

HOTEL RL

A CURIOUSLY DIFFERENT
BOUTIQUE HOTEL

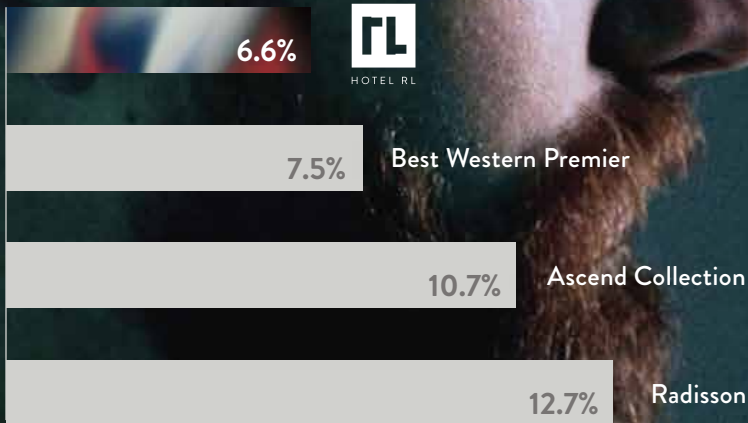
HOTEL RL BROOKLYN

FOLLOW YOUR CURIOSITY WITH 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.

HOTEL RL DELIVERS A HIGHER REVPAR AT A LOWER COST THAN COMPETING BRANDS.

HOTEL RL HAS THE LOWEST FRANCHISE FEES IN THE UPSCALE CATEGORY



Data from HVS / 2019



MARKETPLACE

TARGET MARKETS: Urban locations, high-energy secondary markets, college towns, destination locations

SEGMENT: Upscale boutique

PROPERTY TYPE: Conversion and Adaptive Reuse-friendly

Our convenient terms make opening a Hotel RL of your own simple and sustainable.

- Flat Fee Model
- Turn-key Systems
- Lifestyle brand experience in 3-star sector to allow elasticity to reach 4-star



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 room rate, 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.



Hotel RL Brooklyn



Hotel RL Brooklyn

WE'RE GROWING OUR GLOBAL FOOTPRINT

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



The Island Ft. Walton Destin, by Hotel RL



Hotel RL Brooklyn



Hotel RL Brooklyn



Hotel RL Brooklyn



The Island Ft. Walton Destin, by Hotel RL

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