



Flat fees and straightforward franchising

At Canada's Best Value Inn, guests always leave with a sense of pride knowing that they received the most for their money. It's this value that makes us such an accessible option for solo travelers and families alike. Our Canadian values and small-business mentality ensure guests across Canada will always have a friendly and affordable place to stay.



MARKETPLACE

Canadas Best Value Inn is an economy brand ideally suited for conversions and new builds in secondary and tertiary markets.



BRAND MARKETING

Our award-winning marketing team offers national and regional campaigns, field marketing services, digital and e-commerce, PR and social media.



SUPPORT

From pre-opening to day-to-day operations, our team of experienced hospitality professionals is there to help you achieve your goals.



REVENUE MANAGEMENT

Our optional revenue strategies use alibrated forecasting tools to help you gain more reservations and optimize revenue.



SALES

Our sales team is dedicated to delivering more corporate, tour and group sales opportunities directly to your door.



The ABVI/CBVI Advisory Board is comprised of property owners who represent these sister brands on your behalf to interact with our team on major brand initiatives.



RLH Corporation is a rapidly expanding hospitality company with an authentic brand in every lodging segment, from economy to upscale. We're growing our global footprint and offering travelers a chance to immerse themselves in local culture through innovative programming and in-the-know staff.

OVER
94,000 ROOMS

OVER 1,400
PROPERTIES

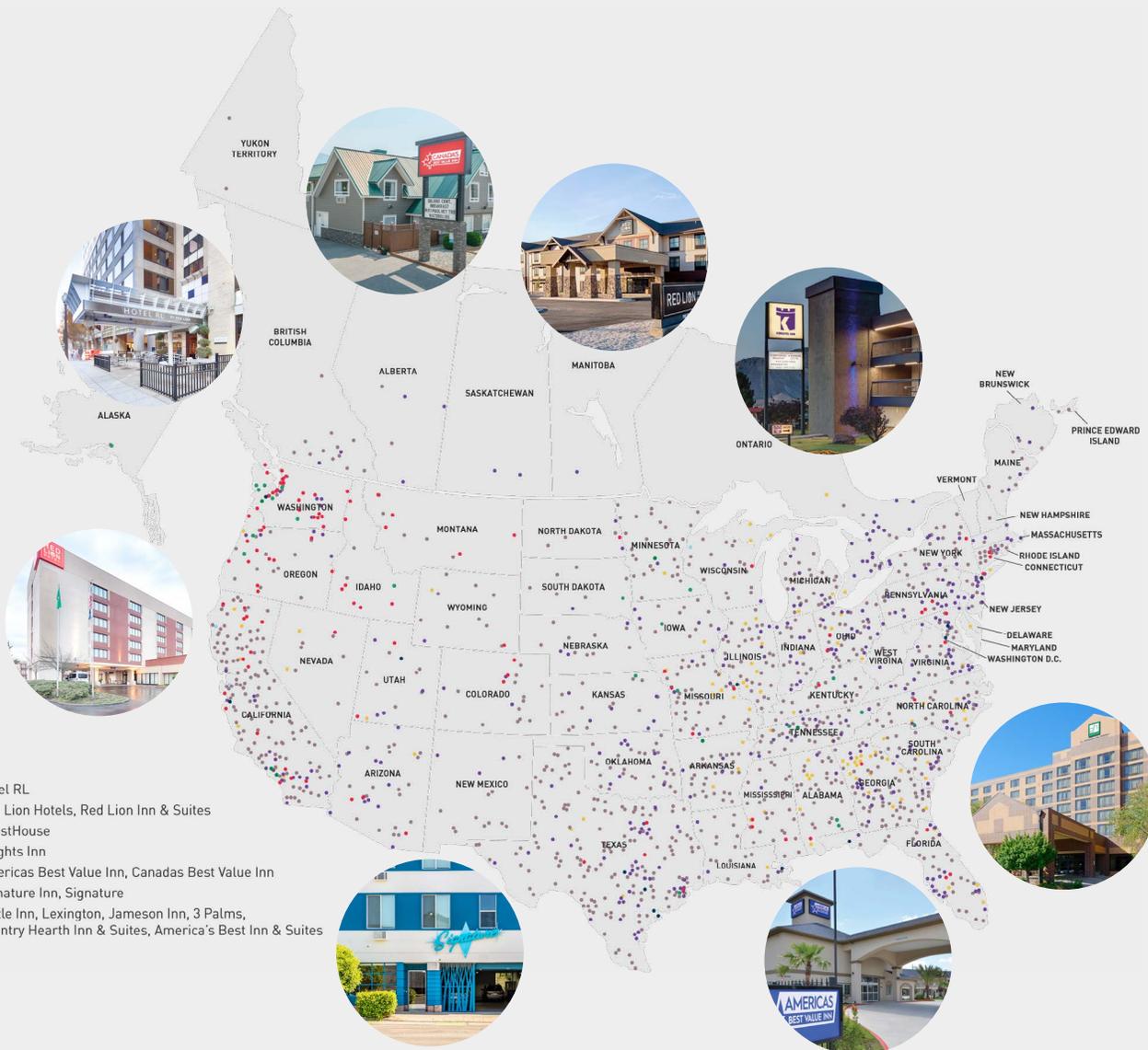
9 POWERFUL
BRANDS

LOW FEES /
STRAIGHTFORWARD
FRANCHISING

STRAIGHTFORWARD FRANCHISING

With an owner-first mindset, Canadas Best Value Inn offers a straightforward and simple fee structure, technology to meet the needs of today's travelers, and ongoing support to help your business grow.





- Hotel RL
- Red Lion Hotels, Red Lion Inn & Suites
- GuestHouse
- Knights Inn
- Americas Best Value Inn, Canadas Best Value Inn
- Signature Inn, Signature
- Settle Inn, Lexington, Jameson Inn, 3 Palms, Country Hearth Inn & Suites, America's Best Inn & Suites

GOOD (FOR BUSINESS.

We don't wait for the future. We create it.

RLH Corporation provides comprehensive revenue resources, support and technology to help you stand apart from your competition and ahead of your guests' expectations.



RevPak

We pride ourselves on leading the way in innovation—especially when it comes to generating revenue opportunities. RevPak is an ensemble of the industry's best revenue generation systems. Fully integrated to provide a single 360-degree view of customers, RevPak delivers dynamic and personalized promotions, drives reservations and optimizes revenue opportunities.



Hello Rewards

