



MEET THE BEST VALUE  
IN HOSPITALITY

# THE BEST VALUE. PERIOD.

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.

## FLEXIBLE BRANDING THAT PRIORITIZES OWNER ROI

Sonesta competes effectively against other brands by maintaining flexible branding that prioritizes owner ROI. Sonesta offers the greatest flexibility of any conversion-focused franchiser.

### WE WELCOME

- Unique property types
- Exterior corridors
- Properties without elevators

### WE OFFER

- Flexible interior color schemes
- Adaptable brand standards
- Extended PIP timelines



### MARKETPLACE

#### TARGET MARKETS:

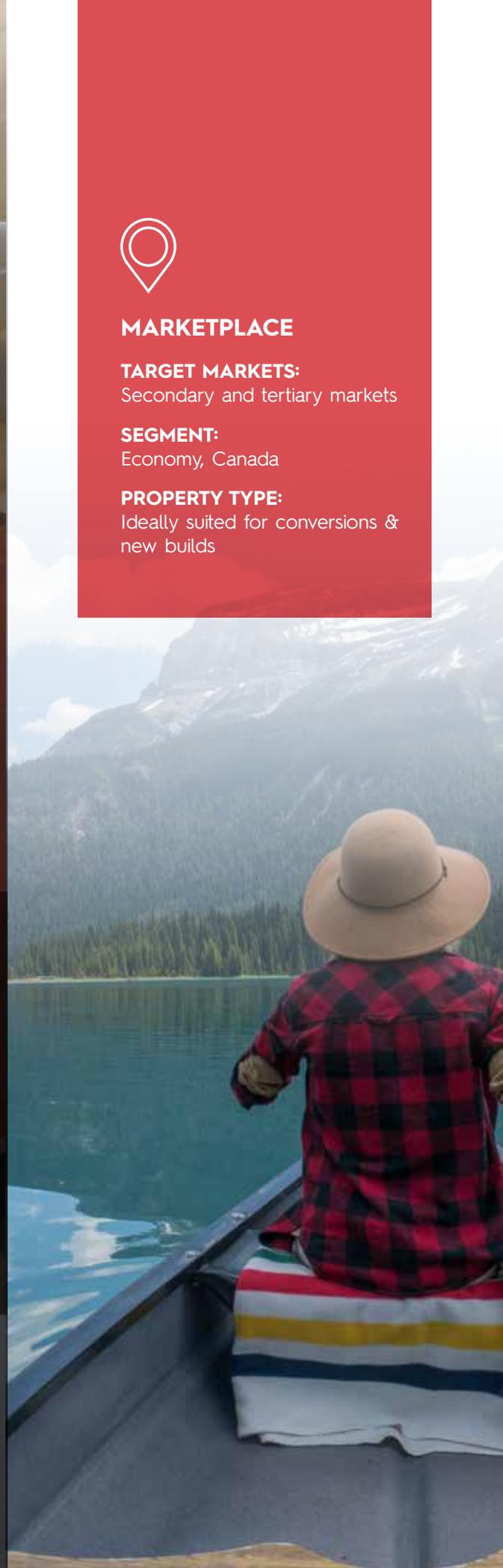
Secondary and tertiary markets

#### SEGMENT:

Economy, Canada

#### PROPERTY TYPE:

Ideally suited for conversions & new builds



# SONESTA PUTS OWNERS FIRST

## INDUSTRY-LEADING CONNECTIVITY

Sell more rooms by listing on more channels. At Sonesta, we sell your rooms on more channels to drive more reservations rather than limiting your listing to specific sites as other brands do.

We pride ourselves on leading the way in innovation - especially when it comes to generating revenue opportunities.

hello  
rewards

simply rewarding.

Hello Rewards is the RLH Corporation guest recognition program designed for the average traveler. We avoid complicated points and elite tiers that only benefit road warriors and instead focus on delivering more meaningful value in the moment.

DO YOU KNOW WHAT YOUR BIG BRAND

LOYALTY PROGRAM IS COSTING YOU?

## RLH CORP. HOTELS KEEP 90% OF GRR

On any Reward Stay (where Hello Bucks are applied), properties keep 90% of room rate, with the remaining 10% funding the program.



EARN & STAY

Members earn Hello Bucks on every qualifying stay, regardless of channel.



APPLY

Members can apply those Hello Bucks to future bookings on redlion.com.



NO FEES ON EARNING STAYS

Hotels pay no Hello Rewards fees on stays that earn Hello Bucks.



CBVI Saint John



CBVI Toronto



CBVI Valemount

# WE'RE GROWING OUR FOOTPRINT

17 POWERFUL BRANDS | 1,200+ PROPERTIES | 100,000+ ROOMS



CBVI Toronto



CBVI Fernie



CBVI Charlottetown



CBVI Prince George



CBVI Saint John



CBVI Valemount



CBVI Calgary

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