

STAY
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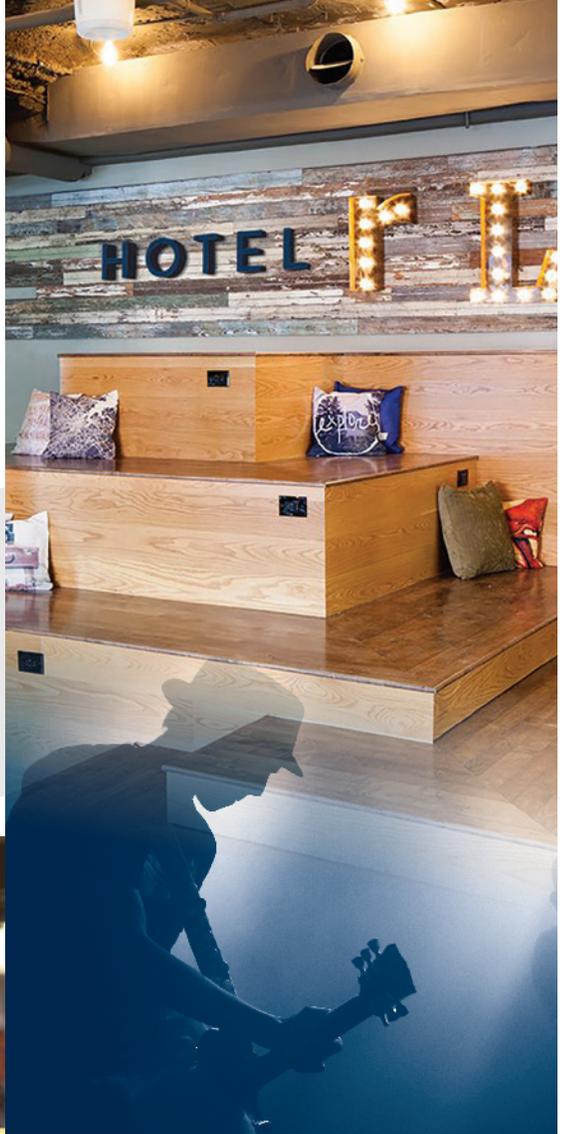


HOTEL RL

A NEW KIND OF HOTEL EXPERIENCE

Laid back, creative and welcoming, Hotel RL provides a new guest experience to stimulate the senses, inspire creativity and create connections within your local communities.





MARKETPLACE

Hotel RL is an upscale, boutique brand ideally suited for conversions and new builds in primary and secondary markets.



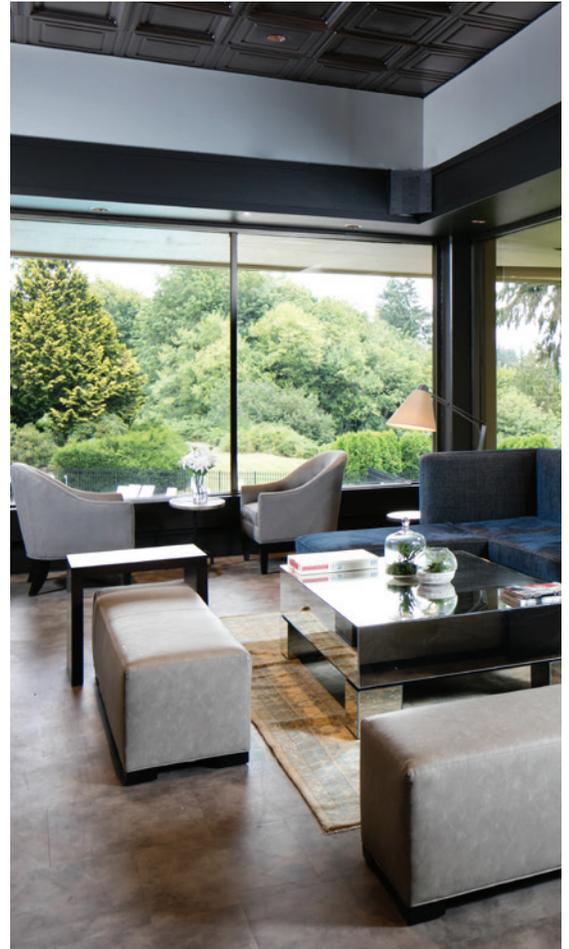
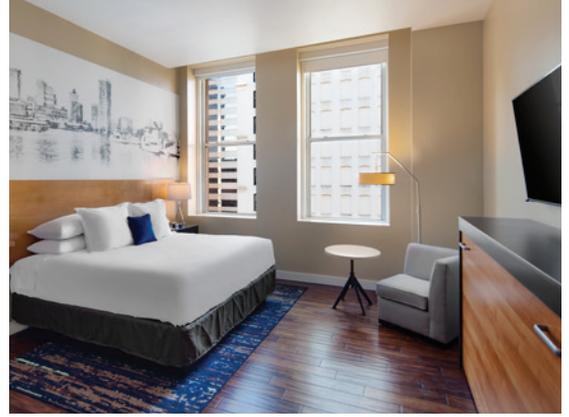
VICTROLA COFFEE

