

SIGNATURE MOMENTS

Signature Moments are the memorable experiences that bring the Knights Inn brand to life. With select touch points along the guest journey, we create Signature Moments that are consistently provided at every Knights Inn. 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 brand experience.

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



ARRIVE



✓ **Front Desk Signage**
Signage behind the front desk increases brand recognition and awareness.



✓ **Graphic Area Rug**
Bringing a sense of welcome in front of every Knights Inn front desk.



♥ **Military & Veteran Parking Spots**
Designate premium parking spots with branded parking signage specifically for military and veterans.

STAY



✓ **Top of Bed Program**
Good sleep comes easy with our soft bedding, featuring a white top of bed that adds a modernizing touch to the guestroom.



✓ **32" Flat Screen TV with HBO**
With our 32" HDTV TVs and expanded channel lineup featuring a premium channel, guests are welcome to enjoy high-quality entertainment.



✓ **Branded Amenities**
Exclusive Knights Inn branded products formulated with natural ingredients in 100% post-consumer recycled plastics.



✓ **Terry Program**
Our extra-fluffy towels are an amenity every guest appreciates.



♥ **Nightstand Outlets**
CubieTime or approved plug portal provides convenient access to plug in and power up.

EAT



✓ **Coffee Program**
Provide Prideland Coffee by Royal Cup in the lobby during breakfast hours for guests to enjoy.

SIGNATURE MOMENTS



KEY BRAND STANDARDS



Exterior Signage

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



Electronic Lock System

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



Approved PMS

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



Ownership Plaque

This important sign enables owners to promote their ownership of the hotel and reinforce their commitment to the Brand.



Associate Name Tags

Create a friendly environment by having all associates wear name badges.



Complimentary Wi-Fi

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



Branded OS&E

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



Non-Smoking

Guests will enjoy a 100% smoke-free hotel.



Hello Rewards Program

Full program participation including informational marketing material and guest collateral.

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