

# Campanile Hotels

## Everyone needs a break at Christmas

### MONEY SAVING DEALS

Programme: GMTV  
 Programme Start: 26/11/2009 08:35:00  
 Presenter: Lorraine Kelly  
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 Duration: 4:22



*Web chat ... rooms are rather basic but you cannot complain for this price!*

10,000 rooms available for £1 a room per night  
**AVAILABLE NOW!**

# £1 a room per night\*

**FREE WiFi**

BOOK NOW  
[campanile.com](http://campanile.com)  
 or call individual hotels direct

**Campanile**  
 HOTEL RESTAURANT

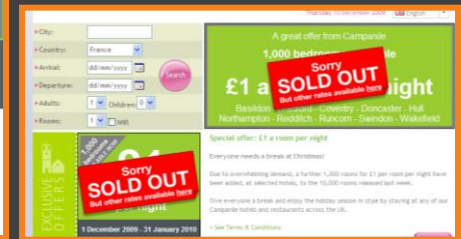
**CHANGING ALONG WITH YOUR DESIRES**

19 Campanile hotels and restaurants across the UK  
 Basildon • Birmingham • Bradford • Cardiff • Coventry • Doncaster • Doncaster • Glasgow • Hull • Leicester • Liverpool  
 Manchester • Milton Keynes • Northampton • Redditch • Runcorn • Swindon • Wakefield • Wakefield • Wakefield • Wakefield

\*The offer is available across all 19 Campanile hotels in the UK with all 10,000 rooms available in each hotel offered daily and sold subject to availability. This offer may be combined with any other room promotion and is exclusive to individual customers. Booked and paid for in advance at £1 per night. Registered number 020 8980 0011. © 2009 Campanile Hotels and Restaurants Ltd.

*Web chat ... superb deal. I have filled my boots here! There are Campanile hotels at Washington, Wakefield ...*

# Budget breaks to beat blues



**£1 a room per night at** **Campanile HOTEL RESTAURANT**

**BOOST FOR CAMPANILE**  
 ★ QUOTING an “overwhelming response” to its recession-busting 10,000 rooms at £1 campaign launched last month, the budget hotel chain Campanile has released a further 1,000 £1 rooms at selected UK properties.  
 Campanile says 98% of the initial allocation of £1 rooms sold out in just four days fol-

**Control is crucial at Christmas**

1,000 bedrooms available now

# £1 a room per night

1 December 2009 - 31 January 2010

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Campanile, the UK wide hotel chain, are offering 10,000 hotel rooms at £1 a room per night over the Christmas and New Year period. 1 December 2009 - 31 January 2010

# £1 a room per night\*

BOOK NOW [campanile.com](http://campanile.com)

**Campanile**  
 HOTEL RESTAURANT

**CHANGING ALONG WITH YOUR DESIRES**

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A great offer from Campanile

1,000 bedrooms available across the UK at

# £1 a room per night

Basildon - Bradford - Coventry - Doncaster - Hull  
 Northampton - Redditch - Runcorn - Swindon - Wakefield

## **19 budget hotels, deep recession and Christmas looming.**

Our **digital and national press campaign** offered 10,000 rooms at £1 each and put **Campanile Hotels** right out in front of seasonal travellers.

And with our bespoke research highlighting ‘**seasonal flashpoints**’, we had the perfect broadcast and online Christmas story to get the message out.

**10,000 rooms SOLD OUT in 4 days**  
**180 pieces of coverage in one week**  
**Over 100 radio slots**  
**Mention on GMTV**  
**Audience reach: 44,322,730**