AAHOA Commends G6 Hospitality's Official Response and Feedback on its 12 Points of Fair Franchising

ATLANTA, Ga., Nov. 30 – Leadership from G6 Hospitality LLC, which franchises 1,400 economy lodging locations under the Motel 6 and Studio 6 brands in the U.S. and Canada, recently responded to AAHOA with a summary of the organization’s best practices related to AAHOA’s 12 Points of Fair Franchising.

Since the launch of the revised AAHOA 12 Points of Fair Franchising in April, AAHOA leadership has been dutifully progressing its initiatives around fairness in franchising and communicating the benefits of AAHOA’s 12 Points as an educational resource for the benefit of both franchisees and franchisors.

“G6 Hospitality has been a long-time partner and supporter of AAHOA, and their willingness to engage with AAHOA regarding where they stand in relation to AAHOA’s 12 Points of Fair Franchising demonstrates G6 Hospitality’s commitment to transparency, collaboration, communication, and mutual respect,” said AAHOA Chairman Neal Patel. “AAHOA commends and celebrates G6 Hospitality’s willingness to communicate openly, which will ultimately help build a better hospitality franchise system and contribute to a better mutual understanding regarding its franchisor-franchisee relationships and agreements.”

In its AAHOA 12 Points analysis summary, G6 Hospitality breaks down each of AAHOA’s 12 Points and provides additional commentary and clarification around the brand’s practices related to the franchisor-franchisee relationship. G6 Hospitality also provides remarks regarding its long-term and fruitful relationship with AAHOA and its members.

“We value our relationship with AAHOA and are committed to open communication and collaboration to support both our owners and our industry,” said Rob Palleschi, CEO of G6 Hospitality.

Under Point 7, Maintaining and Building Relationships, G6 says it works closely with trade associations that represent owners’ interests, like AAHOA, to understand
franchisee issues, and takes great pride in cultivating their relationships with all owners.

In its response, G6 Hospitality states, “G6 engages with its franchisees individually and through a representative owner’s council to ensure that franchisee voices are heard and considered. Many members of our Owners Advisory Council [OAC] are members of AAHOA… Further, G6 continually looks to update and improve its business model and seeks input and engagement from our franchise network.”

“I’m grateful for G6 Hospitality's willingness to participate and strive for excellence regarding their fair franchising practices and to evaluate critical areas of the franchisor-franchisee relationship,” AAHOA President & CEO Laura Lee Blake said. “While we recognize and understand the complicated nature of franchise agreements, G6 Hospitality's transparency and ongoing efforts to keep lines of communication open further underscore the importance of the effectiveness of open, two-way communication,” Blake said. “Their willingness to look inward and assess where they stand in relation to AAHOA's 12 Points is something that should be applauded.”

Since its launch, AAHOA leadership has been meeting with brand leaders to have an open dialogue regarding the 12 Points, helping to facilitate better communication and understanding of the needs of both franchise owners and brands.

“G6 Hospitality's recent submission of its comments and feedback are commended by AAHOA, which demonstrates G6’s Hospitality's commitment to AAHOA Member franchisees, our quest for fairness in franchising, and, most importantly, it addresses many components of the 12 Points in an educational manner that will prove to be beneficial for AAHOA Members and other current and future franchisees,” Patel said.

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About AAHOA

AAHOA is the largest hotel owners association in the nation, with Member-owned properties representing a significant part of the U.S. economy. AAHOA’s 20,000 members own 60% of the hotels in the United States and are responsible for 1.7% of the nation’s GDP. More than one million employees work at AAHOA member-owned hotels, earning $47 billion annually, and member-owned hotels support 4.2 million U.S. jobs across all sectors of the hospitality industry. AAHOA’s mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.