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I. Executive Summary

Introduction

Business Overview:

Wyndham Hotel Group, founded by Tramell Crow, is the **largest hotel franchisor** in the world, in terms of total assets. Today, Days Inn (part of Wyndham Hotel Group) owns over a staggering 9,100 hotels across 95 countries. The company specializes in “offer[ing] discerning travelers a refined and sophisticated experience”. Days Inn emphasizes the importance of aiding and sustaining guests whether they are on a business or leisure trip and ensuring personalized care for each guest and employee, Days Inn highlights the significance of connecting with each guest through a warm, comfortable, and affordable hotel experience.



Research Methods

Secondary Research

- **Website Analysis:** Gain basic understanding of business background and current AI practices
- **Industry reports:** Analyzed industry trends in AI usage in the hospitality sector
- **Competitor Analysis:** Utilized information on nearby hotels to see how they are utilizing AI.

Primary Research

- **Employee Interview:** Gather useful insight on current technological standing at Days Inn
- **Customer Survey:** Gathered in depth data on guest experiences with AI and current practices

Proposed Plan

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The SMART Plan (Survey, Map, Apply, Refine, Transform) is a strategic AI implementation plan designed to **enhance operational efficiency**, improve guest satisfaction, and optimize revenue at Days Inn. This multi-step plan introduces **AI-driven solutions** such as a mobile check-in, online chatbot, dynamic pricing software, and AI-powered security. By following this Structured Plan, Days Inn will stay up to date on **technological advancements** and provide a better experience for guests.

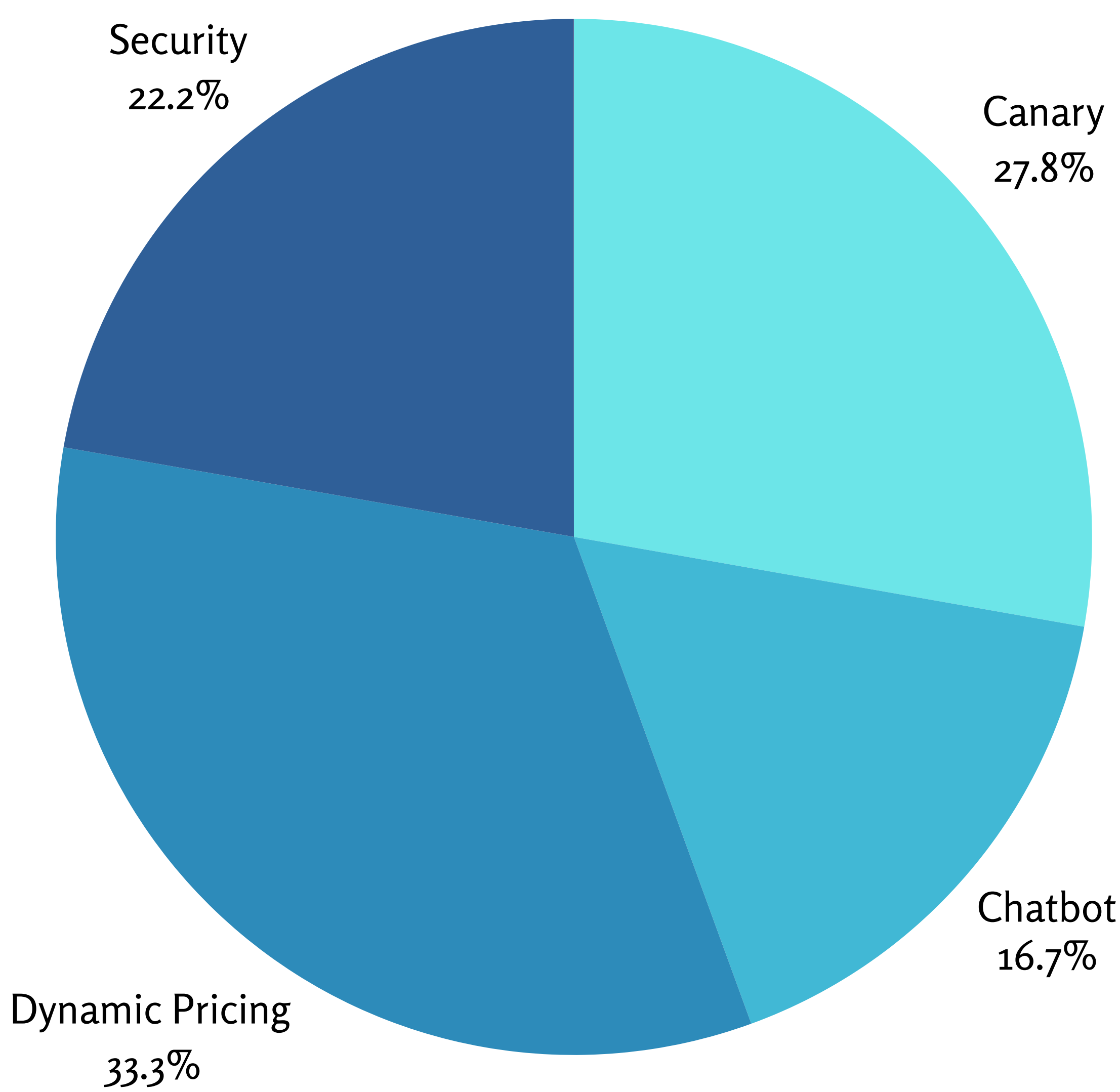
Proposed Budget and Key Performance Indicators