Staying on top of industry trends is the key to being relevant and growing our customer base. Built on the insight that today's traveler values great experiences over great savings, Hello Rewards is founded on recognition rather than points. With tailor-made rewards that surprise and delight, our guest recognition program drives direct bookings.





HOTEL EXPERIENCE

Canadas Best Value Inn is an economy brand that welcomes both business and leisure travelers with comfortable essentials and a friendly staff that enjoys sharing their local knowledge and providing the best value in town.

TARGET MARKETS

Economy, Canada



GOOD (FOR BUSINESS.

We don't wait for the future. We create it.

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RLH Corporation continues to expand throughout North America by using its solutions of adaptive reuse and turnkey conversions to seize opportunities in major MSAs.

GOOD (FOR BUSINESS.

We don't wait for the future. We create it.

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This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in Canada through Red Lion Hotels Canada, Franchising, Inc. 1550 Market Street, Suite 350, Denver, Colorado, 80202. © 2018 Red Lion Hotels Franchising, Inc.

Canadas Best Value Inn Brand Snapshot



Canadas Best Value Inn is all about Canadian ideals, offering great value, and staying humble. We're a hotel brand designed to embody all the joyful feelings that guests have when they know they're getting the best bang for their buck. Through this lens, we built something truly different. A place where honesty, kindness, and value are embraced and honored. It's a place your guests can be proud to stay.

CORE VALUES

Our values make us who we are.

Best Value

The best value in town, because guests love that feeling of getting the best bang for their buck.

Upfront

Guests feel welcome and enjoy comfortable and clean rooms – everything you need and nothing you don't.

Pride

Celebrating Canadian values, ideals and heritage.



MARKETPLACE OPPORTUNITY

Canadas Best Value Inn competes with economy brands including Super 8, Rodeway Inn and Red Roof Inn.

ATMOSPHERE

Focusing on the essentials, Canadas Best Value Inn checks all the boxes for a comfortable, clean and convenient stay.

- ✓ Best value
- ✓ Proudful quality
- ✓ Patriotism

Canadas Best Value Inn Brand Snapshot

CONSUMER SWEET SPOT

VALUE SEEKERS

They are independent and proud and enjoy getting the most for their money. They're in search of a relaxing, clean, and convenient place to rest after a long day.

Mindset

Pragmatic
Proud Canadian
Bargain hunter
Strong work ethic



MEDIA CONSUMPTION

- ✓ NHL
- ✓ DISH
- ✓ CBC
- ✓ Radio
- ✓ Facebook

AFFINITY BRANDS

- ✓ Ford Motor Co.
- ✓ Mountain Equipment Co-op
- ✓ Molson
- ✓ Walmart
- ✓ Canadian Tire

PSYCHOGRAPHICS

- ✓ Loyal sports fan
- ✓ Works on their own car
- ✓ Budget conscious
- ✓ Visits National Parks
- ✓ Skiing