

# Americas Best Value Inn Brand Snapshot



At Americas Best Value Inn, guests always leave knowing they received the most for their money. With shared American values, Americas Best Value Inn offers a hassle-free stay that's accessible for both solo travelers and families alike.

## BRAND PILLARS

Our values make us who we are.

### Best Value

The best value in town, because guests love that feeling of getting the best bang for their buck.

### Upfront

Guests feel welcome and enjoy comfortable and clean rooms – everything they need and nothing they don't.

### Pride

Celebrating American values, ideals and heritage.



## MARKETPLACE OPPORTUNITY

Americas Best Value Inn competes with economy brands including Super 8, Days Inn & Red Roof Inn.

## ATMOSPHERE

Focusing on the essentials, Americas Best Value Inn checks all the boxes for a comfortable, clean and convenient stay.

- ✓ Best value
- ✓ Proudful quality
- ✓ Patriotism

# Americas Best Value Inn Brand Snapshot

## CONSUMER SWEET SPOT

# VALUE SEEKERS

They are independent, proud and enjoy getting the most for their money. They're in search of a relaxing, clean and convenient place to rest after a long day.

### Mindset

- Pragmatic
- Proud American
- Bargain hunter
- Strong work ethic



## MEDIA CONSUMPTION

- ✓ NFL
- ✓ DISH
- ✓ FOX News
- ✓ Radio
- ✓ Facebook
- ✓ ESPN

## AFFINITY BRANDS

- ✓ Coca Cola
- ✓ AARP
- ✓ Fruit of the Loom
- ✓ Budweiser
- ✓ Walmart
- ✓ Denny's

## PSYCHOGRAPHICS

- ✓ Loyal sports fan
- ✓ Visits National Parks
- ✓ Motorcycling
- ✓ DIY
- ✓ Roadtripping
- ✓ Country music concerts

[FRANCHISE.SONESTA.COM](https://franchise.sonesta.com)

This advertisement is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. Offering by Franchise Disclosure Document only where required by law from Sonesta RL Hotels Franchising Inc., 400 Centre St., Newton, MA. ©2024 Sonesta International Hotels