



How Days Inn® Hotels Shine Online!



Hotel reservations on the Internet are growing like never before. In 2007, guests booked nearly 2.3 million room nights on daysinn.com totaling over \$166 million in revenue, a **38 percent** increase from 2006.*

daysinn.com

*Source: 2008 Days Inn Franchise Disclosure Document



Photos are the #1 guest measure of quality and value.

- Great photos online drive guest preference
- Bad photos undercut transactions
- No photos mean no sale

That's why the Days Inn® "Big Picture" program requires all properties to have professional, high-resolution photos taken and provided for use on daysinn.com.

Your Big Picture Package:

- Up to 10 high-resolution digital photos
- A CD containing the photos
- Usage rights to the photos
- Uploading of the photos on daysinn.com and third-party Internet sites

For pricing and scheduling, please contact Franchise Services at (800) 443-3009.



daysinn.com