyndham has established its own official website and mobile app, providing customers with online booking, payment, membership services and other functions. Furthermore, the company engages and communicates with customers through social media platforms such as Weibo, WeChat and Douyin to increase brand awareness and customer loyalty. The company's membership programme is further enhanced by its tiered structure, with members enjoying exclusive benefits and services at different levels, including complimentary breakfast, early check-in, and more. These measures not only enhance customer loyalty but also generate additional revenue through membership upgrades, exclusive services, and targeted promotions.

4.2. Global Cooperation and Market Expansion

Wyndham Hotels plans to expand its global distribution through partnerships with major travel platforms [6]. It has signed a global strategic partnership agreement with Ctrip Group to drive hotel bookings through innovative means. At Ctrip's first "919 Travel Store and Bargain Festival", the Wyndham Grand Royal Hotel Jinlin Lijiang made over 12 million yuan in a single transaction. The hotel won the "First Single Store Order Volume" award for this achievement. Wyndham has accelerated its expansion through the franchise model, opening 158 new hotels in the Asia Pacific region in 2023, including 137 in China, adding more than 14,200 new rooms and the highest number of new hotel openings and new rooms since 2020. These initiatives have expanded the brand's market presence and achieved economies of scale, enhancing brand visibility and efficiency.

4.3. Cultural Integration and Brand Localization

Wyndham Hotels plans to expand its global distribution through partnerships with major travel platforms and industry partners. It has signed a global strategic partnership agreement with Ctrip Group to drive hotel bookings through innovative means. At Ctrip's inaugural "919 Travel Store and Bargain Festival", the Wyndham Grand Royal Hotel Jinlin Lijiang made over 12 million yuan, winning the "first single store order volume" award. Wyndham has accelerated its expansion through the franchise model, opening 158 new hotels in the Asia Pacific region in 2023, including 137 in China, adding over 14,200 new rooms. These strategic initiatives have led to a significant expansion of the brand's market presence. This has enhanced brand visibility and efficiency, contributing to its ongoing success.

5. In-Depth Exploration of the Operational Potential of Wyndham China-Abroad Online

5.1. Data Collection and Integration

Wyndham Hotel Group has been operating in China for years and has accumulated lots of user data in various sources. This has formed a "data island", which restricts the mining of data value [7]. Wyndham has developed a unified data integration platform that uses ETL technology to bring together different types of data. For instance, data can be extracted from the hotel's PMS to record check-in and check-out times, room type preferences, consumption details, and other information. Data such as membership level, points, registration and customer service records can be collected from the membership system. Online chat records capture immediate demands and complaints. Social media platforms use data interfaces to capture user likes, comments, sharing behavior and feedback on campaigns and features. Integrating these data sources into the cloud data warehouse and storing them in a standardized format provides a solid data foundation for precision marketing.

5.2. Virtual Experience and Interactive Service Expansion

Wyndham offers users a virtual tour of the hotel using VR and AR. Access this experience through the website or mobile app. Put on VR or AR devices to experience the hotel layout, decoration and facilities. It also allows them to preview the window landscape in advance, improving the accuracy and confidence of booking decisions [8]. The online customer service function is strengthened at the interactive service level. In addition to regular multi-language real-time text communication, voice customer service and intelligent customer service robots are added. Natural language processing technology is employed to understand user questions, swiftly address booking inquiries and effectively handle after-sales complaints. Interactive topics and live broadcast activities on social media platforms are carried out, and Internet celebrity anchors visit the store to showcase the hotel's featured services and behind-the-scenes stories. They then interact in real time to answer audience questions and issue exclusive coupons. This enhances user stickiness through interaction, building a young and friendly brand image.

