



Days Inns - Canada Targets Business Travellers in 2016 Marketing Campaign

TORONTO, ON (February 11, 2016) – Designed to boost consumer awareness of the brand's domestic portfolio, Days Inns - Canada is taking a light-hearted approach to the perks of business travel with the release of a two new television commercials. The spots, which focus on the small victories of travelling for work, like enjoying some precious "me time", are intended to support the brand's Bizcation™ marketing campaign.

"The spots we created for Days Inn are an evolution of the successful Bizcation™ commercial that ran in 2014," said Alanna Nathanson, Partner & Creative Director at Giants & Gentlemen. "Our goal was to create commercials that would resonate with work travellers by focusing on smart personal insights."

Whether it's having the entire bed to yourself or being able to enjoy a hot cup of coffee without the distractions of everyday life, the 15- and 30-second spots set out to celebrate these moments by showing business travellers slowly and humorously realizing their newfound freedom and claiming their Bizcation with a declaration in the form of a flag, waving triumphantly in the wind.

"We know that being away from home and travelling for work can be tough. It's not easy trying to balance work and home life," said Ally Wesson, Director of Marketing, Days Inns - Canada. "When on the road, we want our guests to enjoy their Bizcation. With a variety of room types, cozy beds and free hi-speed Internet, Days Inn provides all the essentials for a comfortable stay."

The TV spots "*Jerry Land*" and "*Linda Land*" debuted on February 8 and will air until end of March on national and regional TV networks. The national marketing campaign will also include digital elements, mobile, in-hotel advertising, as well as an interactive social media campaign on Facebook and Twitter that will encourage people to share their *Bizcation* stories with the #yourbizcation hashtag.

Filmed at Days Inn & Suites - Lindsay, Ontario, the spots were developed by Giants & Gentlemen, directed by Max Sherman for OPC, sound and music by Apollo, and editing by Saints.

Want to enjoy the upside of business travel? Book the BIZCATION rate at www.daysinn.ca and save 15% plus earn Wyndham Rewards points on your next stay.

[Click here](#) to view "*Jerry Land*" and "*Linda Land*".

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About Days Inns - Canada

Days Inns - Canada is one of the country's leading hotel chains with over 105 independently owned and operated properties and over 8,800 rooms. Its franchises cover a wide range of urban, airport and resort properties in primary and secondary markets across Canada. Every Days Inn in Canada participates in the Wyndham Rewards guest reward program. Days Inns Worldwide, Inc. is a wholly-owned subsidiary of Wyndham Hotel Group, the world's largest hotel company based on number of hotels and one of three hospitality business units of Wyndham Worldwide (NYSE: WYN). As both a leading hotel brand franchisor and hotel management services provider, the company's global portfolio consists of approximately 7,650 properties and 661,000 rooms in 70 countries. For more information about Days Inns - Canada, to make an online hotel reservation or to become a Wyndham Rewards member, visit www.daysinn.ca or call the bilingual reservations hotline at 1 800 DAYS INN (1-800-329-7466). Like us on Facebook, facebook.com/daysinncanada and follow us on Twitter, twitter.com/daysinncanada

About Realstar Hospitality

In 1992, Realstar Hotel Services Corp. acquired the master franchise rights for the Days Inn brand in Canada. Realstar Hospitality also holds the master franchise rights for two other hotel brands in Canada and is a division of Realstar Group. The international, privately held Realstar Group was founded over 40 years ago and has offices in Toronto, Canada and London, England. The company is a leader in the ownership and operation of multi-unit residential real estate, sports, entertainment and other community event facilities and hotels in both the limited service and full-service sectors.

About Giants & Gentlemen

Giants & Gentlemen is a full-service, media agnostic strategy & creative shop offering standout ideas and zero attitude. As entrepreneurs, we bring a grow-or-die philosophy to help brands tower like giants, while always acting like gents. Unique to G&G is Outthinking™, a process that leads to deeper insights that help bring meaning to brands. For more information, visit giantsandgents.com

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