

Americas Best Value Inn Repeats as Economy Hotel Brand of the Year

Written by Australian Business

CLEVELAND, Sept. 11, 2013 /PRNewswire/ -- For the second straight year, **Americas Best Value Inn**® has been named the **Economy Hotel Brand of the Year** based on the 2013 Harris Poll EquiTrend® Equity Score.

Currently the 10th largest hotel chain in the world, [Americas Best Value Inn](#) is a family of over 1,000 inns, hotels and suites located throughout North America . Launched in 1999, ABVI has set industry records for growth within the competitive economy segment (over 50 other brands) and continues to rank higher and higher in national consumer surveys than other major brands that have been around for decades longer.

"Being recognized as the highest-ranked brand two years in a row by the Harris Poll EquiTrend is extremely gratifying. Our hotel owners from coast to coast take pride in providing a quality guest experience – from affordable rates and great customer service to comfortable rooms and desired amenities," said Roger Bloss, the Founder, President and CEO of Vantage Hospitality Group, which is the parent company of the Americas Best Value Inn®, Value Inn Worldwide®, Lexington Inn®, and Lexington Hotel® brands.

According to Harris Interactive, a brand's Equity is determined by a calculation of familiarity,

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quality and purchase consideration. The study was based on opinions of over 38,000 U.S. consumers surveyed online earlier this year.

"Americas Best Value Inn is among the brands in the Economy Hotel category with lower Familiarity scores, but Americans that are familiar with this brand give it strong Quality and Consideration scores. Also, it enjoys strong Consumer Connection and Brand Momentum Scores, showing that Americans connect with this brand and see it as a brand of the future," said Allison Powell, research director at Harris Interactive. Consumer Connection is comprised of Emotion, Fit Trust and Performance, while Brand Momentum includes Energy, Ubiquity, Future Outlook, Leadership and Popularity.

Americas Best Value Inn offers guests hometown comfort, quality and service at an exceptional value. Convenient locations and a variety of accommodations make Americas Best Value Inn ideal for the leisure or business traveler. Guests enjoy free high-speed Internet, HBO and continental breakfast at most locations and are encouraged to join the free [Value Club](#) loyalty program to receive instant savings and benefits. Visit AmericasBestValueInn.com or call 888-315-2378 for reservations and locations.

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