



GuestHouse

## Flat Fees and 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.



GuestHouse



## Marketplace

GuestHouse is ideally suited for conversion and new-build opportunities near business or revitalization districts, points of interest, and mass transit hubs.

### BRAND MARKETING

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



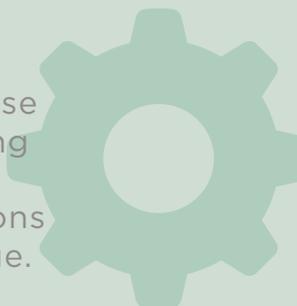
### SUPPORT

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 calibrated 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.



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



10 POWERFUL  
BRANDS



FLAT FEES /  
STRAIGHTFORWARD  
FRANCHISING



The GuestHouse Advisory Board is comprised of property owners who represent the brand on your behalf to interact with our team on major brand initiatives.



## STRAIGHTFORWARD FRANCHISING

The low cost, flat fees include PMS licensing fees and Revenue Management Insights, which are valuable tools to help properties modify their performance by competitor benchmarking, online reputation management, and pricing mechanisms.

### Among the lowest cost in relation to room revenue\*

The 2017 U.S. Hotel Franchise Fee Guide, released by HVS, shows that GuestHouse offers one of the lowest total costs in relation to room revenue. This straightforward and simple fee structure, combined with an owner-first mindset, technology to meet the needs of today's travelers, and ongoing support, provides exactly what you need to help grow your business

\*Total cost includes, but is not limited to, initial fees, monthly fees, marketing fees and reservation fees.



# 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.

## Hello Rewards

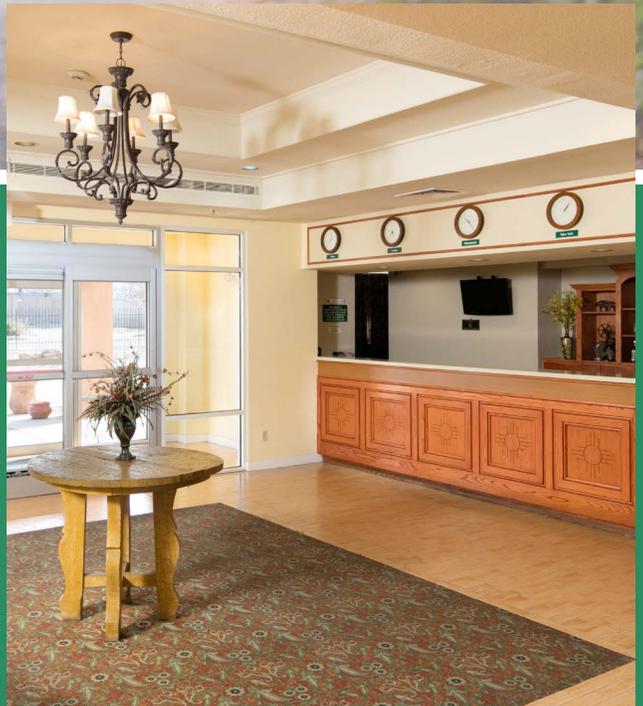
Staying on top of industry trends is the key to being relevant and growing our customer base. Built on the insight that today's traveler values great experiences over great savings, Hello Rewards is founded on recognition rather than points. With tailor-made rewards that surprise and delight, our guest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



## RevPak

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





## HOTEL EXPERIENCE

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

## TARGET MARKETS

North America

**GOOD** | FOR BUSINESS.

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

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## BECOME PART OF OUR LEGACY

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



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# GuestHouse Brand Snapshot



GuestHouse

GuestHouse invites guests to sit back, relax and enjoy a crisp, clean stay. Focused on getting all of the comforts of home just right - spotless spaces, friendly faces, and service you can rely on.

## Our Values

### trust

It's our mission to deliver an honest, good value; consistently great stays and genuine service 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 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 guest recognition 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.

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# Consumer Sweet Spot

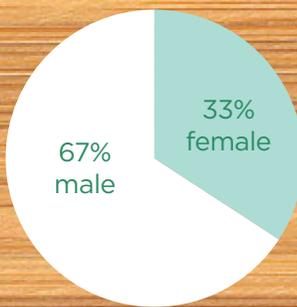
## the No-Fussers



### Mindset

- Independent
- Social
- Open minded
- Family oriented
- Loves deals

### Demographics



- 67% Male
- 33% 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
- Amazon
- Home Depot

### Media Consumption

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

### Competitive Set

- Quality Inn
- Baymont Inn & Suites
- Days Inn
- SureStay
- Econo Lodge