Activity	Description	Total Cost
Canary Mobile Check-In	Mobile Check-in including software, setup and integration	\$25,000
Chatbot	AI-powered customer support for handling customer inquiries	\$15,000
Security Cameras	AI-driven security cameras with real time threat detection	\$30,000
Dynamic Pricing	AI-Driven pricing software to adjust room rates in real time	\$20,000



We have calculated the **SMART plan's** first year startup cost to be a total of **\$90,000**.

Distribution of AI costs



We expect our return on investment to be **over 60%** across the next **ten tears** from 2025–2035. This return is calculated from the result of higher **occupancy rates** and improved **guest experiences**

II. Introduction

A . Description of the Business or Organization

Wyndham Hotel Group, founded by Tramell Crow, is the largest hotel franchisor in terms of the total assets across the world. Owning over 9,100 hotels across 95 countries, Wyndham Hotel and Resorts's global network consists of over 858,000 rooms under 24 hotel brands intended for the average traveler across the globe.



“At Days Inn, we prioritize creating a comfortable and exceptional stay for every guest.”

From small towns and big cities to beachfront resorts and highway hotels, Wyndham Hotels and Resorts brings a diverse perspective to the everyday travel experience to enlighten and make travel possible and enjoyable. One of the largest global footprint of all the brands under Wyndham Hotel Group's portfolio is Days Inn.



