

BRAND SNAPSHOT



HOTEL RL

Hotel RL 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.



OUR VALUES

PIONEER

We're bold, always pushing forward and confidently leading the pack.

NURTURE

We're welcoming, comfortable and inspired—a place to pursue passions freely.

WONDER

We keep curiosity alive with great art, tech and events.



ATMOSPHERE

Laid back, creative and welcoming, Hotel RL is a place where business and leisure travelers can stay productive, inspired and comfortable. It's a space that is part coffee shop, part urban lodge, part local hangout and 100% unique.



SIGNATURE ELEMENTS

1. Open lobby with communal spaces
2. Access to local experiences
3. Unique guest recognition program

CONSUMER SWEET SPOT PROMADS

A new generation of traveler, the professional nomad. Promads are untethered and on the go. They conduct business from the cloud and all around the world. Collectors of experiences, not things, they're early adopters and always keep an open mind for ideas and inspiration.



MARKETPLACE

Urban, top 50 MSAs

College Towns

Vibrant business district, ideally suited for quality conversions or adaptive reuse.



CONSUMER SWEET SPOT



PROMADS
Professional Nomads



MINDSET

- Self-starter
- Curious and open-minded
- Well-informed
- Early adopter
- Discerning tastes, appreciates authenticity
- Values community
- Passionate about new experiences and adventure
- Design conscious
- Environmentally conscious

PSYCHOGRAPHICS



- Combines work and pleasure
- Engages with art and culture
- Enjoys the outdoors



- Explores new neighborhoods
- Likes to discover new restaurants
- Latte, avocado toast, kale salad

AFFINITY BRANDS

- Patagonia
- Warby Parker
- Dollar Shave Club
- Bonobos
- Zipcar



MEDIA CONSUMPTION

- Huffington Post
- TED Talks
- Fast Company
- Apps
- Blogs
- Podcasts
- Netflix
- Spotify

