



GuestHouse

Sit back, relax and enjoy
straightforward franchising

With a focus on all the comforts of home, GuestHouse provides a relaxed space where guests can feel right at home the minute they walk through our doors.



Marketplace

GuestHouse is ideally suited for conversion and new-build opportunities in secondary or 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, your designated support director is there to help you achieve your goals.



REVENUE MANAGEMENT

Our revenue strategies use calibrated forecasting and channel distribution tactics that drive more reservations and optimize revenue.



SALES

The RLH Corp. sales team is dedicated to delivering more corporate, tour, and group sales directly to your door.



By the Numbers

RLH Corp. 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.



73,000 Rooms



1,100 Properties



10 Brands



5 Countries

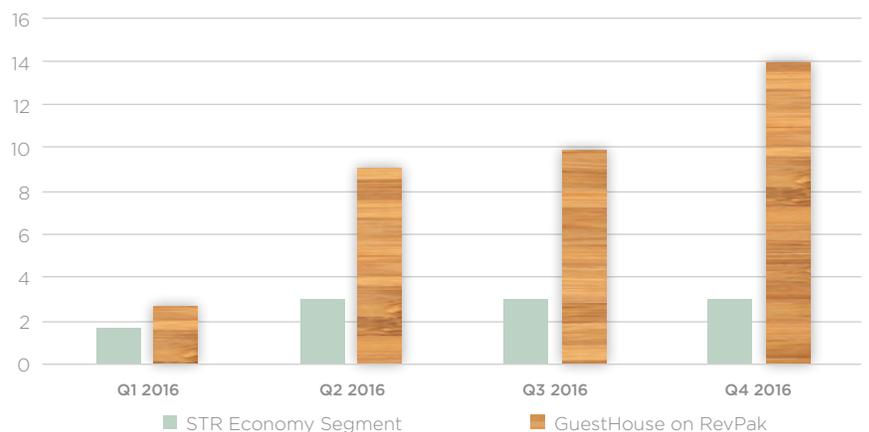


At RLH Corp., we're hotel owners just like you and we understand that the most successful business partnership is a collaborative one that encourages open discussion. As an owner of GuestHouse, you have a Voice & Vote on most major brand initiatives and enjoy our open-door policy that encourages you to tell us what we need to know.

GuestHouse RevPAR Soars Under RevPak

In 2015, RLH Corp. acquired the GuestHouse brand. Once its properties were enrolled into the RevPak program, the brand saw an immediate and positive impact on its RevPAR, with increases of more than 4x the overall STR performance for the economy segment in 2016.

2016 Brand Wide RevPAR Quarterly Increases (%)



Straightforward Franchising

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

Application Fee

\$20,000

**Combined Flat Fee
for Royalty & Marketing**

\$50/room/month



RLH
CORPORATION

GOOD (FOR BUSINESS.

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

Hello Rewards

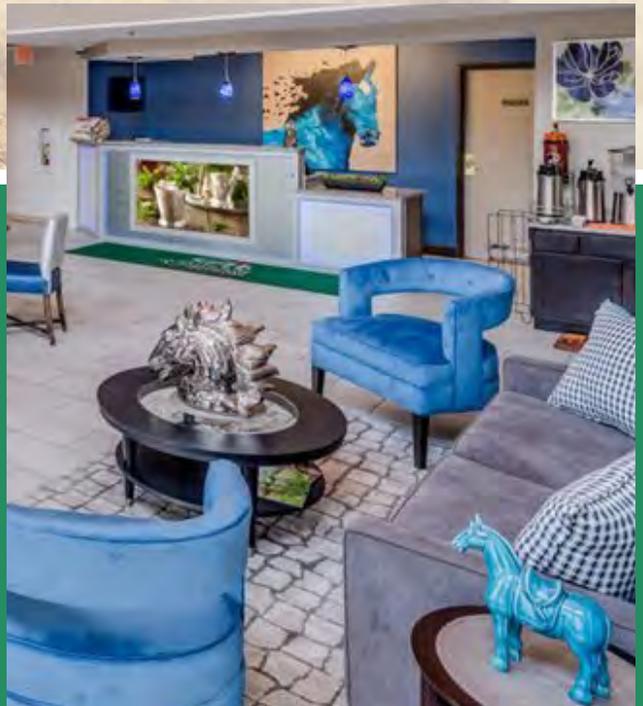
Staying on top of industry trends is the key to being relevant and growing our customer base. Built on the insight that today's traveler values great experiences over great savings, Hello Rewards is founded on recognition rather than points. With tailor-made rewards that surprise and delight, our guest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



RevPak

We pride ourselves on leading the way in innovation – especially when it comes to generating revenue. 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.





