

# Corporate Profile

FRANCHISING/TIMESHARE



## Motel 6 continues to offer amenities, convenience

### About Motel 6

In 1962, Motel 6 developed a unique concept where travelers could find consistent, quality economy lodging at the lowest price of any national chain. The price of the original Motel 6 room was \$6 (as reflected in the brand name), emphasizing the low-price concept. Motel 6 is now the largest company-owned and operated budget lodging chain in the United States, with over 1,000 company-owned and franchised locations throughout the United States and Canada. Standard amenities include free local phone calls, no long-distance access charges, free morning coffee, data ports, Wi-Fi Internet access, and an expanded cable channel lineup with premium channels including HBO, ESPN/ESPN2, and CNN. Most locations offer swimming pools and guest laundry facilities.



### Accor Franchising

Accor North America embraces a franchising philosophy based on fairness, honesty, trust, open communications and diversity, providing an environment for long-term, successful partnerships. Franchisees benefit from the strong brand awareness of Motel 6 and Studio 6, which is created through strong advertising campaigns and innovative marketing programs such as the Click 6® internet promotion.

Franchisees enjoy the purchasing power and savings that come from being part of Accor's family of over 4,000 hotels worldwide, while participating in a unique industry-leading procurement rebate program enabling them to maximize their opportunity for profitability.

The Accor Académie provides initial and

ongoing training for franchise owners and managers at the campus located in Carrollton, Texas, and through online (e-learning) classes. Curriculums range from classes for the first-time operator to those for the experienced hotelier, as well as continuing education classes.

As part of Accor's commitment to diversity and inclusion, the company has partnered with nationally recognized leaders in minority franchising to attract diverse business leaders to our franchising opportunities. Accor North America is a Founding Sponsor of the National Association of Black Hotel Owners, Operators and Developers (NABHOOD), and is a member of the Asian American Hotel Owners Association and supports the AAHOA 12 points program for fair franchising.



#### Accor Franchising North America / Motel 6

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#### Key company contacts

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