

A FRESH BURST OF ENERGY

WARM
VIBRANT
ENERGY



RECOGNIZABLE

- + Over 77% brand awareness with an extensive global footprint of nearly 1,800 hotels¹

SMARTER

- + First hotel group to partner with Sabre's leading SynXis Property Manager at scale with Infor's integrated revenue management module

SCALE

- + Impressive scale and purchasing power of world's largest hotel group²

AWARD-WINNING

- + With 53 million members and counting, Wyndham Rewards named one of the "best" hotel rewards programs 3 years in a row³

A PROVEN OPPORTUNITY

“With a worldwide portfolio of nearly 1,800 properties, **Days Inn** is the global leader in the economy segment. Known to travelers around the world, the **Days Inn** rising sun logo continues to brighten guests’ days through caring service, comfortable accommodations, and convenient locations. High brand awareness, product versatility, and a large footprint have fueled strong performance. This well-known name, supported by a powerful marketing budget, makes **Days Inn** top of mind for prospective guests.”

— PATRICK BREEN | Brand Leader | patrick.breen@wyn.com



WARM.

12 month advertising calendar continually drives awareness



VIBRANT.

Opened 58 hotels globally in 2017 with continued positive momentum as our U.S. pipeline grew to 100 hotels, a 13% increase year over year



ENERGY.

With 111% RevPAR index in the economy segment, Days Inn allows hotels to drive revenue⁴



TYPE

New Construction & Conversion



GUESTS

Leisure & business travelers



GEOGRAPHY

Global



ROOMS

50-300



CATEGORY

Upper-Economy



AMENITIES

- 2+ story hotels
- Interior/exterior corridors
- Pool and/or fitness center
- Free high-speed internet
- In-room coffeemaker
- Daybreak[®] breakfast offering healthy options



LOCATION

Small Town, Metropolitan, City Center, Roadside, Airport & Destination

DAYS INN FRANCHISE FEES⁴

INITIAL FEES	Greater of \$35,000 or \$350 per rm
ROYALTY FEE	5.5% of GRR
MARKETING FEE	3.8% of GRR

WYNDHAM
HOTEL GROUP

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplendor
BOUTIQUE HOTELS

DAZZLER
HOTELS

WYNDHAM

TRYP
BY WYNDHAM

TM
TRADEMARK
HOTEL COLLECTION

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA
WORLDWIDE

BAYMONT
INN & SUITES

MICROTEL
BY WYNDHAM

DaysInn

Super 8

Howard Johnson

Travelodge

Knights Inn

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