



MAKE YOUR
INVESTMENT
#WORTHIT



YOUR HOMEBASE FOR ADVENTURE



Red Lion Hotels has built a legacy on paving the way to great adventures. With friendly service and a passion for sharing local expertise, our full-service hotel always delivers a memorable stay.



Red Lion Inn & Suites gives on-the-go travelers a memorable place to rest, recharge and embark on great adventures. 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.



MARKETPLACE

TARGET MARKETS

Primary and secondary markets with wide appeal in top 300 MSAs and surrounding tertiary markets.

SEGMENT

Red Lion Hotels – Upper Midscale
Red Lion Inn & Suites – Midscale

PROPERTY TYPE

Ideally suited for conversions and new build opportunities



SONESTA PUTS OWNERS FIRST

INDUSTRY-LEADING CONNECTIVITY

Sell more rooms by listing on more channels. At Sonesta, we sell your rooms on more channels to drive more reservations rather than limiting your listing to specific sites as other brands do.

We pride ourselves on leading the way in innovation – especially when it comes to generating revenue opportunities.



Red Lion Hotel Kalispell

hello
rewards

simply rewarding.

Hello Rewards is the RLH Corporation guest recognition program designed for the average traveler. We avoid complicated points and elite tiers that only benefit road warriors and instead focus on delivering more meaningful value in the moment.

DO YOU KNOW WHAT YOUR BIG BRAND LOYALTY PROGRAM IS COSTING YOU?

RLH CORP. HOTELS KEEP 90% OF GRR
On any Reward Stay (where Hello Bucks are applied), properties keep 90% of room rate, with the remaining 10% funding the program.



EARN & STAY

Members earn Hello Bucks on every qualifying stay, regardless of channel.



APPLY

Members can apply those Hello Bucks to future bookings on redlion.com.



NO FEES ON EARNING STAYS

Hotels pay no Hello Rewards fees on stays that earn Hello Bucks.



Red Lion Hotel Inn & Suites Columbia NE Ft. Jackson



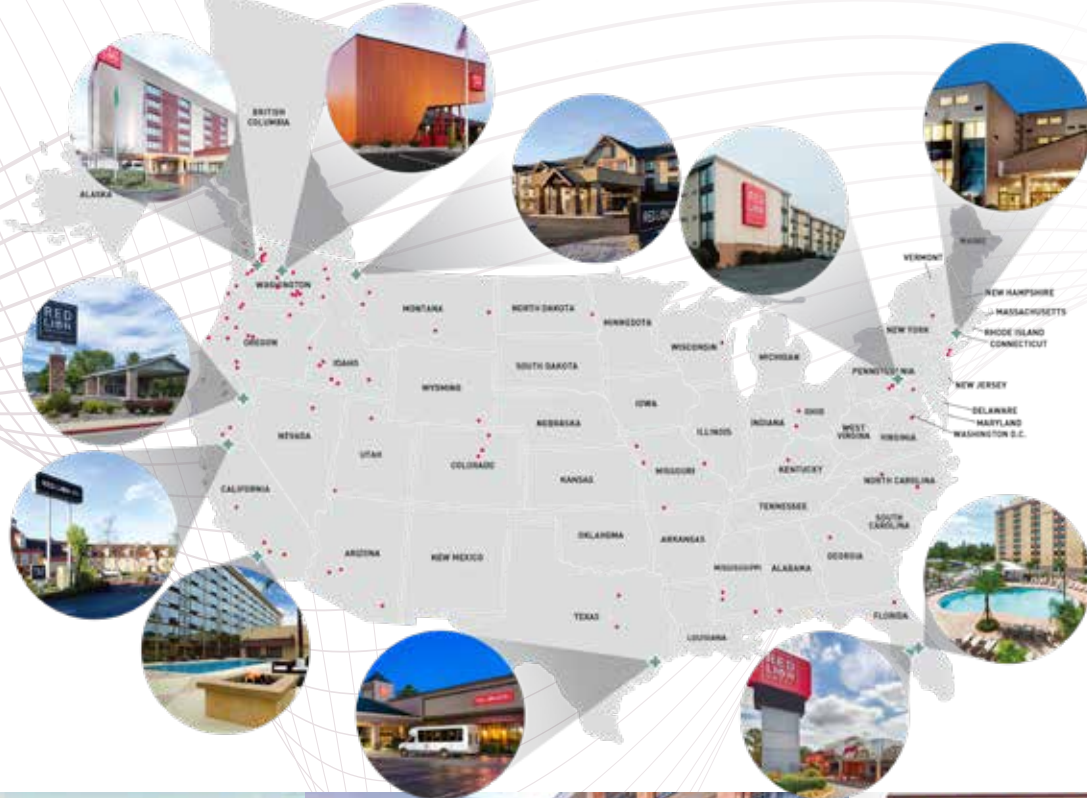
Red Lion Hotel Orlando Lake Buena Vista South



Red Lion Inn & Suites Boise Airport

WE'RE GROWING OUR GLOBAL FOOTPRINT

17 POWERFUL BRANDS | 1,200+ PROPERTIES | 100,000+ ROOMS



Red Lion Inn & Suites Polson



Red Lion Inn & Suites Columbia NE Ft. Jackson



Red Lion Hotels, Florida



Red Lion Inn & Suites Elizabethtown



Red Lion Inn & Suites Boise Alrport



Red Lion Hotel Redding



Red Lion Hotel Boise Alrport

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