HOTEL EXPERIENCE

GuestHouse is offersa crisp, clean stay that focuses on comfort essentials and consistency in the guest experience.

TARGET MARKETS

North America

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RLH CORP. CONTINUES ITS GLOBAL EXPANSION WITH OVER 1,100 HOTELS AND 73,000 ROOMS.

BECOME PART OF OUR LEGACY

RLH Corp. has flexible models that put your individual vision at the center of each design. Our brand standards keep your hotel on strategy so you can consistently access consumer insights and maximize market opportunity.

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



GOOD | FOR BUSINESS.

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GuestHouse Brand Snapshot



GuestHouse

GuestHouse invites you to sit back, relax and enjoy a crisp, clean stay. We focus on getting all the comforts of home just right - spotless spaces, friendly faces, and service you can rely on - because when you stay here, you're a guest in our house.

Our Values

trust

It's our mission to deliver an honest, good value, consistently great stays and genuine service our guests can count on.

clean

Providing a clean, clutter-free space that reduces stress, and elevates moods is just another way we forge trusting relationships with our guests.

comfort

Our kind of comfort goes beyond a great night's sleep. It's about a familiar place with friendly service and an easygoing vibe.



Atmosphere

Clean and friendly, GuestHouse provides a relaxed space where guests can feel right at home and get comfortable the minute they step through our doors.

Signature Elements

1. Strong focus on comfort essentials
2. Service culture based around consistency, familiarity, and trust
3. Bedding program
4. Unique loyalty program

Consumer Sweet Spot



the No-Fussers

Pragmatic, yet discerning, No-Fussers are looking for a great deal while they're on the road - either for business or pleasure. They're on the lookout for the most convenient location at the best price. Though motivated by convenience and price, the No-Fussers also expect a high level of cleanliness.

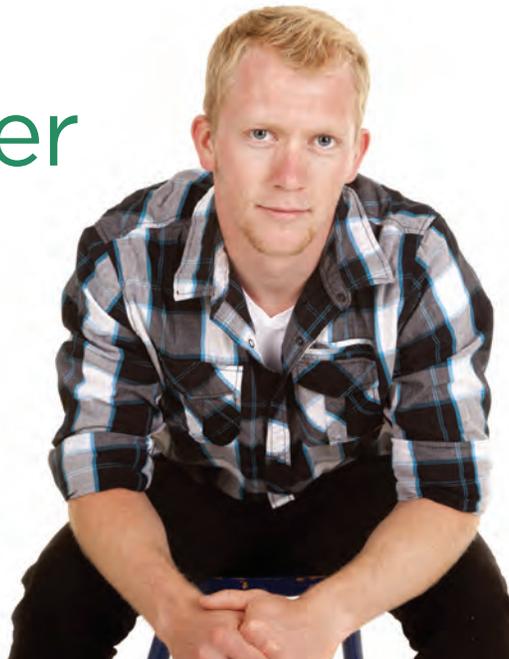
Marketplace

GuestHouse is ideally suited for conversion and new-build opportunities in secondary or tertiary markets.

GuestHouse competes with select-service, economy brands, such as Red Roof Inn, Country Inn & Suites, Travelodge, Roadway Inn, Econo Lodge.

Consumer Sweet Spot

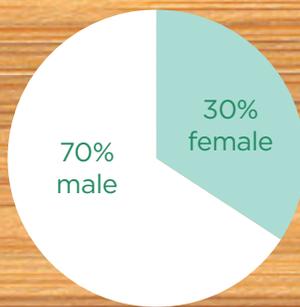
the No-Fusser



Mindset

- Blue collar
- Value seeking
- Practical
- Hard working
- Feel taken advantage of and want to take advantage of a deal

Demographics



- 70% Male
- 30% Female
- HHI \$50K
- Median age 37

Lifestyle



- Interested in sports
- Hangs out with friends at the local pub
- Limited control over working hours
- Road trips
- Pulled pork, fries, soda

Affinity Brands

- Hyundai
- Target
- Southwest Airlines
- Amazon
- Home Depot

Media Consumption

- Radio
- Cable TV
- ESPN
- Local news
- Social media