Built for modern coffee aficionados, Hotel RL has partnered with Seattle's Victrola Coffee Roasters to bring their celebrated brews to our lobbies and community spaces. Studies show that guests prefer having coffee in the lobby rather than their room. A recent survey shows that 62% of guests prefer the fresher, higher-quality coffee offered in lobbies.



THE LIVING STAGE

Hotel RL takes pride in being an active part of local communities, and The Living Stage provides the platform for local musicians, poets, authors, public speakers, artists, activists and more to show off their talents.



RLH Corporation is a rapidly expanding hospitality company with an authentic brand in every lodging segment, from upscale to economy. 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


CORPORATION
9 POWERFUL
BRANDS


LOW FEES /
STRAIGHTFORWARD
FRANCHISING

PROJECT WAKE UP CALL

As hoteliers, we firmly believe that everyone deserves to sleep with a roof over his or her head. That's why we are committed to helping those without homes get the help they need through Project Wake Up Call – a philanthropic initiative that coincides with every new Hotel RL opening by partnering with local charities and using photography to raise local awareness.





- 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.



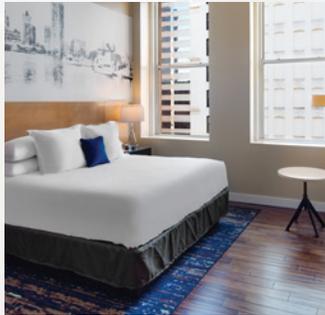
STAY
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HOTEL RL

HOTEL EXPERIENCE

Always creative and curious, Hotel RL is an upscale boutique brand that embraces the local urban environment and provides communal spaces that inspire fresh thinking and stimulating experiences for our guests and community.



TARGET MARKETS

Upscale, North America



GOOD (FOR BUSINESS.

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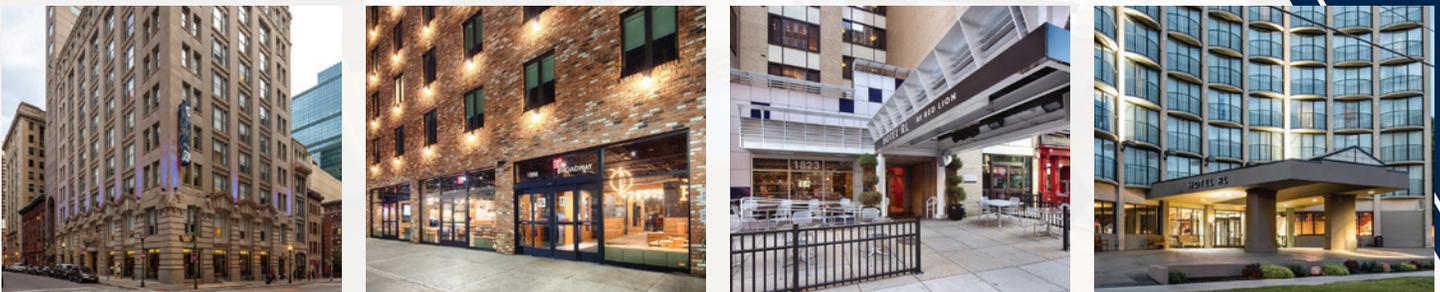
LIVING STAGE

