



KNIGHTS INN®

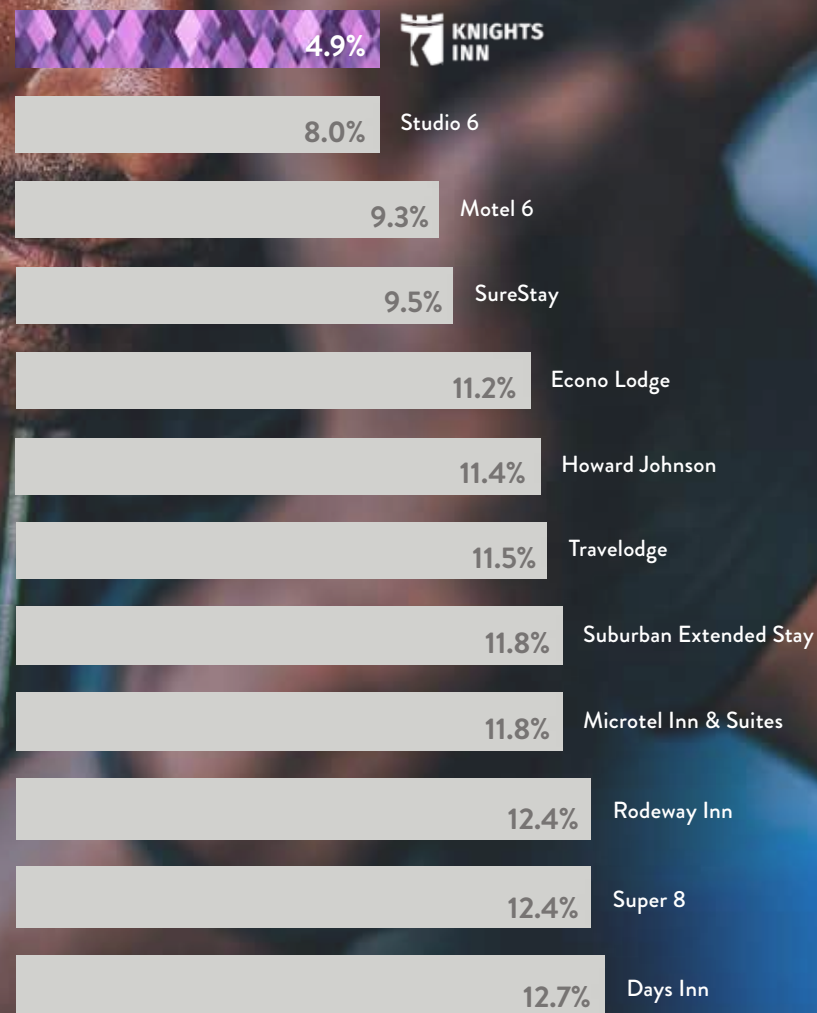


WHERE
OWNERS RULE

RIGHT ROOM. RIGHT PLACE. RIGHT PRICE.

Stay Easy at Knights Inn for more of what you want—convenient location, reliable essentials and a thrifty price. That's smart & simple.

KNIGHTS INN HAS SOME OF THE LOWEST FRANCHISE FEES IN THE ECONOMY SEGMENT



Data from HVS / 2019

MARKETPLACE

TARGET MARKETS
Secondary and tertiary markets

SEGMENT
Economy brand

PROPERTY TYPE
Ideally suited for conversions and new build

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.

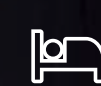
Hello Rewards is the RLH Corporation guest recognition program designed for the average traveler. We avoid complicated points and elite tiers that only benefit road warriors and instead focus on delivering more meaningful value in the moment.

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 GLOBAL FOOTPRINT

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



- Red Lion Hotels, Red Lion Inn & Suites
- GuestHouse
- Knights Inn
- Americas Best Value Inn, Canadas Best Value Inn
- Signature Inn, Signature
- Sonesta



franchise.sonesta.com | 866-437-4878

SONESTA

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. © 2023 Sonesta RL Hotels Franchising, Inc.