

# SIGNATURE MOMENTS



Signature Moments are the memorable experiences that bring the Red Lion Hotels brand to life. With select touch points along the guest journey, we create Signature Moments that are consistently provided at every Red Lion Hotels. 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 LIVERY PROGRAM**  
Graphic panels on the back wall behind the front desk with the Red Lion Hotel brand and consumer messaging add a splash of color and design behind every front desk.



✓ **WATER REFILL STATION**  
Reinforcing our relationship with our guests and the environment.



♥ **OUT FOR A SPIN**  
Co-branded bicycles parked at the bike rack in front of the hotel and ready for guest use.

## STAY



✓ **CASCADIA SOAPERY**  
Exclusive branded bath amenities formulated with natural ingredients inspired by the Pacific Northwest.



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



✓ **GUESTROOM ARTWORK**  
Our artwork makes a bold statement about our Brand values and the importance of celebrating the local area.



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



✓ **43" TV WITH HBO**  
43" flat screen televisions offer premium channels and complimentary HBO to enhance the guest experience.



♥ **GRAPHIC WALL**  
Created to look like a hand-drawn illustration of a mountainscape, this supergraphic is a powerful way to bring artwork and the spirit of the PNW to our guest environments.

## EAT & DRINK



### ✓ PREMIUM COFFEE

Featuring Roar by Royal Cup, guests experience a premium cup of coffee during breakfast. In-room Keurig coffee makers featuring Royal Cup K-cups are in each guestroom for guest convenience.



### ✓ MENU STYLE

The food and beverages are a direct reflection of our food philosophy and an opportunity to remain true to our PNW roots.



### ✓ GRAB & GO

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



### ✓ COMMUNAL TABLE

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



### ✓ BREAKFAST

High-quality breakfast (express, plated, or buffet) meeting Breakfast program standards.

## KEY BRAND STANDARDS



### EXTERIOR SIGNAGE

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



### NAME TAGS

All associates must wear visible name tags.



### APPROVED PMS

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



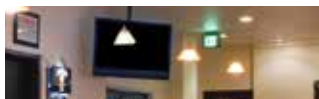
### OS&E

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



### GREAT SHOWER EXPERIENCE

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



### 55" HDTV IN LOBBY & BREAKFAST AREA

55" wall-mounted flat-panel HDTV with remote control.



### 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).



### FITNESS CENTER

On-site gym or arrangements with a local gym for complimentary guest passes.



### 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.



### PET FRIENDLY

All brand properties are pet-friendly, a reasonable fee may be added may be added for guests staying with pets.



### 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.