

BRAND SNAPSHOT

RED LION[™]
HOTELS, INNS & SUITES
BY SONESTA

Red Lion is where adventure begins. A vibrant and authentic hub, Red Lion provides travelers with a welcoming space to recharge and prepare for their next journey. Whether it's solo explorers, adventurous groups, or families on the go, Red Lion's friendly and knowledgeable staff are there to help guests make the most of every moment. This is the go-to destination for those who seek experiences, camaraderie, and the energy to take on the road ahead.

BRAND PILLARS



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.

MANIFESTO

Red Lion Hotels, Inns & Suites are a place where adventure and hospitality come alive.

Here, every guest is part of the story—whether they're recharging for tomorrow's journey or charting today's path. Red Lion believes in authentic connections, a warm smile, and the energy of discovery. The spaces are more than a hotel; they're a springboard for exploration, a gathering place for dreamers, and a sanctuary for road warriors. At Red Lion, we're not just offering a stay. Red Lion is igniting the spirit of adventure in every traveler who walks through our doors.



Red Lion Hotel Port Angeles

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.

MINDSET

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



TARGET MARKETS

Primary and secondary markets with wide appeal in top 300 metropolitan areas and surrounding tertiary markets



Upper Midscale

With friendly service and a passion sharing local expertise, Red Lion full-service hotels deliver truly memorable stays.



Midscale

These select-service properties provide guests the essentials they need, along with the friendly service and local knowledge they expect from the Red Lion brand.



Red Lion Hotel Buena Vista



Red Lion Inn & Suites Mineral Wells

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