



CONSISTENTLY GR8T!

“Highest in Guest Satisfaction
Among Economy/Budget
Hotel Chains Eight Years in a Row”

Microtel Wows Travelers With Special Needs!

“Microtel Inns & Suites® has been wooing – and wowing – its guests with disabilities for many years,” wrote Suzanne Robitaille in her blog, abledbody.com. She posted that remark after listening to Roy E. Flora, Group President, Microtel Inns & Suites and Baymont Inn & Suites®, deliver the keynote speech at the U.S. Business Leadership Network’s 2009 Annual Conference in Washington, D.C. in September. Roy’s presentation was entitled “*Customer Service Practices That Welcome Customers With Disabilities.*”

Many travelers with disabilities still wrestle with their lodging decisions due to brand inconsistency and the uncertainty of what they will find when they get to their hotel. But from the hotelier’s standpoint, it’s not only about doing the right thing and following the law, it’s also about building our business.

Travelers with disabilities are a huge and burgeoning market for the hotel industry, especially as the baby boom generation ages. That’s why Microtel, from its inception, has positioned itself to be the preferred hotel chain in the economy/budget segment for travelers with disabilities and to capitalize on this excellent economic opportunity.

Microtel hotels are consistent and prototypical. They not only meet, but in some instances exceed ADA requirements. But “physical” accessibility is not enough. The biggest challenge is “attitude” accessibility – training employees to be courteous, sensitive, confident and comfortable in dealing with guests with disabilities so that the guests are comfortable as well.

That’s why, from the outset, Microtel has required the Opening Doors® sensitivity training program for all of its hotels system wide.



“I admire the work of the USBLN and considered it a privilege to speak at their conference,” said Flora. “A lot of people will say that Microtel is in the hotel business, but that’s not entirely true. We’re really in the people business! That means meeting and/or exceeding the needs of all of our customers, including our customers with disabilities.”

Microtel’s “Opening Doors®” disability etiquette training program teaches the staff to respond to the needs of travelers with disabilities. Microtel’s Web site, meanwhile, features a special section dedicated to travelers with disabilities. There is also a virtual tour where visitors can actually view a 360-degree view of a typical Microtel ADA guest room. For people in wheel chairs, Microtel hotels not only provide three foot wide entrance doors, but three foot wide bathroom doors as well. Microtel has also reached out to the over 1.2 million Americans of short-stature by providing all of its hotels with “Short Stature Accessibility Kits.” These offer customers a stepstool with a handle, an ergonomic reach grabber, a door latch and closet rod adapter. In our fitness centers, there are upper body-only cardiovascular machines for those who cannot use their legs.

“Accessibility is a philosophy that involves all aspects of Microtel’s business,” Flora said. “And we want to continue to lead not only with our head, but with our heart as well.”

Microtel received the highest numerical score among economy/budget hotels in the proprietary J.D. Power and Associates 2002-2009 North America Hotel Guest Satisfaction Index StudySM. (2009) Study based on responses from 66,557 guests measuring 14 economy/budget hotels and measures opinions of guests who stayed in a hotel May 2008-June 2009. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2008-May 2009. Your experiences may vary. Visit jdpower.com. ©2009 Microtel Inns and Suites Franchising, Inc. All Microtel Inn & Suites® properties are independently owned and operated.