

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.

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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



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