



HOTEL RL

Targets:
conversions
and new builds
in primary
and secondary
markets

Hotel RL is an experience of all things authentic, creative and curious. Offering a taste of the local scene in a welcoming environment, we invite open-minded travelers to work, play and pursue their passions freely. *Stay curious*

- Upscale
- Lifestyle
- Experiential - The Living Stage
- Tech forward
- Boutique Aesthetics



Targets:
conversions
and new builds
in all markets

Vibrant and authentic, Red Lion Hotels is the base camp for life's adventures. This is where travelers recharge, groups sit down and plan their next journey, and the friendly staff helps guests squeeze the most fun out of their stay. *Make It #WorthIt*

- Upper midscale
- Full service
- Encourages local adventure
- Focus on comfort essentials
- Family oriented
- Business driven



Targets:
conversions
and new builds
in all markets

Boasting clever design and a playful personality, Red Lion Inn & Suites provides guests the essentials they need plus a few surprises, along with the friendly service and local knowledge for which RLH Corporation is famous. *Make It #WorthIt*

- Midscale
- Select service
- Encourages local adventure
- Focus on comfort essentials and health
- Family oriented
- Business driven



Targets:
conversions in
secondary and
tertiary markets

With a cheap-chic design and eye-catching branding, Signature Inn brings back the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable. *Stay outside ordinary*

- Affordable boutique
- Independent ethos
- Modern retro design
- Convenient locations
- Colorful and hip tone of voice



GuestHouse

Targets:
conversions and
new builds in
secondary and
tertiary markets

GuestHouse invites guests to sit back, relax and enjoy a crisp, clean stay. Focused on getting all the comforts of home just right – spotless spaces, friendly faces, and service you can rely on. *Our house is your house. Welcome to guest house ;)*

- Upper economy
- Crisp, clean stay
- Focus on comfort essentials
- Consistency in guest experience



Targets:
conversions
and new builds
in primary,
secondary and
tertiary markets

Stay easy at Knights Inn. With convenient locations, reliable essentials and a friendly staff, guests get more of what they want and less of what they don't need.

- Economy
- Convenient
- Simple
- Smart



Targets:
conversions and
new builds in
secondary and
tertiary markets

At Americas and Canadas Best Value Inn, guests always leave with a sense of pride knowing they received the most for their money. It's this value that makes us such an accessible option for solo travelers and families alike, and why we so strongly uphold our small business identity and the heritage from which it stems.

- Economy
- Focus on comfort essentials
- Best value
- Patriotism



Targets:
conversions in
secondary and
tertiary markets

We put convenience front and center. With a strong concentration on getting the essentials just right, your guests can expect an effortless hotel experience whether they are just coming in off the road or made a reservation in advance.

- Lower economy
- Focus on comfort essentials
- Friendly and helpful staff
- Flexibility