



OUR HOUSE IS
YOUR HOUSE



WELCOME TO GUESTHOUSE ;)

GuestHouse is an experience of all things authentic, creative and curious. Offering a taste of the local scene in a laid-back environment, we invite open-minded travelers to work, play and pursue their passions freely.



MARKETPLACE

TARGET MARKETS:

Secondary and tertiary markets near business or revitalization districts, points of interest and mass transit hubs

SEGMENT:

Upper Economy, Lower Midscale

PROPERTY TYPE:

Ideally suited for conversion and new build opportunities

Flat franchise fees offered

A blurred background image showing a group of people walking on a path or trail, with a large log in the foreground. The image is out of focus, emphasizing the text in the foreground.

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 GRR, 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.



GuestHouse Lexington, KY



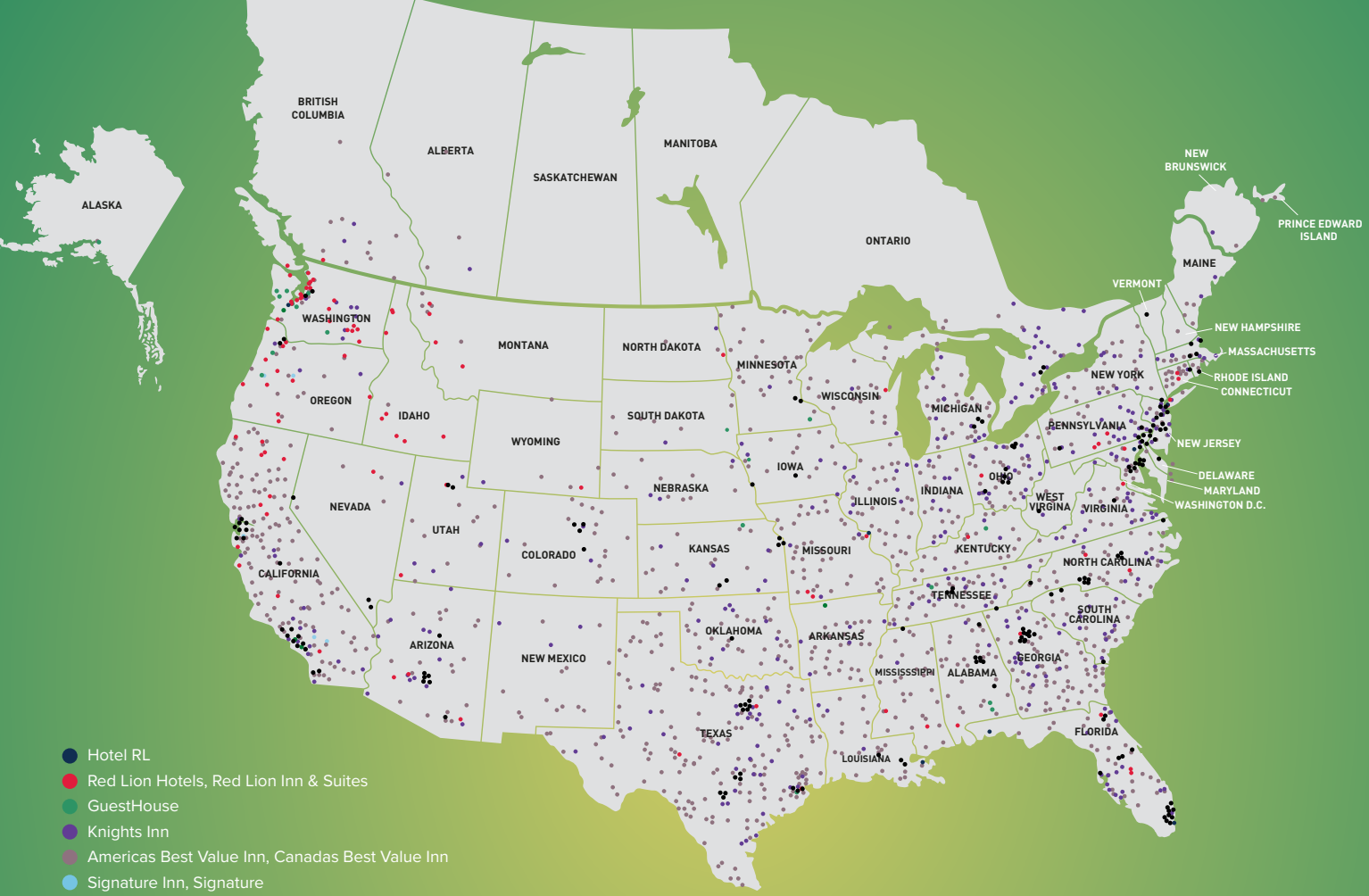
GuestHouse Rochester, NY



GuestHouse Kennewick, WA

WE'RE GROWING OUR GLOBAL FOOTPRINT

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



- Hotel RL
- Red Lion Hotels, Red Lion Inn & Suites
- GuestHouse
- Knights Inn
- Americas Best Value Inn, Canadas Best Value Inn
- Signature Inn, Signature
- Sonesta



GuestHouse Poulsbo, WA



GuestHouse Lexington, KY



GuestHouse Rochester, MN



GuestHouse Lexington, KY

franchise.sonesta.com | 866-437-4878

SONESTA



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