



# Go further with straightforward franchising

Red Lion Hotels delivers the amenities business and leisure travelers appreciate from a full-service hotel. Select-service Red Lion Inn & Suites provide guests the essentials they need in addition to the friendly service for which RLH Corporation is famous.



## MARKETPLACE

Red Lion Hotels is a full-service brand and Red Lion Inn & Suites is a select-service brand. Both are ideally suited for conversions and new-build opportunities in all 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 team of experienced hospitality professionals is there to help you achieve your goals.



### REVENUE MANAGEMENT

Our 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 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



- 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.





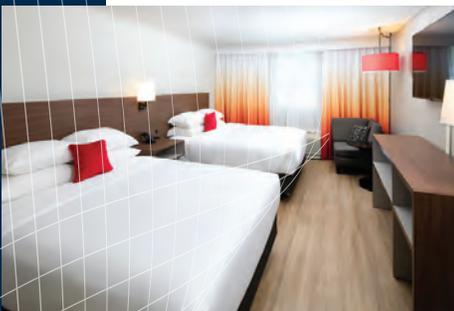
RLH Corporation continues to expand throughout North America by using its solutions of adaptive reuse and turnkey conversions to seize opportunities in major MSAs.

## HOTEL EXPERIENCE

With a passion for local flair and adventure, Red Lion Hotels is a midscale brand that delivers all the essentials business and leisure travelers appreciate from a full-service hotel, including a diverse room selection, fitness centers, welcoming restaurants and lounges, and meeting facilities.

## TARGET MARKETS

Upper Midscale, North America



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## HOTEL EXPERIENCE

The Red Lion Inn & Suites midscale brand gives on-the-go travelers memorable and effortless experiences matched with warm service and local expertise. These select-service properties provide guests the essentials they need, in addition to the friendly service for which RLH Corporation is famous.

## TARGET MARKETS

Midscale, North America



GOOD ( FOR BUSINESS.

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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 the U.S. through Red Lion Hotels Franchising, Inc., and in Canada through Red Lion Hotels Canada, Franchising, Inc. MN#F-7030. 1550 Market Street, Suite 350, Denver, Colorado, 80202. © 2018 Red Lion Hotels Franchising, Inc.

# BRAND SNAPSHOT



Red Lion Hotels and Red Lion Inn & Suites open the door to the best local experiences for travelers seeking to get the most out of their trip.

## OUR VALUES

### FRESH

From our Signature Moments to our clever design, our fresh thinking keeps your guests feeling fresh.

### GENUINE

Real smiles, real people, real value—all lead to real good times.

### ADVENTURE

Red Lion opens the door to some of the most exciting experiences around.



## CONSUMER SWEET SPOT EXTRA MILERS

Extra Milers squeeze the most fun out of their trip. For them the journey is always worth the effort. Whether on business or pleasure, every moment is an experience and every experience is an adventure.



## ATMOSPHERE

Vibrant and authentic, Red Lion is the base camp for great adventures. This is where travelers recharge, groups sit down and plan out their next journey, and the friendly staff helps guests squeeze the most fun out of their stay.



## SIGNATURE ELEMENTS

1. Strong focus on comfort essentials
2. Service culture rooted in PNW values
3. Communal lobby
4. Best value
5. Get Local
6. Unique guest recognition program



## MARKETPLACE

Top 300 MSAs and surrounding tertiary markets, ideally suited for conversion properties.

Red Lion Hotels competes with full-service midscale food & beverage brands such as Holiday Inn, Clarion Inn and Ramada.

Red Lion Inn & Suites competes with limited-service brands such as Holiday Inn Express, Fairfield Inn & Suites, Comfort Inn and La Quinta Inn & Suites.

Ideal brand conversion and differentiating opportunity: Crowne Plaza, Wyndham, Quality Inn, Holiday Inn, Radisson.

# CONSUMER SWEET SPOT

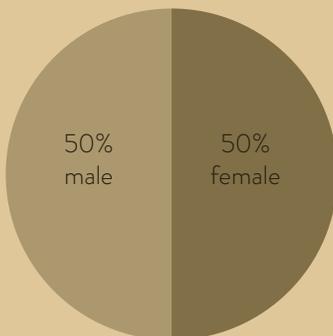
## EXTRA MILERS



### MINDSET

Friendly, upbeat  
Down-to-earth  
Adventurous  
Family oriented  
Value conscious  
Patriotic  
Socially engaged

### DEMOGRAPHICS



HHI \$100K

Median age 37

### PSYCHOGRAPHICS



Enjoys social gatherings  
Enjoys the great outdoors  
DIY  
Day trips/excursions  
S'mores, apple pie, steak, baked potatoes

### AFFINITY BRANDS

REI  
Levis  
Subaru  
Home Depot  
Amazon  
Target  
Dick's Sporting Goods



### MEDIA CONSUMPTION

Family Circle  
Real Simple  
AAA  
HGTV  
Cable TV  
Social Media  
ESPN

