

# Canadas Best Value Inn Brand Snapshot



Canadas Best Value Inn is all about Canadian ideals, offering great value, and staying humble. We're a hotel brand designed to embody all the joyful feelings that guests have when they know they're getting the best bang for their buck. Through this lens, we built something truly different. A place where honesty, kindness, and value are embraced and honored. It's a place your guests can be proud to stay.

## 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 Canadian values, ideals and heritage.



## MARKETPLACE OPPORTUNITY

Canadas Best Value Inn competes with economy brands including Super 8, Motel 6 & Travelodge.

## ATMOSPHERE

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

- ✓ Best value
- ✓ Prideful quality
- ✓ Patriotism

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## CONSUMER SWEET SPOT

# VALUE SEEKERS

They are independent and 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 Canadian
- Bargain hunter
- Strong work ethic



## MEDIA CONSUMPTION

- ✓ NHL
- ✓ DISH
- ✓ CBC
- ✓ Radio
- ✓ Facebook

## AFFINITY BRANDS

- ✓ Ford Motor Co.
- ✓ Mountain Equipment Co-op
- ✓ Molson
- ✓ Walmart
- ✓ Canadian Tire

## PSYCHOGRAPHICS

- ✓ Loyal sports fan
- ✓ Works on their own car
- ✓ Budget conscious
- ✓ Visits National Parks
- ✓ Skiing

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