



MEET THE BEST VALUE IN HOSPITALITY

#1 IN GUEST SATISFACTION
Among Economy Hotel Brands*
— by J.D. Power

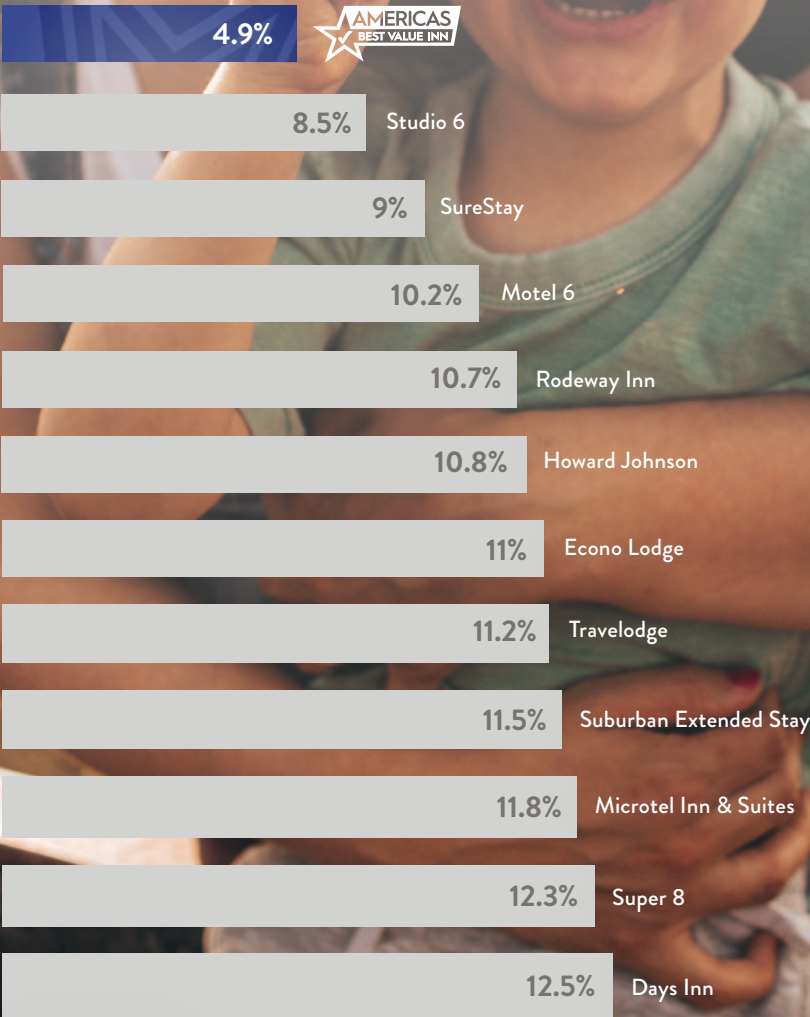
Americas Best Value Inn & Suites Lake Charles at I-210 Exit 11



THE BEST VALUE. PERIOD.

At Americas Best Value Inn, guests always leave knowing they received the most for their money. With shared American values, Americas Best Value Inn offers a hassle-free stay that’s accessible for both solo travelers and families alike.

ABVI HAS SOME OF THE LOWEST FRANCHISE FEES IN THE ECOMONY SEGMENT



Data from HVS / 2023



MARKETPLACE

TARGET MARKETS:
Secondary and tertiary markets

SEGMENT:
Economy

PROPERTY TYPE:
Ideally suited for conversions & new builds

Flat franchise fees offered

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.

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.



Americas Best Value Inn Farmington



Americas Best Value Inn & Suites Northeast Houston



Americas Best Value Inn Chattanooga N

SONESTA

INTERNATIONAL HOTELS

17 brands | 1,200+ properties | 100,000+ rooms



Americas Best Value Inn Aldine Westfield



Americas Best Value Inn & Suites Fontana



Americas Best Value Inn Monroeville



Americas Best Value Inn & Suites Clearlake Wine Country



Americas Best Value Inn Elk City



Americas Best Value Inn & Suites Katy



Americas Best Value Inn Houston at FM 1960 & I-45

SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at development@sonesta.com • Learn more at franchise.sonesta.com

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rewards

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BEST VALUE INN

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*Tied in 2023. For J.D. Power 2023 award information, visit jdpower.com/awards. This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in the U.S. through Sonesta RL Hotels Franchising, Inc., and in Canada through Sonesta RL Hotels Canada Franchising, Inc. MN#F-7030. 400 Centre Street, Newton, Massachusetts, 02458. © 2024 Sonesta RL Hotels Franchising, Inc.