

Wyndham Hotels & Resorts focused on 'long-term economics,' CEO says

The global franchisor saw revenue per available room losses in '25 but is building its pipeline



Wyndham Hotels & Resorts converted the Balfour Miami Beach hotel into its Registry Collection in December. (CoStar)

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[Wyndham Hotels & Resorts](#) clawed growth in 2025 in ancillary revenue, hotel openings and its development pipeline, amid what CEO Geoff Ballotti called “a challenging year” of revenue-per-available-room losses.

While the global hotel franchise company may be best known for its economy brands, Ballotti said Wyndham “continues to work on adding more aspirational, upscale hotels” to its system.

Wyndham opened 72,000 rooms in 2025 — the largest number of organic room additions in the company’s history, Ballotti said. Notable recent additions via conversion on the higher end of the hotel chain scales included the [Balfour Miami Beach](#), which joined Wyndham’s Registry Collection in December; and the January addition of four Choctaw Casino & Resorts hotels into the Wyndham Grand and Trademark Collection brands.

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But Ballotti specifically called attention to Wyndham's pipeline, which now sits at 260,000 hotel rooms around the world. Approximately 70% of the pipeline is in the midscale and above segments.

"Long-term economics" are the name of the game, Ballotti said, as Wyndham focuses on "securing franchise agreements that secure higher average royalty revenue."

Additionally, he noted Wyndham's 15% increase in ancillary fee streams in 2025, contributing to the company's 4% full-year growth in comparable earnings before interest, taxes, debt and amortization.

"Across the board, where we could control the outcome, our teams delivered in 2025," Ballotti said.

Results

However, economic and weather-related headwinds had an impact on Wyndham's hotels in the fourth quarter and full year. Fourth-quarter global revenue per available room decreased 6% compared to 2024, reflecting declines of 8% in the U.S. and 1% internationally. For the full year, global RevPAR decreased 3%, reflecting a 4% U.S. drop. Fourth-quarter results included 140 basis points of unfavorable hurricane effects from the 2024 U.S. hurricane season, Ballotti added.

Regionally across the U.S., Wyndham's softer performance in Florida, Texas and California — the three states where the company has the highest exposure — was partially offset by growing performance strength in the Midwest, Ballotti said.

Outside the U.S., the Europe, Middle East and Africa region notched 7% RevPAR growth for Wyndham in the fourth quarter, and Latin America and the Caribbean saw 6% RevPAR growth. Asia did not fare as well, with RevPAR down 2% in Southeast Asia and the Pacific Rim, and down 10% in China.

Looking ahead

Kurt Albert, Wyndham's interim CFO and current treasurer, said the company expects 2026 to end with net unit growth between 4% and 4.5%.

RevPAR in 2026 should range from down 1.5% to up 0.5%. Baked into that expectation is a more favorable second quarter thanks to improved leisure demand from the FIFA World Cup and possible U.S. government stimulus.

Wyndham expects 2026 adjusted EBITDA to fall between \$730 million and \$745 million.

At press time, Wyndham Hotels & Resorts' stock was trading at \$85.81 per share, down 23.2% year over year. The New York Stock Exchange composite was up 15.2% year over year.

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