



# MEET THE BEST VALUE IN HOSPITALITY



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





# THE BEST VALUE. PERIOD.™

At Americas Best Value Inn, guests 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.



## MARKETPLACE

**TARGET MARKETS:**  
Secondary and tertiary markets

**SEGMENT:**  
Economy

**PROPERTY TYPE:**  
Ideally suited for conversions  
& new builds

**Flat Fee Model**

## FOR OWNERS, BY OWNERS

**FLEXIBLE BRANDING THAT CAN  
HELP OWNER ROI**

Sonesta competes effectively against other brands by maintaining flexible branding that can help owners with their ROI.

## WE WELCOME

Unique property types  
Exterior corridors  
Properties without elevators

## WE OFFER

Flexible interior color schemes  
Adaptable brand standards  
Extended PIP timelines

# SONESTA TRAVEL PASS™

## Here Today. Roam Tomorrow.™

- 6.9 million members and growing<sup>1</sup>
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings<sup>2</sup>

### AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at  
[sonesta.com/travel-pass](https://sonesta.com/travel-pass)

1. Includes addition of Hello Rewards members in 2024.  
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.

Americas Best Value Inn Chattanooga N



Americas Best Value Inn & Suites Northeast Houston





# Americas Best Value Inn

## Brand Snapshot



CONSUMER SWEET SPOT

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

### BRAND PILLARS

Our values make us who we are.

#### Best Value

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

#### Upfront

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

#### Pride

Celebrating American values, ideals and heritage.

## VALUE SEEKERS

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.

#### Mindset

Pragmatic  
Proud American  
Bargain hunter  
Strong work ethic



### MANIFESTO

We are Americas 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.



### TARGET MARKETS

Secondary & tertiary markets

### MARKETPLACE OPPORTUNITY

Americas Best Value Inn competes with economy brands, including EconoLodge, Travelodge, Extended Stay, Microtel, and Super8.





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

## Arrival & Lobby

PATRIOTIC ELEMENT

BATH AMENITIES

## Eat & Drink

Breakfast and coffee programs during breakfast hours.

MILITARY & VETERAN PARKING SPOTS

TOP OF BED PROGRAM

TERRY

COFFEE PROGRAM

BREAKFAST

## Guestroom

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

Required Brand Standards  
 Optional Signature Moments







## 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.



## CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Americas Best Value Inn brand hotels.

### ARRIVE



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



**WELCOME MAT**  
Bringing a sense of welcome in front of every Americas Best Value Inn.



**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, 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 refreshing botanical scents available in individual bottles or bulk 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.



**SONESTA TRAVEL PASS LOYALTY PROGRAM**



**PET WELCOMING PROGRAM**



**GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS**



**QUALITY ASSURANCE PROGRAM**



**SONESTA REVENUE AND DISTRIBUTION PROGRAMS**



**LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS**



**SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS**



**GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS**



**COMPLIMENTARY BASIC GUEST WI-FI**



**ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS**



**BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES**



**NON-SMOKING HOTEL**



**TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS**



**GUEST SAFETY AND SECURITY STANDARDS**





**8<sup>th</sup> LARGEST** hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program  
**100,000+** rooms | **9** countries



Americas Best Value Inn Aldine Westfield



Americas Best Value Inn Farmington



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 Lodging Development Team

Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn more at [franchise.sonesta.com](http://franchise.sonesta.com)



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.. MN#F-8104. 400 Centre Street, Newton, Massachusetts, 02458. © 2025 Sonesta International Hotels Corporation