

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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