

BRAND SNAPSHOT



With a passion for local adventures and genuinely friendly service, Red Lion Hotels and Red Lion Inn & Suites are the headquarters for truly memorable stays for guests who want to get the most out of their trips.

OUR VALUES

FRESH

From our Signature Moments to our clever design, our fresh thinking keeps your guests feeling fresh.

GENUINE

Real smiles, real people, real value—all lead to real good times.

ADVENTURE

Red Lion opens the door to some of the most exciting experiences around.



ATMOSPHERE

Vibrant and authentic, Red Lion is the base camp for great adventures. This is where travelers recharge, groups sit down and plan out their next journey, and the friendly staff helps guests squeeze the most fun out of their stay.

SIGNATURE ELEMENTS

1. Strong focus on comfort essentials
2. Communal lobby
3. Best value
4. Get Local
5. Unique guest recognition program



CONSUMER SWEET SPOT EXTRA MILERS

Extra Milers squeeze the most fun out of their trip. For them the journey is always worth the effort. Whether on business or pleasure, every moment is an experience and every experience is an adventure.



MARKETPLACE

Red Lion Hotels competes with full-service midscale food & beverage brands.

Ideal brand conversions in the top 300 MSAs and surrounding tertiary markets. This includes brands like Wyndham Garden Inn, Clarion, Best Western, Ramada, Holiday Inn & Radisson.

Red Lion Inn & Suites competes with select-service midscale brands without food & beverage.

Ideal brand conversions include brands like Baymont, Quality Inn, La Quinta Inn & Suites, Comfort Inn, Country Inn & Suites and Holiday Inn Express.



[FRANCHISE.SONESTA.COM](https://franchise.sonesta.com)

This advertisement is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. Offering by Franchise Disclosure Document only where required by law from Sonesta RL Hotels Franchising Inc., 400 Centre St., Newton, MA. ©2024 Sonesta International Hotels

CONSUMER SWEET SPOT



EXTRA MILERS



MINDSET

Friendly, upbeat
Down-to-earth
Adventurous
Family oriented
Value conscious
Patriotic
Socially engaged

PSYCHOGRAPHICS



Enjoys social gatherings
Enjoys the great outdoors
DIY
Day trips/excursions
S'mores, apple pie, steak, baked potatoes

AFFINITY BRANDS

REI
Levis
Subaru
Home Depot
Amazon
Target
Dick's Sporting Goods



MEDIA CONSUMPTION

Family Circle
Real Simple
AAA
HGTV
Cable TV
Social Media
ESPN



[FRANCHISE.SONESTA.COM](https://franchise.sonesta.com)

This advertisement is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. Offering by Franchise Disclosure Document only where required by law from Sonesta RL Hotels Franchising Inc., 400 Centre St., Newton, MA. ©2024 Sonesta International Hotels