



BRAND BOOK

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WHERE
WE ARE



industry positioning

Americas Best Value Inn and Canadas Best Value Inn brand offers reliable, affordable accommodations with consistent comfort and quality service across a U.S. and throughout Canada. We're a trusted choice for budget-conscious travelers seeking value without compromise.

Americas Best Value Inn Florida Turnpike & I-95

consumer-focused competitive set

ECONOMY

TARGET MARKETS: Secondary and tertiary markets

This set of hotel brands is tailored to how guests perceive and compare the Americas Best Value Inn and Canadas Best Value Inn brands in the market. It includes hotel brands that consumers may consider as direct alternatives based on factors like price, amenities, and experience. This competitive set helps shape guest-facing messaging, positioning, and service standards to remain compelling and relevant in the eyes of travelers.

AMERICAS BEST VALUE INN & CANADAS BEST VALUE INN



lodging development- focused competitive set

ECONOMY

TARGET MARKETS: Secondary and tertiary markets

This set of hotel brands includes brands that compete with Americas Best Value Inn and Canadas Best Value Inn for market share based on location, target customers, ratings and reviews, room types, amenities, and market positioning. Competitive sets vary based on markets and other factors. Any development strategy should include independent research and analysis to identify the relevant competitive set for the specific opportunity.

AMERICAS BEST VALUE INN & CANADAS BEST VALUE INN



business development model

CONVERSION TYPE

Convert economy hotels in secondary and tertiary markets

Invest in most critical guest experience touchpoints, such as powerful WIFI, TVs with robust content, good mattresses, linens and showerheads, and bright, clean lobbies. Limited OS&E requirements.



Canadas Best Value Inn Toronto



Americas Best Value Inn & Suites Fontana



WHO WE ARE FOR



value seeker

WHO WE ARE FOR

They are independent, proud and enjoy getting the most for their money. They're in search of a relaxing, clean and convenient place to rest after a long day.



WHO
WE ARE

brand
promise

At Americas Best Value Inn and Canadas Best Value Inn, we promise dependable comfort and great value.



Americas Best Value Inn & Suites Gun Barrel City



Canadas Best Value Inn & Suites Fernie

brand mission

AMERICAS BEST VALUE INN

At Americas Best Value Inn, guests leave knowing they received the most value 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.

CANADAS BEST VALUE INN

Canadas Best Value Inn is all about Canadian ideals, offering great value, and staying humble. We're a hotel brand designed to embody all the joyful feelings that guests have when they know they're getting the best bang for their buck. Through this lens, we built something truly different. A place where honesty, kindness, and value are embraced and honored. It's a place your guests can be proud to stay.

brand pillars

01

BEST VALUE

The best value in town, because guests love that feeling of getting the best bang for their buck.

02

UPFRONT


Guests feel welcome and enjoy comfortable and clean rooms – everything they need and nothing they don't.

03

PRIDE

Celebrating American/Canadian values, ideals and heritage.

Canadas Best Value Inn Prince George

A photograph of three men standing in a field of tall grass, looking towards a bright sunset. The man on the left is wearing a plaid shirt and a cap. The man in the middle is wearing a green shirt and a cap. The man on the right is wearing a light blue shirt and a cap. The sun is low on the horizon, creating a warm, golden glow over the scene.

Our vision at Americas Best Value Inn and Canadas Best Value Inn is to become the foremost choice for travelers seeking reliable, comfortable, and affordable accommodations across North America.

manifesto



We are Americas Best Value Inn and Canadas Best Value Inn. Rooted in the neighborhoods we call home, we're more than a place to stay—we're a promise of reliability, comfort, and value. Whether you're on the road for work, visiting family, or simply seeking a welcoming stop along the way, we're here to offer you a friendly experience at a price that makes sense. We believe that hospitality should never be complicated. It's about everything you need and nothing you don't—a clean room, a cozy bed, and the peace of mind that comes with knowing you've found a place that cares. No matter where your journey takes you, we're here to greet you with a smile, treat you like family, and remind you that the best value isn't just in the name—it's in every moment of your stay. Welcome to the best value on the road.

