



GuestHouse

# OUR HOUSE IS YOUR HOUSE

**L I M I T E D   T I M E   O F F E R**

**UP TO 1 YEAR NO BRAND FEES | UP TO \$100K FF&E CREDIT  
UP TO 6 MONTHS OF OPENING SUPPORT THROUGH POWERPAK**

SEE INTERIOR FOR DETAILS.\*

# 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.

## LIMITED TIME OFFER

### JOIN GUESTHOUSE EXTENDED STAY TODAY

- Up to 1 Year No Brand Fees (no royalties or marketing fees).
- Up to \$100K FF&E Credit.
- Up to 6 Months of Opening Support Through **PowerPak**, our suite of revenue generation support services.

Available to qualified applicants. May not be combined with other offers or incentives. Additional terms and conditions apply.



## 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

## RLH CORP. PUTS OWNERS FIRST

### INDUSTRY-LEADING CONNECTIVITY

Sell more rooms by listing on more channels. At RLH Corp, 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.



# WE'RE GROWING OUR GLOBAL FOOTPRINT

8 POWERFUL BRANDS | 1,100+ PROPERTIES | 75,000+ ROOMS



GOOD FOR BUSINESS.

We don't wait for the future. We create it.

franchise.RLHCo.com | 866-437-4878



This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in the U.S. through Red Lion Hotels Franchising, Inc., and in Canada through Red Lion Hotels Canada Franchising, Inc. MN#F-7030. 1550 Market Street, Suite 425, Denver, Colorado, 80202. © 2020 Red Lion Hotels Franchising, Inc.

# SIGNATURE MOMENTS



Signature Moments are the memorable experiences that bring the GuestHouse brand to life. With select touch points along the guest journey, we create Signature Moments that are consistently provided at every GuestHouse. In addition there are optional Signature Moments that continue to uniquely define the brand experience with guests.

✓ **REQUIRED SIGNATURE MOMENTS** are carefully chosen to provide maximum impact and uniquely define the GuestHouse brand experience.

♥ **OPTIONAL SIGNATURE MOMENTS** take the experience to the next level, and are highly encouraged to provide rich, immersive stays.

## ARRIVE



✓ **BRANDED WELCOME**  
Front Desk Livery and branded mat create a sense of welcome



✓ **CORN HOLE**  
Guests can unwind with a quick game of corn hole.



✓ **COMMUNAL TABLE**  
A green communal table in the lobby encourages guests to gather for a meal, work, or play.



✓ **WI-FI**  
Guests can work, stream, shop or simply surf the web to their heart's delight.



♥ **WATER STATION WITH CANTEN FILL UP**  
Water station with canteen fill-up reinforces our environmental awareness allowing consumers to fill their personal water bottles with fresh, clean, filtered drinking water.

## STAY



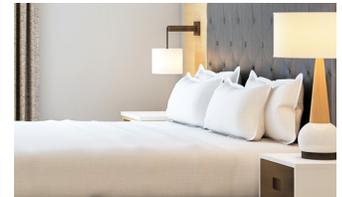
✓ **BRANDED BATHROOM AMENITIES**  
Individually bottled amenities featuring the GuestHouse brand or Cascadia branded dispensers.



✓ **COMFORTS OF HOME**  
Guests can check out blenders, board games for guest's use at no charge during their stay.



✓ **GUEST LAUNDRY**  
Complimentary use of laundry machines at all GuestHouse properties. Detergents can be made available to purchase at the front desk or via vending machines.



✓ **TOP OF BED PROGRAM**  
Few items in a guest room speak more about quality and comfort than a bed. Good sleep comes easy with our soft bedding, featuring a white top of bed that adds a modernizing touch to the guestroom.



✓ **NIGHTSTAND OUTLETS**  
CubieTime or approved plug portal provides convenient access to plug in and power up.



✓ **43" TV WITH HBO**  
So much media today is consumed on the small screens of our mobile devices, GuestHouse recognizes the value of big screen experience with HD programming and complimentary HBO.



✓ **KITCHENETTES**  
Kitchenettes make the guests feel at home with the ability to make meals right in their rooms.



♥ **COMPLIMENTARY BIKES**  
Branded complimentary bikes.

# SIGNATURE MOMENTS

## EAT & DRINK



- ✓ **COFFEE & TEA SERVICE**  
Coffee available 24/7 for guests in guestrooms.



- ✓ **CONTINENTAL BREAKFAST**  
Complimentary enhanced breakfast with cold and hot cereals, hard boiled eggs, fruit, and make your own waffles kick off each guest's morning. Properties can add additional hot breakfast items if facilities and market merit it.

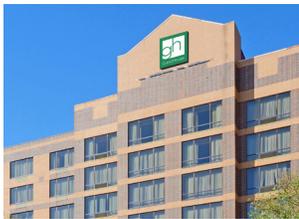


- ✓ **GRUBHUB**  
Hello Rewards members get special perks with GrubHub like free delivery, collateral in the guestrooms must promote this offer.



- ✓ **MARKETPLACE**  
Beer and wine with frozen and fresh items.

## KEY BRAND STANDARDS



### APPROVED EXTERIOR SIGNAGE

Exterior signage sets the tone for what guests can expect during their stay.



### BRANDED OS&E

On-site items branded per brand OS&E guide.



### HELLO REWARDS PROGRAM

Full program participation including informational poster and guest info postcards. Properties must accept all Hello Rewards reservations as RLHC will reimburse up to 90% of rate.



### APPROVED PMS WITH TWO WAY ENHANCED CRS

Specific, brand approved PMS product, integrated with two-way enhanced CRS; Your PMS must interface with Hapi and have tokenization.



### GUEST CONNECT

Communicate with guests via Monsciere's Connect Staff.



### SHOWER EXPERIENCE

Speakman Anystream showerhead, a curved shower rod and a hookless 2 piece curtain enhance the shower experience.



### FITNESS CENTER

Properties may feature a gym on site (350 sq feet minimum) or make arrangements with a local gym to provide complimentary passes to guests.

Signature Moments subject to change. Additional brand standards may apply, consult the current brand standards and resources located on AccessPoint Owner's Portal.