

ABVI puts a new 'SPIN' on hotel brand comparisons

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H&MM Week In Review

The logo for Hotel & Motel Management Week in Review, featuring the text "Hotel & Motel Management" in red and "Week in Review" in black, with a horizontal line above and below the text.

(Cleveland, OH) July 26, 2007 – Americas Best Value Inn is offering hotel owners the opportunity to participate in a live interactive webcast and learn more about the award-winning brand and its unique national brand affiliation model, and see first-hand the incredible resources the 12th largest hotel company in the world has to offer.

SPIN, an acronym for Sales Presentation Internet News, is Americas Best Value Inn's newest addition to its innovative development program. Offered through the brand's website, www.AmericasBestValueInn.com/SPIN, those interested in learning more about the hotel chain can participate in live, weekly webcasts presented by Roger Bloss, the brand's CEO, Founder, and President.

"SPIN is like taking a test drive without the high pressure salesman," said Bloss. "If hotel owners are interested in changing their hotel affiliations, they are going to do in-depth comparative shopping of several different brands. Our SPIN webcast is a very informal yet comprehensive way to learn about Americas Best Value Inn's services, resources, programs, and fees. Once you compare us with other hotel brands, you'll quickly realize that our ROI is unparalleled in the industry and that we are truly the most affordable alternative in national brand affiliation."

"I encourage people to ask me tough questions during the presentation. In fact, I tell them to go ahead and kick the tires, sit in the driver's seat, and see if our affiliation model is right for you," concluded Bloss.

The live webcast takes place every Wednesday at 1:00 pm EST. Because space is limited, participants are encouraged to register ahead of time. However, if space permits, anyone may join the live webcast and remain anonymous if he or she chooses.

Vice President of Development for Americas Best Value Inn, Patrick Mullinix, spearheaded the development of SPIN. "I was in the franchise world for many years and I never liked the high-pressure sales techniques that many chains employ," said Mullinix. "Through Vantage Hospitality and Americas Best Value Inn, Roger Bloss has created a culture of open access. We have no hidden agendas, no hidden fees. All of our forms and documents are available for viewing and downloading online and we encourage anyone interested in changing hotel brands to talk with Roger during a SPIN webcast or contact us directly."

For more information about SPIN, please visit www.AmericasBestValueInn.com/SPIN or call 888-316-2378.

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