Through The Living Stage, deliver inspiration to your guests and communities by showcasing locals who have a passion for what they do.



URBAN SETTINGS

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



COMMUNAL SPACES

At Hotel RL, we're designing a new guest experience to inspire creativity and create connections with local communities.



GOOD (FOR BUSINESS.

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franchise.RLHCo.com | 866-437-4878

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 the U.S. through Red Lion Hotels Franchising, Inc., and in Canada through Red Lion Hotels Canada, Franchising, Inc. MN#F-7702. 1550 Market Street, Suite 350, Denver, Colorado, 80202. © 2018 Red Lion Hotels Franchising, Inc.

BRAND SNAPSHOT



HOTEL RL

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



OUR VALUES

PIONEER

We're bold, always pushing forward and confidently leading the pack.

NURTURE

We're welcoming, comfortable and inspired—a place to pursue passions freely.

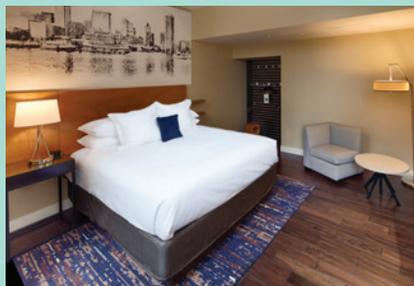
WONDER

We keep curiosity alive with great art, tech and events.



ATMOSPHERE

Laid back, creative and welcoming, Hotel RL is a place where business and leisure travelers can stay productive, inspired and comfortable. It's a space that is part coffee shop, part urban lodge, part local hangout and 100% unique.



SIGNATURE ELEMENTS

1. Steps and open lobby
2. Creative programming (art, music, movies and lectures)
3. Techie (Mobile check-in/out, exclusive guest app)
4. Unique guest recognition program

CONSUMER SWEET SPOT PROMADS

A new generation of traveler, the professional nomad. Promads are untethered and on the go. They conduct business from the cloud and all around the world. Collectors of experiences, not things, they're early adopters and always keep an open mind for ideas and inspiration.



MARKETPLACE

Urban, top 50 MSAs

College Towns

Vibrant business district, ideally suited for quality conversions or adaptive reuse.

CONSUMER SWEET SPOT



PROMADS

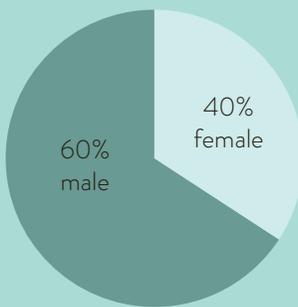
Professional Nomads



MINDSET

- Self-starter
- Curious and open-minded
- Well-informed
- Early adopter
- Discerning tastes, appreciates authenticity
- Values community
- Passionate about new experiences and adventure
- Design conscious
- Environmentally conscious

DEMOGRAPHICS



Individual income \$75K+
College+
Creative/Professional/Freelance
Median age 30

PSYCHOGRAPHICS



Combines work and pleasure
Engages with art and culture
Enjoys the outdoors



Explores new neighborhoods
Likes to discover new restaurants
Latte, avocado toast, kale salad

AFFINITY BRANDS

Patagonia
Warby Parker
Dollar Shave Club
Bonobos
Zipcar



MEDIA CONSUMPTION

Huffington Post
TED Talks
Fast Company
Apps
Blogs
Podcasts
Netflix
Spotify

