

Press Release

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Time to Leave the Staycation Behind; Hit the Road with Motel 6

Goin'6 Trip-Planning Web Site Helps Families Plan Ultimate Summer Adventure or One-Tank Day Trips

DALLAS, Texas – Motel 6 – known for offering a clean, comfortable room and great service at the lowest price of any national chain – invites families to drop the staycation and explore the American landscape with its road-trip adventure-planning Web site, goin6.com.

Goin6.com offers families several ways to plan the perfect summer road trip. For starters, families can spark their sense of adventure by choosing from more than 20 pre-designed Goin'6 itineraries, featuring everything from Florida Beaches to California amusement parks, Texas fishing, U.S. and Canadian National parks and more. The suggested itineraries include helpful tips on where to eat and what to do at each stop with the "Eat" and "Do" tabs.

Families can also create their own adventurous road trips with the "Plan My Tour" feature, which makes it easy to locate and book Motel 6 accommodations along any desired route. Visitors can enter their planned overnight stops, and the site will produce a list of Motel 6 locations for each stop along the way.

Finally, for long weekends and impromptu getaways, there's the up-to-the-minute "Eventful Search" that helps families find events and activities within an easy driving range – a tank of gas or less – based on date, location and interest. Using this function, families can easily scope out everything from museums and festivals, to movies and sporting events.

"It's time for families to enjoy the great American road trip again," said Olivier Poirot, CEO of Motel 6 and Studio 6. "Goin'6 makes it easy to plan the trip, and with 1,100 locations across the U.S. and Canada at the lowest price of any national chain, the trip is also easy on the family budget."

The newest featured Goin'6 tour is "Route 66: Mother Road Revival," a trip from Chicago to Santa Monica that explores the treasures of this famous all-American thoroughfare. There's always plenty to explore, as new tours are added to the Web site throughout the year, promising travelers new and exciting ways to make the staycation a thing of the past.

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About Motel 6

Motel 6 offers the lowest price of any national chain at more than 1,100 company-owned and franchised locations throughout the United States and Canada. For 25 years, Motel 6 has used the tagline, "We'll leave the light on for you®," earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include free local phone calls, no long distance access charges, free morning coffee and expanded cable channel line-up. Most locations offer Wi-Fi Internet access, swimming pools and guest laundry facilities. For more information, visit www.motel6.com.

About Accor North America

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,100 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit accor-na.com.

About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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