

# GuestHouse Brand Snapshot



GuestHouse

GuestHouse invites guests to sit back, relax and enjoy a crisp, clean stay. Focused on getting all of the comforts of home just right – spotless spaces, friendly faces, and service you can rely on.

## Our Values

### trust

It's our mission to deliver an honest, good value; consistently great stays and genuine service guests can count on.

### clean

Providing a clean, clutter-free space that reduces stress and elevates moods is just another way we forge trusting relationships with guests.

### comfort

Our kind of comfort goes beyond a great night's sleep. It's about a familiar place with friendly service and an easygoing vibe.



## Atmosphere

Clean and friendly, GuestHouse provides a relaxed space where guests can feel right at home and get comfortable the minute they step through our doors.

## Signature Elements

1. Strong focus on comfort essentials
2. Bed & Bedding Program
3. Self-Serve Marketplace
4. Guest Laundry

## Consumer Sweet Spot



## the No-Fussers

Practical with good judgement, No-Fussers respond to a great deal. They're on the lookout for the most convenient location at the best price and they expect cleanliness and friendliness.

## Marketplace

GuestHouse is ideally suited for conversion and new-build opportunities near business or revitalization districts, points of interest, and mass transit hubs.

# Consumer Sweet Spot

## the No-Fussers



Mindset  
Independent  
Social  
Open minded  
Family oriented  
Loves deals

### Psychographics



- Interested in sports
- Hangs out with friends
- Limited control over work hours
- Takes road trips
- Enjoys pub food

### Affinity Brands

Hyundai  
Target  
Southwest  
Amazon  
Home Depot

### Media Consumption

Radio  
Cable TV  
ESPN  
Local news  
Social media

### Competitive Set

Quality Inn  
Baymont Inn & Suites  
Days Inn  
SureStay  
Econo Lodge

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