

# SIGNATURE MOMENTS

Meticulously developed to bring the spirit of the Pacific Northwest to life, Signature Moments are the physical manifestation of the Hotel RL experience, and they are how we ensure guests have memorable experiences with our brand. By selecting particular touch points along the guest journey, we create signature moments that are consistent throughout the brand. In addition to these guest experiences, we've also created optional signature moments that continue to uniquely define our brand experience with guests.

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

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



## ARRIVE



✓ **COMMUNAL SPACES**  
Vibrant public spaces & ambiance encourage productivity and intermingling.



✓ **GAME CORNER**  
Designed to be either a game table or a communal workspace.



✓ **AMBIENT MUSIC**  
Music in common areas activates the space and can tie to seasons, activities and times of day.



✓ **CHALKBOARD WALL**  
A fun way to infuse energy and build a sense of community.



✓ **RL PAW PACKAGE**  
Front desk can provide dog bowl, mat, and, optionally, a concierge card, to guests traveling with pets.



✓ **REFILLING STATIONS**  
Reinforcing our relationship with our guests and the environment.



♥ **OUT FOR A SPIN**  
Co-branded bicycles are placed in prominent spots or parked at the bike rack in front of the hotel.



♥ **THE LIVING STAGE**  
Devoted to spreading ideas and delivering inspiration, The Living Stage is a place where guests and locals gather to enjoy themselves and be inspired.



♥ **RL STEPS**  
Amphitheater-type seating will provide a differentiated experience.



♥ **EXTERIOR BUILDING & ILLUMINATION**  
Our brand standard colors will add a level of design detail and provide adequate illumination.

♥ **SCENTING THE SCENE**  
Incorporating Hotel RL's Signature Scent, White Pepperwood.

♥ **RL WRISTBANDS**  
RFID wristbands that unlock guestrooms and access facilities, fashionable, waterproof and convenient for travelers and families.

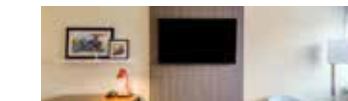
## STAY



✓ **TOP OF BED PROGRAM**  
Our signature bed provides guests with a comfortable plush sleeping experience.



✓ **GRAPHICAL WALL**  
Created to look like a hand-drawn illustration reflecting the local destination, this supergraphic is a powerful way to bring art and spirit of the destination to our guest environment.



✓ **55" TVs WITH HBO**  
These televisions offer premium channels and complimentary HBO to enhance the guest experience.



✓ **CASCADIA SOAPERY**  
Exclusive branded products formulated with natural ingredients inspired by the Pacific North West.



✓ **BATH TOWEL & MAT**  
Signature Cascadia Soapery premium towels and bath mats.



♥ **GEAR DROP / OPEN CLOSET**  
Open closet solution with shelves, hooks, hanging bars and cubbies to allow our guests to selectively unpack during their stay.

## EAT & DRINK



### ✓ PREMIUM COFFEE

Located right in the lobby, its aromas and sounds will fill and activate the environment like sought after destination coffee spots do. Additionally, in-room Keurig coffee makers may be provided for guest convenience.



### ✓ COMMUNAL TABLE

A gathering place of a home, ideal for all day parts and activities. A place to work, dine and hang out.



### ✓ GRAB & GO

Attractive, functional, eco-friendly containers for your take-out and room service offerings. Standard packaging is available through RLHC procurement.

### ♥ OUTDOOR DINING

Creates a space for guests to gather, eat and/or work outside.

## KEY BRAND STANDARDS



### EXTERIOR SIGNAGE

Consistent Brand signage becomes recognizable to guests and reinforces our Brand image.



### APPROVED PMS

Specific brand approved PMS product (OPERA), integrated with two-way interface.



### KEYLESS ENTRY

Brand App to allow mobile check-in and updated technology (For hotels with Salto or Ving RFID locks).



### OS&E

Note pads, pens, and Hello Rewards key cards with brand logos.



### BACKLIT VANITY MIRROR

RLHC-sourced mirror, sized to fit vanity.



### HELLO REWARDS PROGRAM

Full program participation including informational poster and guest info postcards.



### ELECTRONIC LOCK SYSTEM

Brand-approved Electronic Lock System (RFID or RFID with Bluetooth recommended, Magnetic Allowed).



### COMPLIMENTARY WI-FI

Guests can work, stream, shop or simply surf the web to their heart's delight.



### NIGHTSTAND POWER

CubieTime, CubieMini, or Brand-approved integrated plug portal / power outlets embedded in the case goods.



### GREAT SHOWER EXPERIENCE

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



### NON-SMOKING

Guests will enjoy a 100% smoke-free hotel.

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