

FranchiseHelp's 2007 Hotel Franchise Research Surveys  
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Top Franchise Firm Publishes a Series of White Papers on the Hotel Industry

FranchiseHelp's Hotel Study is divided into a series of four white papers. Each contains a general survey of the lodging/hospitality industry with an examination of a specific hotel sector. Part One details the Economy Hotel sector while Part Two looks at Mid-Scale Hotels. Both of these are now available for free download on the company website, [www.FranchiseHelp.com](http://www.FranchiseHelp.com).

The third and fourth parts will focus on the Luxury Segment and Extended Stay hotel brands respectively. They will be available shortly, comprising a complete and detailed study for those interested in the lodging industry and especially for franchised brands.

The studies also include lists of hotels brands with contact information and number of franchised units in each specific sector. To assist potential investors, we have also included a sample of the hotel chain's Total Investment and the Item 19(Earnings Claim) from the official franchise document, the Uniform Franchise Offering Circular (UFOC).

Some of the featured hotel chains in Parts One and Two are: Econo Lodge, Microtel Inn, Days Inn, Holiday Inn, Four Points by Sheraton, and Hampton Inn.

Key findings from the Part One and Part Two studies are as follow:

Economy hotels, with less than \$50 average room rate, have recovered from a slump in 2001 and 2002 and are now on a par with other hotel categories

Surprisingly, Mid-Scale hotels without food and beverage revenue sources fare the best but there are indications that hotels which partner with brand-name restaurants could change these results.

The hotel marketplace is booming and employs one out of ten people worldwide. In the U.S., the lodging market registered an accelerated room demand growth from the early 1990's to late 2002 and then leveled off. Key indices of performance are decidedly up in 2005, 2006 and apparently for 2007. RevPAR or Revenue per Available Room has increased in all types of hotel chains.

But, hotel revenues are not only from rooms. In 2006, hotels also enjoyed increased revenue from food and beverage and sources such as parking, gift stores and spa facilities. They are providing other modes of revenue for hoteliers and opportunities for other franchised businesses.

To learn more, please click here: <http://www.franchisehelp.com/execfb/public.content-cid-188>.

**About FranchiseHelp.com**

FranchiseHelp is a global source for franchise services, products, and information and caters to all members of the franchise community since 1996.

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