

Hotel Franchising Strengthens Local Economies and Creates Jobs

WHY IS FRANCHISING IMPORTANT TO HOTELS AND TRAVELERS?



Major companies across all industries and sectors of the economy have adopted a franchise model, which provides unique benefits to both franchisors and franchisees.



The key to franchising is the common standards across a franchised brand that signal to consumers they can expect the same safety, consistency and quality product or service regardless of business location.



Not only does franchising expedite the path to success for entrepreneurs, it also allows business owners to continuously take advantage of common franchise benefits, like marketing support and advertising that operate under the respective brand standards.



Across the board, this model has benefitted the hotel industry for decades while empowering entrepreneurs and strengthening small businesses.

BENEFITS OF THE FRANCHISE MODEL

By leveraging brand names consumers know and trust, small business owners can grow their business quickly by becoming a franchisee. The franchise business model enables a stronger American economy.

Travelers:

Common standards across hotels create a sense of comfort and familiarity with business and leisure travelers:



In-room amenities



Property amenities



Health & safety standards



Loyalty programs that save customers' money and keep them coming back

Small Business Owners:

Brand standards create return-customers, helping small business owners generate consistent revenue streams:



50% of all U.S. hotels are franchised



A majority of American hotels are minority-owned



Franchised hotels will support more than 7.6 billion U.S. jobs in 2023



Franchised hotels will generate \$47 billion in state and local tax revenue