how the brand comes to life



Doorhanger



Conservation Cling



Pen & Notepad



Breakfast Shade



Feather Flags



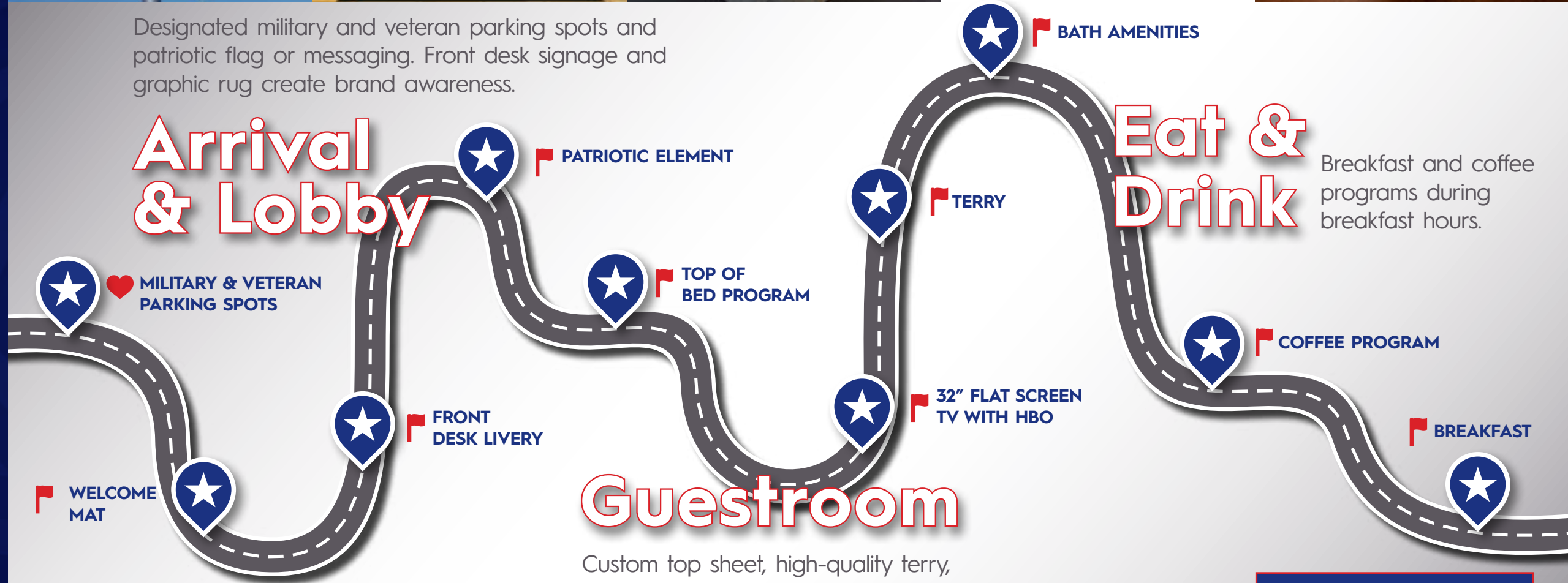
Vehicle Wrap

guest journey

AMERICAS BEST VALUE INN



Designated military and veteran parking spots and patriotic flag or messaging. Front desk signage and graphic rug create brand awareness.



Custom top sheet, high-quality terry, Cascadia amenities, and flat screen TV with HBO modernize each guestroom.

Required Brand Standards
 Optional Signature Moments



guest journey

CANADAS BEST VALUE INN



Designated military and veteran parking spots and patriotic flag or messaging. Front desk signage and graphic rug create brand awareness.



Guestroom

Custom top sheet, high-quality terry, Cascadia amenities, and flat screen TV with HBO modernize each guestroom.

Required Brand Standards
Optional Signature Moments



ARRIVE



MILITARY & VETERAN PARKING SPOTS
Designated premium parking spots with branded parking signage specifically for military and veterans.



GRAPHIC AREA RUG
Bringing a sense of welcome in front of every Americas Best Value Inn front desk.



FRONT DESK LIVERY
Signage at the front desk increases brand recognition and awareness.



PATRIOTIC ELEMENT
Show your American pride by featuring a patriotic element, like a flag, reader board message, or artwork in the lobby.

STAY



TOP OF BED PROGRAM
A custom top sheet exclusive to the brand modernizes each guestroom.



32" FLAT-SCREEN TV WITH HBO
Entertainment is always on hand with flat screen TVs and complimentary HBO programming.



TERRY
High-quality towels show our commitment to guest comfort.



BATH AMENITIES
Exclusive branded amenities feature Hemp & Lemon scents and are available in individual bottles or dispensers.

EAT + DRINK



BREAKFAST
Grab n' Go breakfast, full breakfast buffet, or voucher for complimentary breakfast on-site or nearby.



COFFEE PROGRAM
Serve Royal Cup Prideland Coffee during breakfast hours in the lobby for guests to enjoy.

brand defining standards

DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Americas Best Value Inn brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of Americas Best Value Inn brand hotels.

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Americas Best Value Inn beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVE



MILITARY & VETERAN PARKING SPOTS
Designated premium parking spots with branded parking signage specifically for military and veterans.



WELCOME MAT
Bring a sense of welcome in front of every Canadas Best Value Inn.



FRONT DESK LIVERY
Signage at the front desk increases brand recognition and awareness.



PATRIOTIC ELEMENT
Show your Canadian pride by featuring a patriotic element, like a flag, reader board message, or artwork in the lobby.

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brand defining standards

DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Canadas Best Value Inn brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of Canadas Best Value Inn brand hotels.

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Canadas Best Value Inn beyond your standard hotel experience and are what leave guests wanting to return again and again.



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CANADASTM
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