

# Signature INN

OUTSIDE ORDINARY





## Marketplace

Signature is a cheap chic hotel brand ideally suited for conversion in primary and secondary markets, competing with economy and midscale brands. Through high impact and low cost exterior improvements and modernizing guest room furniture and amenities, Signature properties are positioned to gain rate elasticity, increase revenues, and garner customer attention with a playful guest experience.

### 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.

### SALES

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

### REVENUE MANAGEMENT

Our revenue management strategies use calibrated forecasting tools to help you gain more reservations and optimize revenue forecasting tools.

Signature is flexible to economy and midscale branding and has the ability to adapt to each property's unique asset and marketplace.



At Signature, we know how to blend timeless style with trendy influences, get the details just right, and give guests the chance to experience the laid-back feel of classic Americana. With mid-century modern design, Signature properties are cool, yet approachable with all the conveniences today's consumer has come to expect.

### **Straightforward Franchising**

With an owner-first mindset, Signature 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**

### **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 throughout North America by leveraging adaptive reuse and turnkey conversions to seize opportunities in major MSAs.



# 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. 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.

## By the Numbers

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.



73,000 ROOMS



1,100 PROPERTIES



CORPORATION  
9 BRANDS



5 COUNTRIES



franchise.RLHco.com | 866-437-4878

# Signature

Utilizing dazzling visuals and captivating motifs, Signature brings to life the luster and feel of the golden era of mid-century Americana, creating a truly memorable stand-alone in the economy and midscale marketplace.

## CORE VALUES

Our values are meant to make guests feel both inspired and relaxed.

### VIBRANT

Signature preserves and promotes an eye-catching and exuberant style that is grounded in today while evoking a simpler time.

### CONTEMPORARY

Signature provides the latest in hotel amenities and conveniences uniquely blended with our design aesthetic. We think of it as "retro-modern."

### FAMILIAR

Capturing the earnest mentality of a bygone era, welcoming staff and restful rooms elevate comfort levels for all guests.



## ATMOSPHERE

Signature is a boutique brand, ideal for conversion projects and new builds in both limited service or full service properties. With distinctive mid-century modern design, Signature's design intent and brand elements help a variety of assets gain modern style, market appeal, and a differentiated brand identity.

## SIGNATURE ELEMENTS

1. Modern retro design
2. Convenient locations
3. Colorful and cool tone of voice



# CONSUMER SWEET SPOT



## #ModernDayRamblers

Signature's customers have a bit of nostalgia for classic Americana and appreciate mid-century modern design. They are young at heart go-getters who are both inquisitive and in-the-know. A great bed, HDTV, and strong Wi-Fi make these guests feel right at home even while on the road.



### TARGET MARKETS

Secondary and  
Tertiary Markets  
Road Trip Destinations  
Coastal Cities and Towns  
Urban Locations

### CHEAP CHIC

Many boutique and experience-driven hotels take chances by rolling out bold designs and buzz-worthy campaigns. Signature brings a cool and creative approach to the economy and midscale markets, setting them apart from their competitors who focus solely on value and convenience.

With both limited and full service applications, Signature is ideal for both conversion and new build hotel locations.