KNIGHTS INN
BRAND SNAPSHOT

Guests stay easy at Knights Inn, getting more of what they want - convenient location, reliable essentials and a thrifty price.

That’s smart & simple.

CORE VALUES

Convenient
From our locations to our booking process to always-helpful staff, Knights Inn aims to be as efficient as possible.

Simple
We’re not fussy people. A clean room, a comfortable bed and a convenient location are the essentials that keep us happy. It’s that simple.

Smart
By offering more of what guests want and less of what they don’t, Knights Inn is the smart choice for travelers seeking economy lodging.

MARKETPLACE OPPORTUNITY

Knights Inn competes with budget economy brands including Motel 6, Rodeway Inn & Econo Lodge.

ATMOSPHERE

Focusing on the essentials, Knights Inn checks all the boxes for a comfortable, clean and convenient stay.

✓ Sensible
✓ Basic essentials
✓ Great value
VALUE SEEKERS

They are value-conscious leisure and business travelers in search of relaxing, clean accommodations.

Mindset
Bargain hunters
Do it yourself
Industrial Tradesmen
Planners
Variety

MEDIA CONSUMPTION
- NFL
- DISH
- FOX News
- Radio
- Facebook
- ESPN

AFFINITY BRANDS
- Chevy
- Burger King
- Dairy Queen
- Burlington Coat Factory
- Dollar General
- Budweiser

PSYCHOGRAPHICS
- Visit national parks
- Hike
- Fish & hunt
- Bowl
- Listen to country music

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