

## Having a hard time getting out of bed in the morning? Campanile has the answer, with its “Good Excuses Guide”

With winter’s gray skies and cold temperatures creeping in, days getting shorter and spirits at their lowest, getting out of bed in the morning is becoming harder than ever. But have no fear! If you’re like **44%** of French people<sup>1</sup> and have ever arrived late at work because you needed a little extra time in bed, Campanile has the answer for you: its “Good Excuses Guide,” which has the perfect excuse for everyone!



### Would French workers do anything to stay in bed in the morning?

In a survey conducted for Campanile, OpinionWay<sup>2</sup> asked French participants about their typical morning behavior.

Just what did it find? Faced with the same old routine of commuting, working, and sleeping, many say they could do without the commuting and working! A whopping **44%** admit having gone in late to work because they needed some extra time in bed. What’s more, **20%** have even lied to

their boss about why they came in late.<sup>3</sup>

So what can you do if you need to stay in bed a little longer but don’t want to get in trouble for being late to work?

### Campanile has just the right excuse for being a little late in the morning!

Be prepared when you show up late with Campanile’s sure-fire solution: the “Good Excuses Guide”!

Available as a brochure you can download on the brand’s website, [www.campanile.com](http://www.campanile.com), in the “Campanile is Changing” section, the “Good Excuses Guide” offers foolproof excuses for anyone making that dreaded call to the office. With this handy guide, you’ll always find the perfect excuse so you can quickly and comfortably get back under the covers. So when you simply can’t pull yourself out of bed, just open the guide and find the perfect excuse for being a little late!

<sup>1</sup> OpinionWay survey for Campanile – August 2011

<sup>2</sup> OpinionWay survey for Campanile – August 2011

**Leaving your Campanile hotel room has never been so hard!**

For the past three years, the brand has been changing to better meet its guests' needs. Comfort reigns in every room at Campanile's 388 European hotels, where guests enjoy:

- soft, cozy comforters
- free WiFi Internet access
- flat-screen TVs with a wide range of channels
- and a welcome tray with delicious hot beverages.

With all these amenities, we're making it even harder to get out of bed in the morning!



Campanile Next Generation Hotel Room

**About Campanile**

**Campanile changes everything!**

Campanile started in 1976. Its values? Friendliness, authenticity and full-fledged restaurants within its hotels. Today, there are 388 Campanile hotels in nine countries throughout Europe. With more than 9 million meals and 6 million hotel stays, Campanile knows how to meet the needs of guests looking for comfort and good quality at an affordable price.

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