



# motel 6 & studio 6

REIMAGINED. REINVENTED. THE ALL-NEW 6.





# The G6 Promise

We operate our business with expertise, ambition, and creativity. We challenge and reinvent the economy lodging business-building on the iconic heritage of a great experience to our guests, team members, franchisees, and partners. We embrace franchising based on fairness, honesty, trust, and communication, providing an environment for long-term successful partnerships.

**THIS IS OUR PASSION. THIS IS OUR PROMISE.**



# motel 6

AN ICONIC AMERICAN BRAND.

As a Motel 6 franchisee, your location will enjoy immediate recognition with a name famous for creating the concept of economy lodging more than 55 years ago. We are focused on growing your bottom line and minimizing your expenses. As an owner/operator we stay focused on the brand, and on the same goals as our franchisees.

- Motel 6 is known across the country for its industry leading growth and franchising opportunities, and innovative designs.
- Motel 6 boasts one of the most recognized advertising campaigns, "We'll leave the light on for you®". Our annual marketing support includes national television, network radio, outdoor billboards, digital advertising, email, and public relations activities.



## THE BOTTOM LINE

**THE FASTEST GROWING BRAND**  
*in the economy lodging segment*

**500+ NEW FRANCHISE LOCATIONS**  
*over the past 5 years*



AVERAGE  
OCCUPANCY

**66%\***

AVERAGE  
DAILY RATE

**\$60\***



## REIMAGINED. REINVENTED. THE ALL-NEW 6.



Our new prototype was designed with our franchisees in mind, offering construction and operational efficiency as well as flexibility on their investment, all while remaining true to our Brand promise. Choose to build or convert a Motel 6, a Studio 6, or a Dual Brand property. The choice is yours.

With 55+ years of experience in managing award winning brands, G6 Hospitality owns, operates and franchises nearly 1,400 economy lodging locations under the iconic Motel 6 brand and the Studio 6 Extended Stay/All Suites brand.

G6 Hospitality is a Platinum Founding Member of the Asian American Hotel Owners Association.





# studio 6

## WHY CHOOSE STUDIO 6?

Backed by the national recognition of Motel 6, Studio 6 has a reputation for quality, comfort and value with extended stay travelers. With Studio 6 positioned at the upper end of the economy segment, there is no better time than now to join Studio 6.

-The extended stay segment consistently outperforms U.S. hotel averages, and continues to show growth, offering new opportunities to franchisees.

## THE BOTTOM LINE

One of the extended stay segment's  
**FASTEST GROWING ECONOMY BRANDS**

**NEARLY 70 NEW**  
franchise locations over the past 5 years

AVERAGE  
OCCUPANCY

**72%**<sup>\*\*</sup>

AVERAGE  
PROPERTY SIZE

**81**  
ROOMS<sup>\*\*</sup>



# Franchise With Us Today

☎ 844-456-3633

✉ [franchisesales@g6hospitality.com](mailto:franchisesales@g6hospitality.com)

📶 [g6hospitality.com/franchising](http://g6hospitality.com/franchising)

**in** Motel 6/Studio 6 Franchising

The opinions expressed may or may not be representative of the Motel 6 corporate owned or leased properties. Variables may include market, location, property condition, operator experience and economic condition.

\*Source: Item 19 of the March 5, 2019 Motel 6 FDD

\*\*Source: Item 19 of the March 5, 2019 Studio 6 FDD

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