

Friday's with KGD Lifestyle Interiors



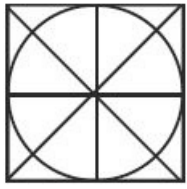
Up on the blog this week, we are highlighting the "She Has a Deal" event held at the magnificent Wyndham Headquarters on a beautiful afternoon this past week. The gathering was an extraordinary celebration of women breaking barriers and "Owning the Room" in the world of hotel development.

It's only fitting to delve into a topic that not only highlights progress but also exemplifies empowerment and inclusivity. In the dynamic world of the hospitality industry, women are breaking barriers and making significant strides as hotel owners. Two noteworthy programs that underscore this remarkable journey are Wyndham's "Women Own the Room" and the industry-wide initiative "She Has a Deal."

While progress is being made, challenges still exist, and there is work to be done to achieve full gender equality in the hotel industry. It's important to celebrate the achievements of women in the hotel industry while remaining committed to creating an environment where everyone, regardless of gender, can thrive and contribute their unique talents and perspectives to the field.

Tina Delia, NCIDQ
Director of Lifestyle Interiors
"Friday's with KGD Lifestyle Interiors" Editor

♥ Tina Delia



■ Breaking the Glass Ceiling

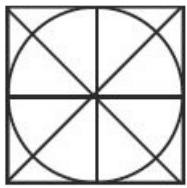
By way of background, Wyndham Hotels & Resorts, a global leader in the hospitality industry, launched the "Women Own the Room" initiative to address the gender gap within its franchise system. This program is part of Wyndham's commitment to diversity, equity, and inclusion, aiming to increase opportunities for women hotel owners. The hospitality giant provides support, resources, and mentorship to aspiring female entrepreneurs, fostering an environment where they can thrive in a traditionally male-dominated sector.

Key features of "Women Own the Room" include:

Financial Support: Wyndham offers financial incentives and assistance to eligible female candidates looking to become hotel owners.

Education & Training: The program provides access to educational resources and training modules tailored to the specific needs of women in hospitality.

Networking Opportunities: Wyndham facilitates connections between female entrepreneurs, industry leaders, and mentors. This network serves as a valuable resource for advice, collaboration, and inspiration.



■ She Has A Deal

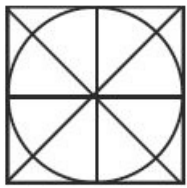


In addition to Wyndham's internal initiative, the "She Has a Deal" program stands out as an industry-wide effort to promote gender diversity in hotel ownership. Founded by Tracy Prigmore, "She Has a Deal" is a pitch competition that provides a platform for women to showcase their hotel development projects to a panel of industry experts and potential investors, competing for the opportunity to secure financial backing and support for their ventures.

Key elements of "She Has a Deal" include:

Mentorship & Networking: The program emphasizes mentorship, connecting participants with experienced professionals who can guide them through the complexities of hotel development.

Educational Resources: Recognizing the importance of knowledge in the hospitality sector, "She Has a Deal" provides educational resources and workshops to equip women with the skills necessary for successful hotel ownership.

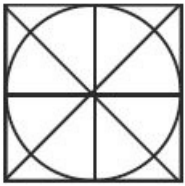


Empowering Women



The atmosphere at Wyndham was charged with enthusiasm and empowerment as women from diverse backgrounds came together to share insights, stories, and expertise. The event was not just a gathering – it was a catalyst for change, fostering connections and promoting a culture of inclusivity, collaboration, and support. A reigning sentiment was the importance of creating a supportive community where women can thrive and excel in what has historically been a male-dominated field. A powerful reminder that barriers are meant to be broken, and women are making significant strides in the traditionally male-centric real estate investment landscape.

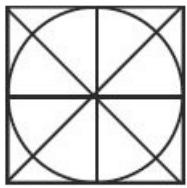
The event reinforced the notion that every woman has the potential to own the room, make impactful deals, and shape the future of real estate. Together, we are building a future where women in real estate not only own the room but also reshape the narrative of success.



■ Prototype Designs

As part of the gathering, we had the incredible opportunity to step behind the scenes and witness the tangible impact of Wyndham's "Women Own the Room" and the industry-wide initiative "She Has a Deal." The experience was nothing short of inspiring as we embarked on a tour of prototype rooms, gaining valuable insights into the initiatives that are shaping the future of women in the hospitality industry.



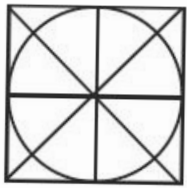


Fostering Community



These spaces, meticulously designed and curated, not only showcased the excellence synonymous with Wyndham but also reflected the diversity and innovation that the program seeks to encourage. Each room spoke volumes about the commitment to providing a platform for women to flourish as hotel owners. From the aesthetics to the functionality, it was evident that these prototype rooms were more than just physical spaces – they were a testament to the dedication to inclusivity within the industry.

During our immersive tour, we had the privilege of engaging with one of the in-house interior designers who shared her experiences and success stories. Learning about the challenges hoteliers experience and the support they receive through "Women Own the Room" reinforced the program's significance in fostering a community of empowered hotel owners.

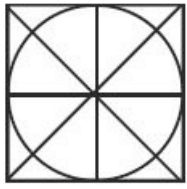


■ A More Inclusive Future



What stood out during the tour was not just the physical spaces but the vibrant energy and sense of community that permeated each room. It was a testament to the impact of mentorship, networking, and educational resources provided by both programs. Witnessing firsthand how these initiatives have empowered women to take charge of their entrepreneurial dreams reinforced the transformative power of inclusive programs in traditionally male-dominated industries.

In conclusion, our tour of the prototype rooms illuminated the strides being made in reshaping the narrative of women in hospitality. The tangible outcomes of "Women Own the Room" and "She Has a Deal" were not only aesthetically impressive but also symbolized a shift towards a more equitable and diverse future for hotel ownership. As we celebrate the one-year milestone, let us continue to champion and support initiatives that empower women, ensuring that they not only own the room but also redefine the landscape of the hospitality industry.



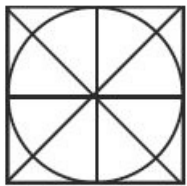
■ Breaking Barriers



Initiatives like "Women Own the Room" and "She Has a Deal" are instrumental in reshaping the landscape of the hospitality industry. These programs not only break down barriers for aspiring women hotel owners but also create a supportive ecosystem that fosters growth, empowerment, and success.

By celebrating and supporting these initiatives, we contribute to a more inclusive and diverse future for the hospitality sector, where women continue to own not only hotel rooms but also the narrative of their success in this dynamic industry.

Cheers to the women who own the room and the countless others who are poised to make their mark through initiatives like Wyndham's and "She Has a Deal!"



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