

# RED LION<sup>TM</sup>

HOTELS, INNS & SUITES  
BY SONESTA



MAKE YOUR  
INVESTMENT  
#WORTHIT



Red Lion Hotel Wenatchee



# MAKE IT #WORTHIT™



Red Lion Hotels has built a legacy on paving the way to great adventures. With friendly service and a passion for sharing local expertise, our full-service hotel always delivers a memorable stay.



Red Lion Inn & Suites gives on-the-go travelers a memorable place to rest, recharge and embark on great adventures. These select-service properties provide guests the essentials they need, along with the friendly service and local knowledge they expect from the Red Lion brand.



## TARGET MARKETS

Primary and secondary markets with wide appeal in top 300 MSAs and surrounding tertiary markets.

## SEGMENT

Red Lion Hotels – Upper Midscale  
Red Lion Inn & Suites – Midscale

## PROPERTY TYPE

Ideally suited for conversions and new build opportunities

## 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.

## 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.

Red Lion Hotel Kennewick Columbia Center

Red Lion Inn & Suites Tucson Downtown

Red Lion Hotel Kalispell



BRAND SNAPSHOT



Red Lion is where adventure begins. A vibrant and authentic hub, Red Lion provides travelers with a welcoming space to recharge and prepare for their next journey. Whether it’s solo explorers, adventurous groups, or families on the go, Red Lion’s friendly and knowledgeable staff are there to help guests make the most of every moment. This is the go-to destination for those who seek experiences, camaraderie, and the energy to take on the road ahead.

BRAND PILLARS



**FRESH**  
From our Signature Moments to our clever design, our fresh thinking keeps your guests feeling fresh.



**GENUINE**  
Real smiles, real people, real value—all lead to real good times.



**ADVENTURE**  
Red Lion opens the door to some of the most exciting experiences around.

MANIFESTO

Red Lion Hotels, Inns & Suites are a place where adventure and hospitality come alive. Here, every guest is part of the story—whether they’re recharging for tomorrow’s journey or charting today’s path. Red Lion believes in authentic connections, a warm smile, and the energy of discovery. The spaces are more than a hotel; they’re a springboard for exploration, a gathering place for dreamers, and a sanctuary for road warriors. At Red Lion, we’re not just offering a stay. Red Lion is igniting the spirit of adventure in every traveler who walks through our doors.



Red Lion Hotel Port Angeles

CONSUMER SWEET SPOT

EXTRA MILERS



Extra Milers squeeze the most fun out of their trip. For them the journey is always worth the effort. Whether on business or pleasure, every moment is an experience and every experience is an adventure.

MINDSET

- Friendly, upbeat
- Down-to-earth
- Adventurous
- Family oriented
- Value conscious
- Patriotic
- Socially engaged



TARGET MARKETS

Primary and secondary markets with wide appeal in top 300 metropolitan areas and surrounding tertiary markets



Upper Midscale

With friendly service and a passion sharing local expertise, Red Lion full-service hotels deliver truly memorable stays.



Midscale

These select-service properties provide guests the essentials they need, along with the friendly service and local knowledge they expect from the Red Lion brand.



Red Lion Hotel Buena Vista



Red Lion Inn & Suites Mineral Wells





# Guest Journey

MEMORABLE TOUCHPOINTS THAT BRING THE BRAND TO LIFE.



## ARRIVAL & LOBBY

- FRONT DESK LIVERY PROGRAM
- WATER REFILL STATION
- OUT FOR A SPIN

Front desk graphic panels allows for branded messaging, a water refill station and optional co-branded bikes reinforce our values.

## GUESTROOM

- BATH AMENITIES
- BATH TERRY
- GUESTROOM ARTWORK
- TOP OF BED PROGRAM
- 43" TV WITH HBO
- GRAPHIC WALL

Signature top of bed provides a plush sleeping experience. Equally essential are the bath towels and Cascadia amenities. Graphic wall, bold artwork, and TV with HBO.

## EAT & DRINK

- PREMIUM COFFEE
- GRAB & GO SERVICE
- MENU STYLE
- BREAKFAST

Premium coffee provided through Royal cup, breakfast program, and grab & go service, all with branded menus enhance the dining experience.

## COMMON SPACES

- COMMUNAL TABLE

Communal table creates a gathering place.

- Required Brand Standards
- Optional Signature Moments







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## EAT & DRINK

- PREMIUM COFFEE
- BREAKFAST

Premium coffee provided through Royal cup and complete breakfast program.

- Required Brand Standards
- Optional Signature Moments







## DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Red Lion Hotels brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of Red Lion brand hotels.

## SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Red Lion Hotels 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 Red Lion brand hotels.

ARRIVE



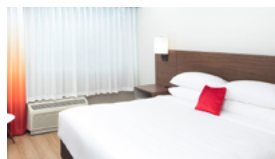
**FRONT DESK LIVERY PROGRAM**  
Graphic panels with the Red Lion Hotel by Sonesta brand and guest-facing messaging add a splash of color and design behind every front desk.



