

## Press Release

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# Enjoy the sun, Sand and Surf of California's Famous Coastline

## *Goin6.com's Latest Tour Guides Travelers Along California's Idyllic Highway 1*

DALLAS, Texas – Motel 6, known for providing a clean, comfortable room and great service for the lowest price of any national chain, makes soaking up the California sunshine more affordable with *Vroom with a View: the Ultimate Coastal Driving Experience*, the latest road trip from its trip-planning Web site, Goin6.com. In just a few clicks, travelers can plot a road trip along the state's scenic coastal Highway 1 that connects all of the region's major destinations, including Malibu, Los Angeles, Santa Barbara and San Francisco, offering travelers the road trip of a lifetime with more than 700 miles of coastline to explore.

"Motel 6 wants to make California's spectacular beauty and abundance of tourist attractions accessible to all travelers," said Olivier Poirot, CEO of Accor North America, Motel 6 and Studio 6. "Goin6.com allows visitors to customize their Highway 1 road trip and create a truly unforgettable and affordable experience."

With dozens of Motel 6 locations lining the California coast and more than 200 locations across the state, travelers can easily take a few detours from Highway 1 to continue exploring all that California has to offer – all for the lowest price of any national chain. Goin6.com helps travelers map out multiple options and make the most of their trip by utilizing the "Eat," "Sleep," and "Do" feature tabs. The site plots each Motel 6 location along the trip so visitors can save on their room and spend more on food and fun along the way.

With summer fast approaching, now is the perfect time to begin planning that ideal coastal vacation. Whether travelers prefer to tackle the legendary waves of Santa Barbara's Rincon, take in the world-class art of Los Angeles' Getty Villa Museum or scope out the hottest trends at Orange County's Fashion Island, there's something for every taste and style.

The Goin6.com Web site features a wide array of Motel 6 journeys with opportunities for travelers to explore the U.S. and Canada on a budget. Travelers can plot their own *Vroom with a View: the Ultimate Coastal Driving Experience* and book Motel 6 locations along the route by visiting Goin6.com.

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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<sup>®</sup>," 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](http://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](http://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.

### **CONTACTS**

**Laura Rojo-Eddy**  
Director, Corporate  
Communications  
972-360-5970  
[lrojo@accor-na.com](mailto:lrojo@accor-na.com)