



## FAQs:

**1. What is The Big Picture?**

The Big Picture is a very important and exciting initiative for Days Inn® Franchisees that will upgrade the level of photography and online curb-appeal of their properties on daysinn.com and many other third-party websites.

**2. Why is the Days Inn brand funding 50% of this initiative?**

Research has shown that professional quality photos are an enormous factor in the consumer's online booking decision. To underscore the importance of The Big Picture program, the Days Inn brand will fund 50% of the photo cost for all properties that are paid 2006 Regional Alliance members. This one-time-only offer adds still more value to your Alliance membership. The combination of The Big Picture and Alliance membership is a win-win for any Days Inn® hotel.

**3. How do I get my shared funding?**

Simply join the Regional Alliance in your area and pay your 2006 Alliance dues by Dec. 31, 2005. You will be automatically enrolled in The Big Picture and 50% of your photo shoot cost will be covered by the Days Inn national marketing fund.

**4. What if I don't join the Regional Alliance?**

If you decide not to join your Regional Alliance, your 2006 Alliance dues will be reversed in full, and in turn you will be issued an invoice from Days Inns Worldwide for \$950 to cover the cost of your property photo shoot – which may have already taken place. The invoice will be enclosed with your monthly franchisee fee invoice during the month in which the photo shoot is scheduled.

**5. What if I already have professional photos of my property? Can I be credited the \$950?**

No, you cannot be credited the \$950.

**6. Do I have to use a Days Inn brand approved photography vendor?**

Yes, in order to ensure quality and provide a consistent look across all properties, you are required to use VRX, the Days Inn approved vendor.

**7. How was the vendor chosen?**

VRX was chosen for a number of reasons. The company is very experienced in hotel photography and has completed photography projects for Expedia, Hyatt and Carnival Cruise line, to name just a few. VRX employs and trains its own photographers. They are providing a very competitive rate for the photo shoot, as well as account executives who help facilitate the communication process and scheduling of the individual photo shoots.

**8. What if I decide to join the Regional Alliance after the billing deadline?**

You are more than welcome to join your Regional Alliance at any time during the year. However, if the payment for your Alliance dues is received after the payment deadline, you will not be eligible to participate in the discounted photo program and will be responsible for paying the \$950 fee for your photo shoot. You still will be able to participate in all remaining Regional Alliance marketing initiatives.

**9. How many photos will be taken of my property?**

Up to 10 photos will be taken of your property and include (2) standard room types – (1) bathroom, (1) exterior, (1) lobby/front desk, and where applicable – (1) breakfast area, (1) pool, (1) fitness center, (1) meeting room, (1) restaurant.

**10. Can I have the photographer take extra photos?**

The standard shot list must be covered, first and foremost, in order for your property to be compliant with the brand standard. If you want additional photos, we will try to accommodate you as the photographer's schedule permits. Of course, you will incur additional fees for additional shots. If there is no time for additional photos on your scheduled shoot day, we can put you in touch with VRX and you can schedule a separate photo shoot.

**11. When will the photo shoot take place at my property?**

You will be contacted by your FSM to initiate the scheduling process. VRX will contact you to set a date for your photo shoot and will follow up with you again to confirm the date approximately seven days before. Approximately two days prior to the shoot you will be contacted by the photographer for final confirmation and to go over final preparations.

**12. Will the photo shoot be disruptive to my guests, employees or the property?**

VRX employs professional photographers who are accustomed to photographing occupied hotels. The photographer works independently and will facilitate the shoot with the use of only one camera and little to no lighting equipment. The format and timing of the photo shoot has been developed to maximize shooting during the "slower" traffic times, which should result in minimal disruption to your guests or employees.

**13. How long will the photo shoot take?**

The photo shoot will start very early in the morning and should take between three and five hours.



#### **14. Do I have to provide lodging to the photographer?**

Yes, part of the reason we were able to negotiate such a low cost for the photo shoot is that photographers will be provided complimentary lodging, not including incidentals, at our properties. We ask that you honor this request; otherwise you will receive a separate bill for the photographer's lodging while shooting your property.

#### **15. Can the photographer stay in one of the rooms featured in the photos?**

No, we ask that the rooms to be photographed be vacant, prepared and ready to shoot the evening before your scheduled photo shoot. This will help the photographer stay on schedule, versus waiting for rooms to be cleaned.

#### **16. Do I have to be at my property while the photo shoot is going on?**

The photographer will need a single primary contact at the property to be available during the shoot, whether that is the owner, GM, FOM or DOS. We highly encourage you to be a part of this process, which will allow you to view the photos as they are taken. However, VRX's photographers have been trained to our standards; your involvement is not to be that of a creative director.

#### **17. Will I receive copies of my photos, and can I use them freely in my local advertising?**

Yes, you will receive a CD containing the approved images for your property. You will have usage rights to these photos and can use them at your discretion for local advertising and collateral.

#### **18. What if I need to cancel/reschedule the photo shoot? What do I do and are there penalties?**

As soon as you realize that you need to cancel and reschedule, contact your VRX account executive. He or she will work with you to attempt to identify another property in your area that can take your place, hopefully avoiding the cancellation fee.

If not, and you cancel or reschedule 0 to 7 days before the shoot date, you will be charged a \$600 cancellation fee. The \$600 cannot be applied to the \$950 cost for your rescheduled photo shoot.

#### **19. Should the Daybreak® Breakfast be set up for the breakfast area shot?**

Yes. The photographer will try to capture the breakfast area early in the morning prior to high traffic time. When this area is being photographed, please make sure that everything is clean, stocked and well displayed in compliance with the Daybreak Breakfast standard.

#### **20. What should I or my employees do to prepare for the photo shoot?**

Make sure that a primary contact has been identified at the property and that the photographer has access to that person the day of the shoot. The primary contact should be fully aware of what rooms/locations are to be photographed. Make sure that all areas to be photographed are in prime condition, clean, and free of clutter. Inform your employees of the photo shoot date as early as possible, so they can assist in the preparation of the rooms and other details for the shoot, if needed.

#### **21. Do I need to buy any props (flowers, plants, decorations)?**

No, we encourage you NOT to purchase any props. Our objective with these photos is to provide the online customer a professional and genuine impression of your property as they will find it when they arrive in person.

#### **22. Do I need to have one of every room type unoccupied the night before or the day of the photo shoot?**

Since the photo shoot will start early in the morning, we encourage you to set aside a room for each type you plan to have photographed the night before. This will be extremely helpful in expediting the photo shoot. Have Housekeeping double check for working light bulbs, straightened curtains, lampshades and bed skirts. Also make sure you or your GM has checked those rooms to be sure they are in perfect order and free of any major blemishes.

#### **23. What if we want guests or employees in the photos?**

These photos are NOT to include any guests or employees. This is for liability purposes and will help prevent the photos from becoming quickly outdated. If guests happen to be in a given shot, move on to another shot vs. disturbing guests or asking them to move.

#### **24. Do I get to review or approve the photos that will be placed on the web?**

No, final photo approval will reside with the Days Inn Corporate Marketing team.

#### **25. Will I be billed by VRX or by Days Inn?**

You will be billed on your Days Inn invoice during the month your photo shoot is scheduled. Additional fees incurred by VRX due to cancellation or rescheduling will be passed onto the individual property via a Days Inn invoice.

#### **26. Is \$950 a good price for the photo shoot and photos?**

Yes, this cost has been negotiated on your behalf by Days Inns Worldwide and is based on a volume discount. Individual property photo shoots with a professional photographer are a significant expense and could cost you a lot more than \$950.



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