



# Motel 6 Commits to Green Key Certification in 2011

## *Successful Pilot Program Prompts Network-Wide Commitment*

DALLAS, Texas – Following a successful pilot of the Green Key Eco-Rating Program (Green Key) in the U.S. in 2010, Accor North America has made a commitment for all Motel 6 and Studio 6 properties to be Green Key certified by the end of 2011. With the commitment, 1,100 locations will be ranked and certified according to Green Key's sustainable practices, which adhere to Accor's long-standing commitment to the environment and sustainability.

"The Green Key program has been beneficial to our Canadian properties for several years, and our participation in the U.S. pilot re-affirmed the business and sustainability benefits of the program," said Olivier Poirot, CEO of Accor North America, Motel 6 and Studio 6. "We are excited to see the positive impact it will have on all of our properties – corporate-owned and franchised – in the network."

Green key is the first program of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable "green" practices. In 2010, Motel 6 and Studio 6 properties launched a Green Key pilot program that included 20 locations. The Green Key certification process includes:

- Comprehensive 150-question online self-audit covering a broad range of operational areas and sustainable practices
- Being ranked 1 to 5 Keys based on responses to audit questions
- Receipt of a performance report with recommendations, best practices and potential areas for improvement and savings
- Listing on the [www.greenkeyglobal.com](http://www.greenkeyglobal.com) website, a valuable resource for environmentally-conscious travelers
- Access to online member resources and tools
- On-site verification of self-audit responses by Green Key auditors.

"This is an unprecedented commitment to 'green' certification on the part of a single hotel company and a testament to Accor North America's focus on sustainability both operationally and culturally," said Tony Pollard, Managing Director of Green Key Global. "We know that they underwent an extensive due diligence process when they were evaluating potential partner certification programs, and we are delighted that they selected Green Key."

The company's involvement with the Green Key Eco-Rating Program initiated with 21 Canadian locations. Motel 6 and Studio 6 are appreciative to benefit from the American Hotel & Lodging Association's (AH&LA) partnership with Green Key, which offers members a significant discounted fee on the rating process.

“The Green Key Eco-Rating Program is a solid certification program that recognizes hotels, motels, and resorts that are committed to creating environmentally-friendly and sustainable operations,” said AH&LA President/CEO Joe McInerney. “With so many certifications on the market, we felt this program was best suited for the broad needs of our industry. We applaud Motel 6’s commitment to introduce the program to their more than 1,000 properties.”

Developed for HAC by two leading environmental engineering firms, the program focuses on sound sustainable practices, specifically in the lodging industry. By making this network-wide commitment to the program, Motel 6 and Studio 6 further expand the brands’ numerous eco-friendly endeavors.

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#### **About Motel 6**

Motel 6 offers the lowest price of any national chain at more than 1,100 company-owned and franchised locations throughout the United States and Canada. For 24 years, Motel 6 has used the tagline, “We’ll leave the light on for you®,” earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include free local phone calls, no long distance access charges, free morning coffee and cable channel line-up with premium channels including HBO, ESPN/ESPN2, and CNN. Most locations offer Wi-Fi Internet access, swimming pools and guest laundry facilities. For more information, visit [www.motel6.com](http://www.motel6.com).

#### **About Accor North America**

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,100 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit [accor-na.com](http://accor-na.com).

#### **About Accor Worldwide**

**Accor, the world’s leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.**

Accor’s broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1, Studio 6 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

#### **About Green Key Global**

The Green Key Eco-Rating Program is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed specifically for hotel operations, the Green Key Eco-Rating Program is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States Green Key is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit [www.GreenKeyGlobal.com](http://www.GreenKeyGlobal.com).

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