

# KNIGHTS INN

## BRAND SNAPSHOT



Guests stay easy at Knights Inn, getting more of what they want - convenient location, reliable essentials and a thrifty price.

That's smart & simple.

## CORE VALUES

### Convenient

From our locations to our booking process to always-helpful staff, Knights Inn aims to be as efficient as possible.

### Simple

We're not fussy people. A clean room, a comfortable bed and a convenient location are the essentials that keep us happy. It's that simple.

### Smart

By offering more of what guests want and less of what they don't, Knights Inn is the smart choice for travelers seeking economy lodging.



## MARKETPLACE OPPORTUNITY

Knights Inn competes with budget economy brands including Motel 6, Rodeway Inn & Econo Lodge.

## ATMOSPHERE

Focusing on the essentials, Knights Inn checks all the boxes for a comfortable, clean and convenient stay.

- ✓ Sensible
- ✓ Basic essentials
- ✓ Great value

# KNIGHTS INN

## CONSUMER SWEET SPOT



# VALUE SEEKERS

They are value-conscious leisure and business travelers in search of relaxing, clean accommodations.

## Mindset

Bargain hunters  
Do it yourself  
Industrial Tradesmen  
Planners  
Variety



## MEDIA CONSUMPTION

- ✓ NFL
- ✓ DISH
- ✓ FOX News
- ✓ Radio
- ✓ Facebook
- ✓ ESPN

## AFFINITY BRANDS

- ✓ Chevy
- ✓ Burger King
- ✓ Dairy Queen
- ✓ Burlington Coat Factory
- ✓ Dollar General
- ✓ Budweiser

## PSYCHOGRAPHICS

- ✓ Visit national parks
- ✓ Hike
- ✓ Fish & hunt
- ✓ Bowl
- ✓ Listen to country music

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