

Accor Canada To Become Master Franchisor of Novotel Properties

2008-01-25

Novotel Seeks Development Opportunities through Management and Ownership

Accor Canada and Realstar Hospitality have agreed that Accor Canada will assume the role of master franchisor for the Novotel hotel brand in Canada. 'Accor is strongly committed to Novotel in Canada and we are looking for expansion and new development opportunities for Novotel with management contracts and ownership,' said Eric Buitenhuis, regional vice president of Novotel Canada and the United States.

Realstar Hospitality has been Accor's master franchisor for the Novotel, Motel 6 and Studio 6 brands in Canada since 2003. Realstar will continue this relationship with Motel 6 and Studio 6.

'Together we've created a basis for Accor's continued development of the Novotel brand in Canada,' said Jonas Prince, chairman for Realstar Group. 'We fully endorse their strategy of growth through management contracts and ownership across the country. Our relationship with Accor continues to flourish with the chain's aggressive new construction plans for the Motel 6 and Studio 6 brands. We are starting 2008 with five Motel 6 hotels under construction and we expect to finish 2010 with 25 properties open for business.'

This article comes from Hotel News Resource

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