

## *It's All About Perception*

The economy hotel/motel industry has a lot of look forward to. The uninspired, indistinctive hotel room is now a thing of the past. These relics are being refurbished to meet and surpass the expectations of group, business and holiday travelers alike.

Gone are the days of matching carpets, curtains and bedspreads that ignore the consumer; here are the days of decorator influenced upscale rooms that are consumer orientated understanding guests' needs.



The “Phoenix” prototype by Motel 6.

Beginning in the summer of 2009, this “model” room will be available to franchises to be retrofitted into their existing rooms.

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Small scale furniture with multifunctional uses, media, well designed bathrooms with higher end fixtures, adequate lighting and designer colours all add to the new look of the economy hotel/motel industry.



The “retromodern” prototype of Super 8 steps away from the typical look of minimal service. This design follows a 45% increase in revenue since the launch of a new website in 2007.

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The floodgates have now been opened. Owners of economy and lower star hotels who have always wanted to refurbish can now follow the same suit without the risk of negative consumer perceptions and the financial risk in the creation of a “model” room. The rave reviews of these prototypes clearly illustrate consumers want upscale décor at economy prices.

Once owners decide to refurbish and guest expectations are met, they are mute without an effective marketing plan. Part of any good refreshment or remodeling budget includes a portion set aside for marketing; thus ensuring the hotel owner fully reaps the rewards of the renovated rooms.

Combining functionality, designer décor and value is an irresistible combination for the economy hotel industry. The competitive edge these hotels can now realize, even over higher star rated hotels, is truly exceptional.

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