Competitive Rates



Eco Friendly



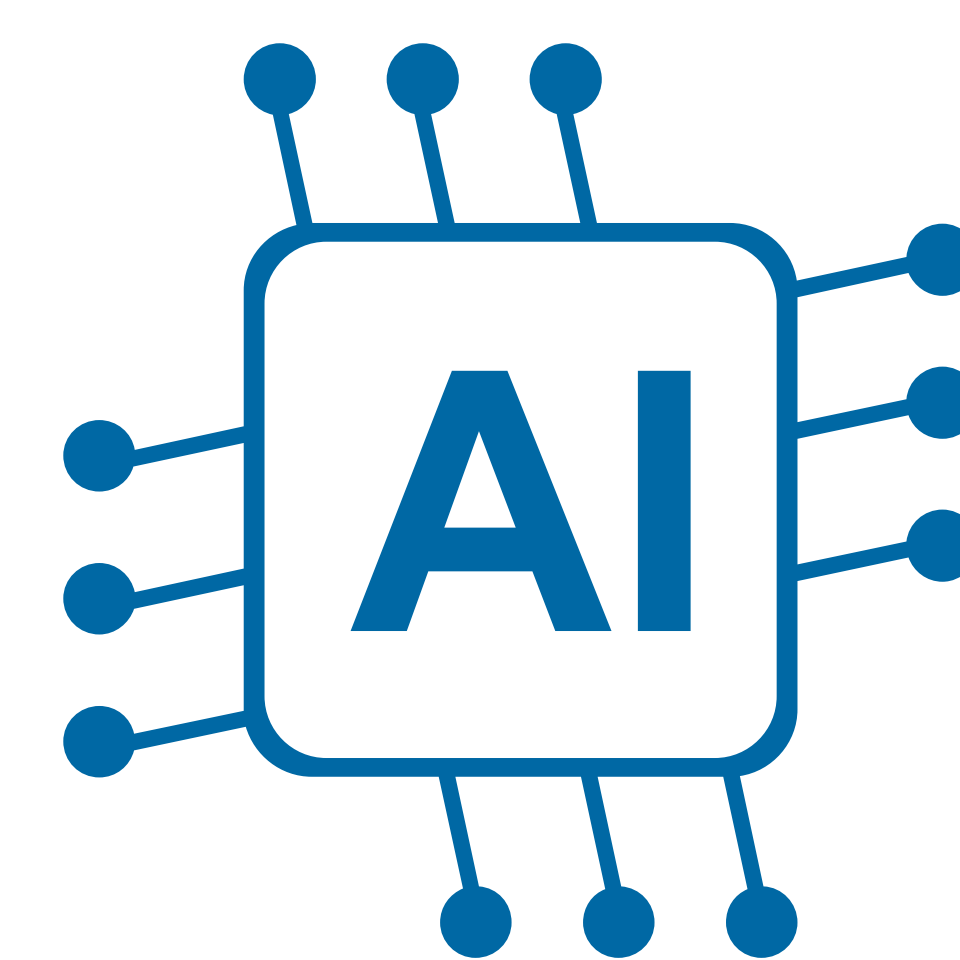
Exceptional Reviews

The Days Inn franchise chosen for this research project is located in Green Bay, Wisconsin. It is owned and managed by Pritesh Patel, and was remodeled and inaugurated in 2012 (previously Suburban Extended Stay Hotel). Located just 8 minutes away from the famous Lambeau Field, home to the Green Bay Packers, Days Inn proudly provides many Packer fans and rivals a substantial hotel experience that includes free breakfast, free wifi and many more benefits. Located on East Mason Street, Days Inn is in close proximity to several attractions and restaurants such as the Titledown Brewing Company, Bay Beach, an amusement park that offers rides and entertainment, Botanical Gardens, an assortment of alluring gardens, and Hinterland Brewery which all contribute to the hotel's competitive advantage. Days Inn's nearby competitors include Quality Inn & suites, Hampton Inn, and Motel 6.



B. Description of the Target Market

The target market for Days Inn and Suites in Green Bay, includes a diverse range of guests who prioritize affordability, convenience, and modern amenities. This group primarily consists of younger and middle-aged adults who are likely to appreciate **AI-driven innovations**. This particular target audience values efficiency, seamless service, and opportunities to personalize their travel experiences, making them well-suited for AI-based enhancements.



Demographics



The target demographic for Days Inn and Suites in Green Bay primarily includes younger and middle-aged adults, ranging from 25 to 45 years old. This age group consists of tech-savvy individuals such as young professionals, families, and event attendees who are familiar with using digital tools and appreciate the convenience of modern technology. A secondary demographic includes college students and recent graduates, aged 18 to 25, traveling for sports events, concerts, or leisure trips. Additionally, the hotel attracts families with children, particularly parents in the 30 to 45 age range, who value efficient service and amenities tailored to their needs.

Geographically, the target market primarily includes regional travelers from neighboring states such as Illinois, Minnesota, and Michigan. Local Wisconsin residents are also quite prevalent, attending Packers games or exploring Green Bay's attractions. Out-of-state and international visitors, particularly those looking for affordable accommodations near major landmarks, also make up a segment of the target audience.

Geographics



Psychographics



The target psychographics for Days Inn and Suites in Green Bay targets guests who values efficiency, convenience, and personalization. These include tech-savvy travelers that are comfortable using AI-driven tools such as automated check-ins and personalized recommendations. These guests also tend to be value-conscious and appreciate affordable accommodations that incorporate modern technology and eco-friendly practices. This particular target market is open to innovation, making them well-suited for AI integration that enhances their travel experience with Days Inn.