

RED LIONTM

HOTELS, INNS & SUITES
BY SONESTA

MAKE YOUR
INVESTMENT
#WORTHIT



MAKE IT #WORTHIT™



Red Lion Hotels has built a legacy on paving the way to great adventures. With friendly service and a passion for sharing local expertise, our full-service hotel always delivers a memorable stay.



Red Lion Inn & Suites gives on-the-go travelers a memorable place to rest, recharge and embark on great adventures. These select-service properties provide guests the essentials they need, along with the friendly service and local knowledge they expect from the Red Lion brand.



TARGET MARKETS

Primary and secondary markets with wide appeal in top 300 MSAs and surrounding tertiary markets.

SEGMENT

Red Lion Hotels – Upper Midscale
Red Lion Inn & Suites – Midscale

PROPERTY TYPE

Ideally suited for conversions and new build opportunities

FOR OWNERS, BY OWNERS

FLEXIBLE BRANDING THAT CAN HELP OWNER ROI

Sonesta competes effectively against other brands by maintaining flexible branding that can help owners with their ROI.

SONESTA TRAVEL PASS™

Here Today.
Roam Tomorrow.™

- 6.9 million members and growing¹
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings²

AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at
sonesta.com/travel-pass

1. Includes addition of Hello Rewards members in 2024.
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.



Red Lion Hotel Kalispell

Red Lion Hotel Kennewick Columbia Center

Red Lion Inn & Suites Tucson Downtown



8th LARGEST hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program
100,000+ rooms | **9** countries



Red Lion Ridgewater Inn & Suites Polson



Red Lion Hotel Boise Downtowner



Red Lion Hotel Port Angeles



Red Lion Inn & Suites Goodyear Phoenix



Red Lion Inn & Suites Everett



Red Lion Hotel Orlando Lake Buena Vista South

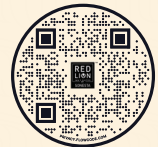


Red Lion Hotel Portland Airport



Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com



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 Sonesta RL Hotels Franchising Inc., and in Canada through Sonesta RL Hotels Canada Franchising Inc. MN#F-7030. 400 Centre Street, Newton, Massachusetts, 02458.
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