



# MEET THE BEST VALUE IN HOSPITALITY

#1 IN GUEST SATISFACTION  
Among Economy Hotel Brands\*

— by J.D. Power

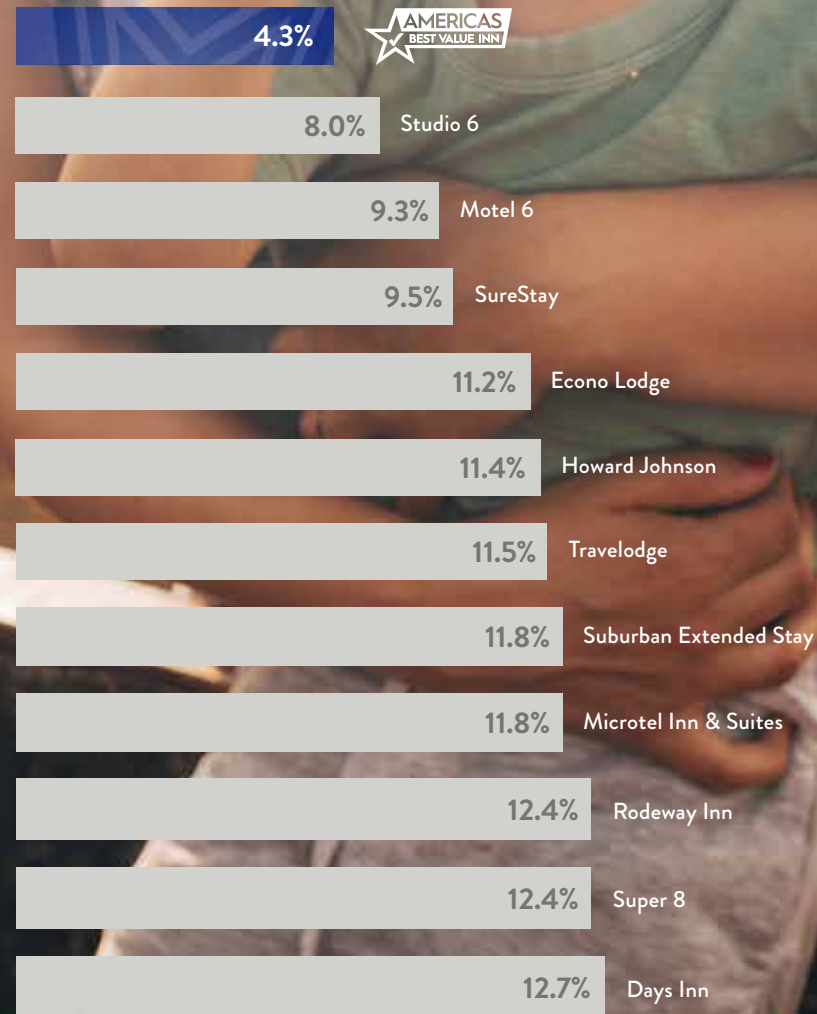


# THE BEST VALUE. PERIOD.

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.

**#2 in the J.D. Power 2022 Guest Satisfaction Index**

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



Data from HVS / 2019



## 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.



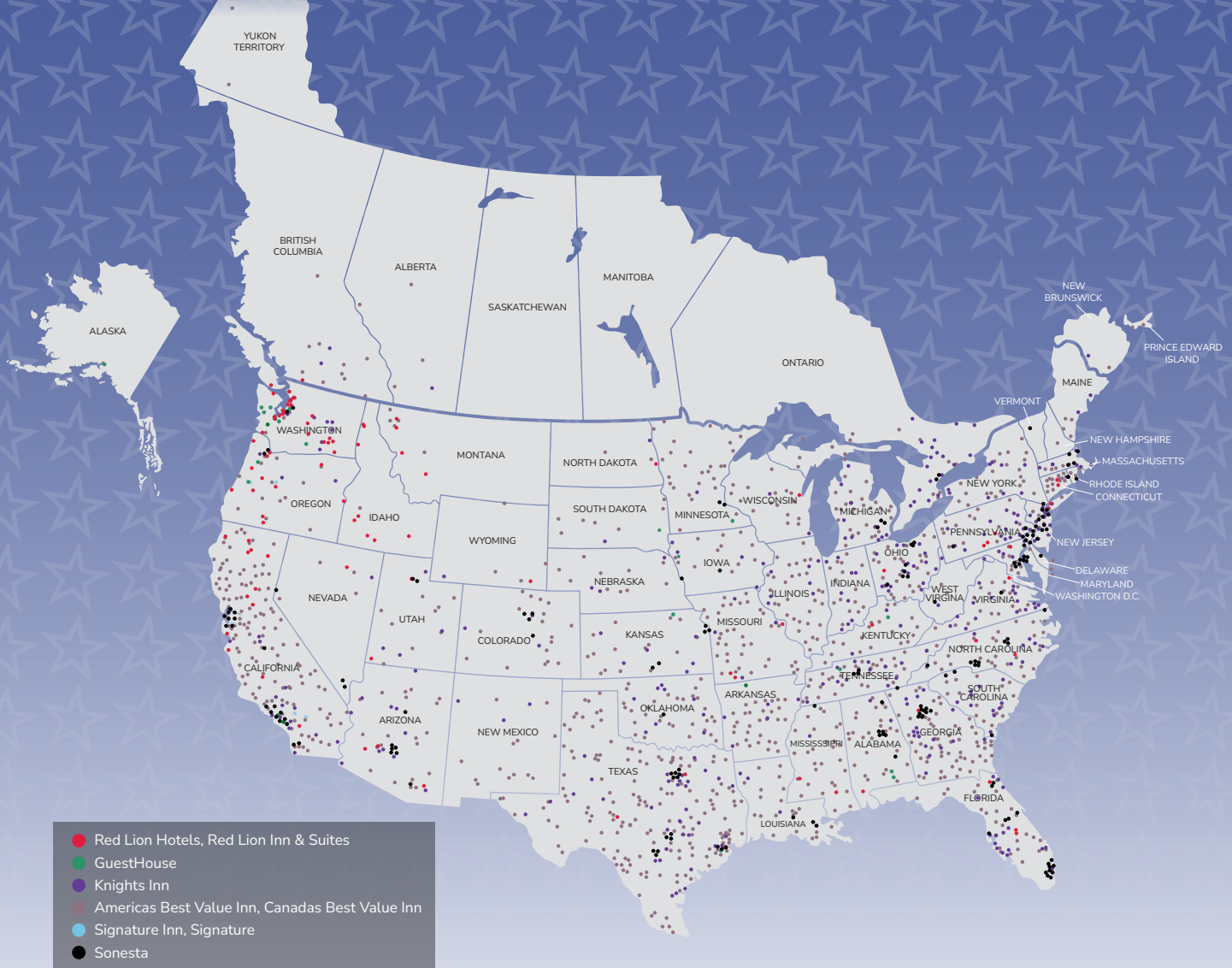
NO FEES ON EARNING STAYS

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



# WE'RE GROWING OUR FOOTPRINT

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



ABVI Aldine, Westfield, TX



ABVI Fontana, CA



ABVI Elk City, OK



ABVI Clearlake, CA

franchise.sonesta.com | 866-437-4878



\*Tied in 2023. For J.D. Power 2023 award information, visit [jdpower.com/awards](http://jdpower.com/awards).

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