



Motel 6 & Studio 6

We'll keep the future bright.
For you.





Motel 6

As a Motel 6 franchisee, your location will enjoy the immediate recognition of a brand famous for creating the economy lodging concept 60 years ago. As an owner and operator, we stay focused on the brand, growing your bottom line and minimizing your expenses.

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

OUTPERFORMED THE
ECONOMY SEGMENT IN 2021

AVERAGE OCCUPANCY

2019*
66.5%

2021**
71.4%

AVERAGE DAILY RATE

2019*
\$59.61

2021**
\$65.68

AVERAGE REVPAR

2019*
\$39.65

2021**
\$46.88



The evolution of an iconic brand.

Our prototype was designed with our franchisees in mind, offering construction and operational efficiency as well as flexibility on your investment, all while remaining true to our Brand Promise. Build or convert a Motel 6, Studio 6 Extended Stay, Studio 6 Suites, or a Dual Brand property — the choice is yours.

With over 60 years of experience in managing award-winning brands, G6 Hospitality owns, operates and franchises over 1,400 economy lodging locations under the iconic Motel 6 brand and the Studio 6 Extended Stay/Studio 6 Suites brand.

G6 Hospitality is proud to partner with the Asian American Hotel Owner's Association, America's Hotel & Lodging Association, Latino Hotel Association, Nabhood, California Hotel & Lodging Association, Illinois Hotel & Lodging Association, Ohio Hotel & Lodging Association, Texas Hotel & Lodging Association, and Washington Hotel & Lodging Association.



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's no better time than now to become a Studio 6 franchisee.

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



THE BOTTOM LINE

OUTPERFORMED THE
ECONOMY SEGMENT IN 2021

AVERAGE OCCUPANCY

2019*
68.7%

2021**
77.6%

AVERAGE DAILY RATE

2019*
\$52.49

2021**
\$57.51

AVERAGE REVPA*

2019*
\$36.04

2021**
\$44.65

The G6 Promise

We operate our business with expertise, ambition and creativity. We challenge and reinvent 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.

A Suite new opportunity. For you.



STUDIO 6® SUITES WELCOMES GUESTS WHO WANT A LITTLE MORE OUT OF THEIR STAY, WHEN THEY STAY FOR MORE THAN A COUPLE OF DAYS.



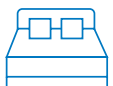
Studio 6 Suites provides an all-suite experience within the economy segment.



Ideal for value-conscious business/leisure travelers looking for a 3 to 7-day length of stay.



Low barrier to entry, cost-effective conversion opportunity.



Average age of guests is 24-49.



Larger refrigerator. Full-size microwave. Disposable dishware. One-cup coffee maker. Iron + ironing board.



Franchise with us today.



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motel6franchise.com | studio6franchise.com



Motel 6/Studio 6 Franchising



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*Source: Item 19 of the Motel 6 and Studio 6 FDDs dated March 5, 2021 as amended on April 9, 2021 and July 1, 2021

**Source: Item 19 of the Motel 6 and Studio 6 FDDs dated March 4, 2022