5.3. Linkage with Local Cultural and Tourism Enterprises

Wyndham should actively join hands with Chinese local cultural and tourism enterprises to integrate superior resources. Cooperate with popular scenic spots, such as Huangshan, Zhangjiajie, Jiuzhaigou and other scenic area hotels, jointly launch "scenic area + hotel" one-stop package, including tickets, scenic area transportation, hotel accommodation and catering, online joint promotion, and reach tourists through the official website of scenic area, social media, OTA platform scenic area flagship store and other channels; In-depth cooperation with travel agencies to customize exclusive itinerary accommodation solutions for different groups such as senior sunset red tour groups, youth

backpacker tour groups, and corporate incentive tour groups. Travel agencies give priority to recommending Wyndham hotels in the process of group formation; In conjunction with cultural venues (museums, theaters, art exhibition centers), such as Shanghai hotel and local art exhibition linkage, launched "art tour" accommodation products, including exhibition tickets, artist meeting, hotel art theme afternoon tea, online and offline collaborative promotion, enrich the connotation of user travel experience, expand customer channels.

6. Conclusion

From a cross-cultural perspective, Wyndham brand online promotion in China needs to tap potential and optimize strategies to achieve better development. When tapping potential, it is necessary to learn from the strengths of Western online operations, such as precision marketing and membership system operation, combined with the actual situation of the Chinese market. Chinese consumers are keen on social media and online travel platforms, and have a unique taste for cultural elements. Wyndham should grasp these characteristics, integrate traditional Chinese culture with modern consumer psychology, and integrate the promotion content to attract more Chinese consumers. In terms of strategy optimization, big data is used to analyze consumer behavior, achieve accurate push, and improve marketing efficiency. Actively cooperate with local popular new media platforms in China, and hold various marketing activities to expand brand influence. At the same time, focus on optimizing the user experience of its own platform to enhance consumer loyalty to the brand. Through these initiatives, the Wyndham brand can fully tap the potential of China's online market, build a unique cross-cultural online operating advantage, and stand out from the competition.

References

1. D. Belias, I. Rossidis, A. Ntalakos, and N. Trihas, "Digital marketing: The case of digital marketing strategies on luxurious hotels," *Procedia Comput. Sci.*, vol. 219, pp. 688-696, 2023, doi: 10.1016/j.procs.2023.01.340.
2. Wyndham Hotels & Resorts, "Financial Results," Wyndham Hotels & Resorts Investor Relations, [Online]. Available: https://investor.wyndhamhotels.com/financial-information/financial-results. [Accessed: Mar. 15, 2025].
3. B. L. Chua, S. Kim, N. G. Baah, H. Moon, J. Yu, and H. Han, "When hospitality brands go green: The role of authenticity and stereotypes in building customer-green brand relationships," *J. Sustain. Tourism*, vol. 32, no. 6, pp. 1118–1141, 2024, doi: 10.1080/09669582.2023.2203406.
4. M. Jeong, H. H. Shin, M. Lee, and J. Lee, "Assessing brand performance consistency from consumer-generated media: The US hotel industry," *Int. J. Contemp. Hosp. Manag.*, vol. 35, no. 6, pp. 2056–2083, 2023, doi: 10.1108/IJCHM-12-2021-1516.
5. J. J. Kim, "Brand portfolio extension of international hotel chains: A perspective on consumer confusion and consumer decision-making process," *Int. J. Contemp. Hosp. Manag.*, vol. 36, no. 9, pp. 3093–3111, 2024, doi: 10.1108/IJCHM-02-2023-0245.
6. J. K. Doe and R. E. Hinson, "AI-driven sustainability brand activism for family businesses: A future-proofing perspective article," *J. Family Bus. Manag.*, vol. 14, no. 5, pp. 942–946, 2024, doi: 10.1108/JFBM-10-2023-0217.
7. L. C. Hoang, M. H. T. Do, H. T. Quang, and T. H. Hoang, "Blockchain technology applications in retail branding: Insights from retailers in the developing world," *Thunderbird Int. Bus. Rev.*, vol. 66, no. 1, pp. 3–18, 2024, doi: 10.1002/tie.22367.
8. S. N. Sarokin and N. M. P. Bocken, "Pursuing profitability in slow fashion: Exploring brands' profit contributors," *J. Clean. Prod.*, vol. 444, p. 141237, 2024, doi: 10.1016/j.jclepro.2024.141237.