Improve revenue & ratings with predictive fit hiring

With 1,400+ economy lodging locations and 10,000+ employees around the world, Motel 6 is a quintessential brand in economy lodging known as the best place to find a clean, comfortable room with great service at a fair price.

The challenge

550+
New locations

5.2%
Involuntary turnover rate

With over 550 new locations in the last 5 years, plans to continue expanding internationally, and the national unemployment rate reaching record lows pre-pandemic, Motel 6 saw hiring and retaining top manager talent as one of its highest priorities. Having the wrong fit in key positions would have a systemic impact not only on operations, but also on guest experience and RevPAR.

Score	Name	Personality
	Scott Stevenson	Mediator
	Wade Watts	Dreamer
	Ben Solo	Producer
	Daisy Ridley	Mediator
	Stanley Hudson	Defender
	Diana Prince	Campaigner
	Clark Kent	Listener

The solution

Traitify developed an initial "Ideal Candidate Profile" by evaluating Big Five ONET data and industry research, along with custom Motel 6 data collected from current employees to identify what levels of each personality dimension are associated with success in the role. Through quarterly reviews of performance, turnover, and other critical data, the ideal candidate profile was optimized and compared to business metrics to measure impact.

The results

54%
reduction in
involuntary turnover

$91K
increase in RevPAR
for locations with
right fit candidates

+6%
increase in avg.
hotel rankings

Traitify's Motel 6 Hiring Insights:

› Higher Openness was associated with a decrease in involuntary turnover. This may arise from these candidates' ability to see the big picture and problem-solve.

› Sites with managers who were Preferred Fit at time of hire saw an average RevPAR increase of 1.8%, while those with Potential Risk managers had an average drop in RevPAR of 4.4%.

› Lower Emotional Stability in managers was associated with an increase in hotel rankings, likely due to those hires' greater reactivity to guest critiques.

By employing the best fit candidates and providing a candidate experience that allows hiring managers to focus on quality over quantity, Motel 6 has been able to reduce turnover, impact revenue, and improve hotel rankings.