**WATER REFILL STATION**  
Reinforcing our relationship with guests and the environment.



**OUT FOR A SPIN**  
Co-branded bicycles parked at the bike rack in front of the hotel and ready for guest use.



**TOP OF BED PROGRAM**  
Our signature bed provides guests with a comfortable, plush sleeping experience.



**43" TV WITH HBO**  
43" flat screen televisions offer premium channels and complimentary HBO to enhance the guest experience.



**BATH TERRY**  
Signature Cascadia Soapery premium towels and bath mats.



**BATH AMENITIES**  
Exclusive branded bath amenities formulated with natural ingredients inspired by the Pacific Northwest ("PNW").



**GUESTROOM ARTWORK**  
Our artwork makes a bold statement about the brand values and the importance of celebrating the local area.



**GRAPHIC WALL**  
Created to look like a hand-drawn illustration of a mountain-scape, this super-graphic is a powerful way to bring artwork and the spirit of the PNW to guest environments.



**PREMIUM COFFEE**  
Featuring Roar by Royal Cup, guests experience a premium cup of coffee during breakfast. In-room Keurig coffee makers featuring Royal Cup K-cups are in each guestroom for guest convenience.



**MENU STYLE**  
The food and beverages are a direct reflection of our food philosophy and an opportunity to remain true to the brand's PNW roots.



**GRAB & GO**  
Attractive, functional, eco-friendly containers for your take-out offerings.



**COMMUNAL TABLE**  
A gathering place of a home, ideal for all-day parties and activities. A place to work, dine, and hang out.

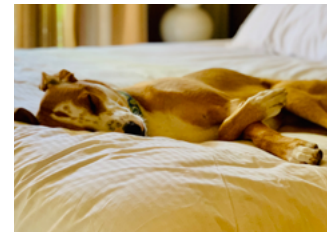


**BREAKFAST**  
High-quality breakfast (express, plated, or buffet) meeting breakfast program standards.

STAY



**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 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**

EAT + DRINK

Defining Brand Standards and Signature Moments subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.





## DEFINING BRAND STANDARDS

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## SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Red Lion Inn & Suites beyond your standard hotel experience and are what leave guests wanting to return again and again.



## CORE BRAND STANDARDS

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ARRIVE



### FRONT DESK LIVERY PROGRAM

Graphic panels with the Red Lion Inn & Suites brand and guest-facing messaging add a splash of color and design behind every front desk.



### WATER REFILL STATION

Reinforcing our relationship with guests and the environment.



### OUT FOR A SPIN

Co-branded bicycles parked at the bike rack in front of the hotel and ready for guest use.



### TOP OF BED PROGRAM

Our signature bed provides guests with a comfortable, plush sleeping experience.



### 43" TV WITH HBO

43" flat screen televisions offer premium channels and complimentary HBO to enhance the guest experience.



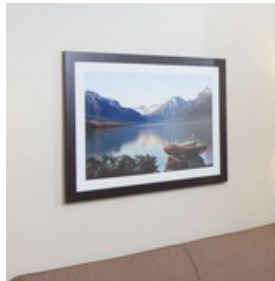
### BATH TERRY

Premium towels demonstrate our commitment to guest comfort and a quality experience.



### BATH AMENITIES

Exclusive branded bath amenities formulated with natural ingredients inspired by the Pacific Northwest ("PNW").



### GUESTROOM ARTWORK

Our artwork makes a bold statement about the brand values and the importance of celebrating the local area.

STAY



### PREMIUM COFFEE

Featuring Roar by Royal Cup, guests experience a premium cup of coffee with breakfast offerings. In-room Keurig coffee makers featuring Royal Cup K-cups are in each guestroom for guest convenience.



### BREAKFAST

A complimentary breakfast buffet or express breakfast is available to all guests.

EAT + DRINK



### SONESTA TRAVEL PASS LOYALTY PROGRAM



### PET WELCOMING PROGRAM



### GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



### QUALITY ASSURANCE PROGRAM



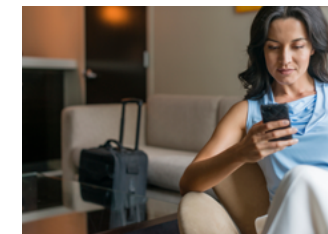
### SONESTA REVENUE AND DISTRIBUTION PROGRAMS



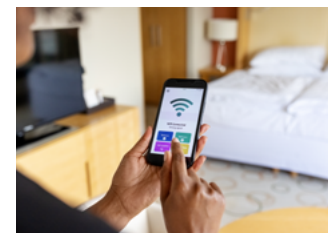
### LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



### SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



### GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



### COMPLIMENTARY BASIC GUEST WI-FI



### ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



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



Red Lion Ridgewater Inn & Suites Polson



Red Lion Hotel Boise Downtown



Red Lion Hotel Port Angeles



Red Lion Inn & Suites Goodyear Phoenix



Red Lion Inn & Suites Everett



Red Lion Hotel Orlando Lake Buena Vista South

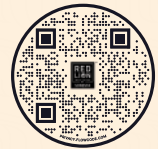


Red Lion Hotel Portland Airport



## Sonesta Lodging Development Team

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



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