



DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Red Lion Hotels brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of Red Lion brand hotels.

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Red Lion Hotels beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVE



FRONT DESK LIVERY PROGRAM
Graphic panels with the Red Lion Hotel by Sonesta brand and guest-facing messaging add a splash of color and design behind every front desk.

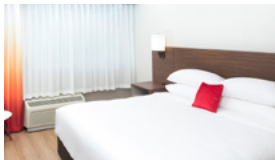


WATER REFILL STATION
Reinforcing our relationship with guests and the environment.



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

STAY



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.



BATH TERRY
Signature Cascadia Soapery premium towels and bath mats.



BATH AMENITIES
Exclusive branded bath amenities formulated with natural ingredients inspired by the Pacific Northwest ("PNW").



GUESTROOM ARTWORK
Our artwork makes a bold statement about the brand values and the importance of celebrating the local area.



GRAPHIC WALL
Created to look like a hand-drawn illustration of a mountain-scape, this super-graphic is a powerful way to bring artwork and the spirit of the PNW to 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 the brand's PNW roots.



GRAB & GO
Attractive, functional, eco-friendly containers for your take-out offerings.



COMMUNAL TABLE
A gathering place of a home, ideal for all-day parties and activities. A place to work, dine, and hang out.



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

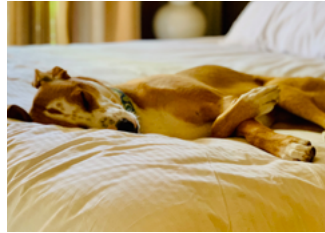


CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Red Lion brand hotels.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



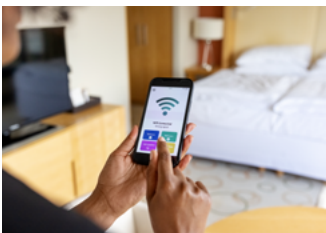
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



NON-SMOKING HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

Defining Brand Standards and Signature Moments subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.