

Business Update

\$6M Investment To Help Rebuild Gulf Coast

(NAPSA)—A year after Hurricane Katrina ripped through the Gulf Coast, Accor North America is celebrating the reopening of three Motel 6 properties and one Studio 6 property—an important step in revitalizing the region.

“We could not have reopened these properties without having employees who were dedicated to seeing the Gulf Coast area restored, and we were very fortunate that many of our employees were able to return to our hotels,” said Lisbeth Ceballos, area manager for Motel 6 in Louisiana and Mississippi.

One of the most damaged Accor properties was the Motel 6 located in East New Orleans. The hotel, which at one point was submerged in four feet of water, underwent a \$2 million overhaul that included a complete restoration of its interior, as well as repairs to a severely damaged roof. The company has also reopened the Studio 6 property located directly behind the motel. As with the Motel 6, all four floors of the Studio 6 had to be completely renovated due to extensive flooding and all the soft goods and furniture had to be replaced. The \$3 million complete restoration included new room décor, from carpets, drapes, spreads and furniture to appliances and granite kitchen countertops.

“Our New Orleans properties provide construction workers and developers a close place to stay as they help rebuild the city,” said Ceballos. “Before we were able to open these two properties, many workers were staying 20 miles northeast of New Orleans.”

The Motel 6 property located in Slidell, La., which was one of the first hotels in the region to



A leading hotel chain has contributed to the rebuilding of the Gulf Coast by getting its properties reopened.

reopen, was fully operational approximately 30 days after Hurricane Katrina made landfall. The property had very minimal damage and 80 percent of its original employees were able to return to work.

The fourth Accor property to reopen in the Gulf Coast region is the Motel 6 located in Gulfport, Miss. This property experienced tremendous damage from the hurricane and the interior had to be completely renovated. This property was also updated with Motel 6's new room package design. The \$1.4 million renovation included demolition, cleanup and a complete restoration of its interior.

Accor was able to reopen its Gulf Coast properties due to the loyalty and commitment of its employees. At the Gulfport Motel 6 property alone, of the 15 workers who were once employed there, six employees returned. After Hurricanes Katrina and Rita, the company actively searched for its displaced employees, relocated its employees to work at other locations and raised more than \$250,000 to help its employees who were affected by the hurricanes.