

ABVI offers free membership fees for new construction

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Rendering of Americas Best Value Inn's 40-room and 60-room prototype design.

(Cleveland, OH) February 5, 2008 – Since 1999, nearly 800 hotel owners have switched their hotel affiliations to Americas Best Value Inn in order to capitalize on the brand's unique membership model that offers owners low, flat fees; short-term contracts; comprehensive resources; and the opportunity to greatly increase their ROI.

As word of Americas Best Value Inn's incredible success spread, developers of new construction projects began to inquire about the brand's membership opportunities and the demand for new construction of Americas Best Value Inns increased dramatically. In an effort to continue that demand and bring more new construction projects into the Vantage family, Americas Best Value Inn is offering to waive the

membership fees for the hotel's first year of operation – an act that dares to defy the current lodging industry trend in which major hotel chains are increasing the percentage of revenue they take from franchisees.

"Typically, it can take six to eight months for any new hotel to stabilize and become profitable," said Patrick Mullinix, Vice President of Development. "By waiving the first year membership fees, that money goes right back into the hotels to jump start their businesses. We want our hotel owners to be successful and this is our way of directly contributing to their success."

Americas Best Value Inn recently introduced a 40-room and 60-room prototype design, developed by the architectural firm Wadhwa & Associates. Per Americas Best Value Inn's philosophy of providing owners with fewer mandates and greater flexibility, owners can design the interior and exterior to benefit their market niches.

Developers and owners of new construction hotels are not required to use the Americas Best Value Inn prototypes to take advantage of the one year membership fee waiver. "We certainly will not discourage a potential new construction if the owner has a different model in mind, or an architectural plan that is more cost-effective," said Mullinix. "In fact, Vantage's membership model provides owners with the freedom and flexibility to build a hotel that will fit their budgets and their market niches," said Mullinix.

"With interest rates at an all-time low, this is the perfect opportunity to consider new construction and joining the family of Americas Best Value Inn and Vantage Hospitality – the 12th largest hotel company in the world," said Mullinix.

For more information on new construction and membership opportunities, please contact Mullinix at 512-422-5898 or pmullinix@americasbvi.com.

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