

*A FRESH  
BURST OF  
ENERGY*





# A FRESH BURST OF ENERGY

At **DAYS INN BY WYNDHAM**, we focus on the little things that surprise and delight our guests to help them enjoy their stay and kick off each day with a little extra oomph. Like the sun, we are energized to provide a warm smile and great service to our guests every time they stay with us.

Sure, we have comfortable accommodations, a pool and/or a fitness center, and a healthy Daybreak® breakfast, but we also believe in delivering an additional infusion of energy so you can start and end every day on the best note.

When you stay at **DAYS INN**, we'll always make the most of your stop so that when you start out again, you're ready to take on the world.



# OUR VOICE

Our brand voice reflects our fresh burst of energy. Positive and happy, we want to always surprise and delight every guest, from the family visiting their favorite theme park to the active business traveler needing a good night's rest for a successful next day.

HEAD: HOW YOU THINK

# WARM

HEART: HOW YOU FEEL

# VIBRANT

HAND: WHAT WE DELIVER

# ENERGY





# THE GUEST

**DAYS INN** IS THE BRAND FOR TRAVELERS WHO WANT THE BEST VALUE UNDER THE SUN BUT ALSO DESIRE A HOTEL WITH A TOUCH OF PERSONALITY. THEY DO THEIR RESEARCH TO KNOW THEIR OPTIONS BUT ALSO SEEK AN UPBEAT AND ENERGETIC BRAND EXPERIENCE THEY CAN TELL THEIR FRIENDS ABOUT.

# THE PROPERTY



## TYPE

New Construction & Conversion



## GUESTS

Leisure & business travelers



## CATEGORY

Upper-Economy



## LOCATION

Metropolitan, City Center, Roadside, Airport, & Destination



## GEOGRAPHY

Global



## ROOMS

50–300



## AMENITIES (typical)

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





# A PROVEN OPPORTUNITY



EVERYONE RECOGNIZES THE **DAYS INN** RISING SUN LOGO, AND FOR DECADES THIS FLAG HAS REPRESENTED A WARM, COMFORTABLE PLACE TO GET A GOOD NIGHT'S SLEEP. 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.

**OWNERS ARE ENCOURAGED TO DEVELOP A BRAND FOR PEOPLE** who—much like the owners themselves—know a good deal when they see one. They will also benefit from a set of turnkey tools and services to help optimize their operations and revenues.

By providing a good value, owners can connect with their target audience—and benefit from the word of mouth that their guests generate.

# A POWERFUL PARTNERSHIP

**DAYS INN** IS A MEMBER OF WYNDHAM HOTELS & RESORTS, THE WORLD'S LARGEST AND MOST DIVERSE HOTEL FRANCHISE COMPANY<sup>2</sup> THAT INCLUDES OVER 8,500 PROPERTIES.

**WE COMBINE THE SUPPORT OF A WORLD-CLASS HOSPITALITY ORGANIZATION** with a flexibility designed to meet the needs of entrepreneurial owners.

Owners have full access to an experienced team as well as several in-depth services designed to help optimize the business, including:

- + Strategic sourcing
- + Global sales organization
- + Revenue management
- + Marketing and distribution services
- + Brand operations support
- + Best-in-class training
- + Participation in Wyndham Rewards<sup>®</sup> loyalty program, ranked one of the Best Travel Rewards Hotel Programs by *U.S. News and World Report*.<sup>1</sup>

Wyndham Hotels & Resorts partners with our **DAYS INN** owners to help leverage high brand awareness into consistent revenue by maintaining a clear brand focus and enhancing brand equity to attract the next generation of travelers. Owners have the opportunity to take advantage of distribution and scale opportunities in a way that suits their investment in the brand and the growth of their business.



# A FRESH BURST OF ENERGY

A FRESH BURST OF ENERGY, **DAYS INN** SURPRISES AND DELIGHTS GUESTS, HELPING THEM MAKE THE MOST OF THEIR STAY AND PROVIDING THEM WITH THE SERVICES THEY NEED TO STAY FIT, RESTED, AND HEALTHY.







# TOGETHER, LET'S BUILD A GREAT BUSINESS BY REDEFINING HOSPITALITY

**WE'RE IN THE BUSINESS OF MAKING MEMORIES.** IT IS OUR RESPONSIBILITY TO HELP GUESTS GET THE MOST OUT OF THEIR TRIP, AND THIS UNDERLIES THE PROMISE WE MAKE TO CONSISTENTLY DELIVER WHAT EACH AND EVERY GUEST NEEDS. TO THAT END, WE HAVE DESIGNED OUR HOTELS AND AWARD-WINNING REWARDS PROGRAM TO KEEP GUESTS HAPPY, COMFORTABLE, AND EAGER TO RETURN TO OUR BRANDS AND OUR PROPERTIES.

**THEY FIND US BECAUSE WE KEEP IT *SIMPLE***—each of our hotels supplies the comforts they need in the places they want to be.

**THEY STAY WITH US BECAUSE WE'RE *ATTAINABLE***—we have designed our hotel experiences to help everyone everywhere create special memories that last a lifetime.

**AND THEY COME BACK, TIME AND AGAIN, BECAUSE WE'RE *GENEROUS***—each of our hotels offers priceless hospitality through our warm greetings, a welcoming atmosphere, and the little details that bring the magic of travel to life while always making it feel like home.

**WHETHER GUESTS ARE TAKING A ROAD TRIP WITH OLD FRIENDS OR ON ESSENTIAL TRAVEL FOR BUSINESS, CREATING GREAT GUEST MEMORIES IS THE KEY TO OUR SUCCESS STORY,** and the sum of these magical memories powers the growth of our portfolio. Together, we will strive to deliver more revenue, more customers, more brand loyalty, and more award-winning hospitality.





# WYNDHAM

HOTELS & RESORTS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LAQUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

AmericInn

RAMADA  
WORLDWIDE

BAYMONT  
INN & SUITES

MICROTEL  
BY WYNDHAM

Days Inn

Super 8

Howard Johnson

Travelodge

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