

RED LION  TM
HOTELS, INNS & SUITES
BY SONESTA

BRAND BOOK

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WHERE WE ARE

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RED LION HOTELS, INNS & SUITES

INDUSTRY POSITIONING

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.



CONSUMER-FOCUSED COMPETITIVE SET

This set of hotel brands is tailored to how guests perceive and compare the Red Lion Hotels and Red Lion Inn & Suites 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.

TARGET MARKETS

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



Red Lion Hotels
Upper Midscale



Red Lion Inn & Suites
Midscale



LODGING DEVELOPMENT-FOCUSED COMPETITIVE SET

This set of hotel brands includes brands that compete with Red Lion Hotels, Inns & Suites 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.

TARGET MARKETS

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



Red Lion Hotels
Upper Midscale



Red Lion Inn & Suites
Midscale



BUSINESS DEVELOPMENT MODEL

TYPICAL CONVERSION TYPE

Ideally suited for conversions and new build opportunities in the top 300 metropolitan areas and surrounding tertiary markets, Red Lion Hotels and Red Lion Inn & Suites offers a chance to be different.



Red Lion Hotels has built a legacy on paving the way to great adventures. With friendly service and a passion 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.

WHO WE ARE FOR

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RED LION HOTELS, INNS & SUITES

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.





WHO WE ARE

— 10 —

RED LION HOTELS, INNS & SUITES



Red Lion Hotel Wenatchee

BRAND PROMISE

At Red Lion, we are your hub to adventure, promising exceptional comfort, genuine hospitality, and unmatched value.





BRAND MISSION

With a passion for local adventures and genuinely friendly service, Red Lion Hotels and Red Lion Inn & Suites are the headquarters for truly memorable stays for guests who want to get the most out of their trips.

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.

BRAND VISION

To be the premier choice for travelers seeking authentic, adventurous, and value-driven experiences.



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 Inn & Suites Polson



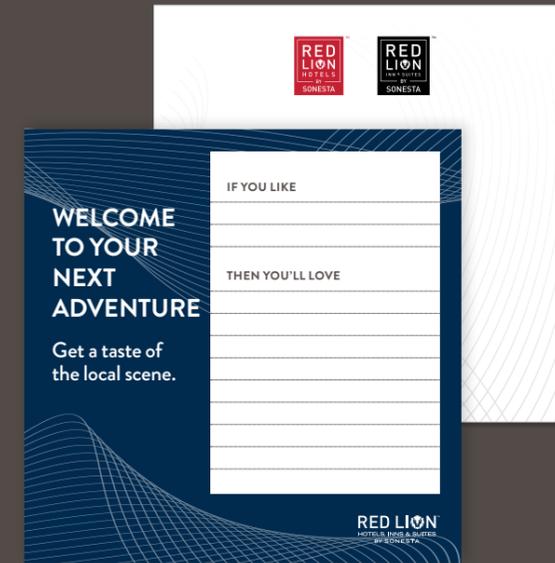
HOW THE BRAND COMES TO LIFE

Key Card + Sleeve



Coffee Cup

Notepad



Get Local Notepad

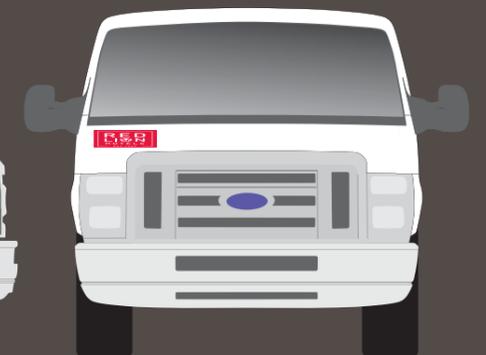
Pen



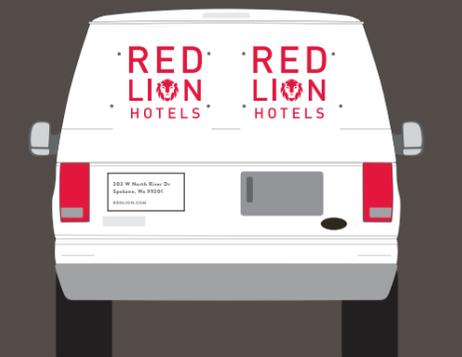
Conservation Card



Door Hanger



Vehicle Wrap



GUEST JOURNEY

RED LION HOTELS



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



GUEST JOURNEY

RED LION INN & SUITES



ARRIVAL & LOBBY

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

Front desk graphic panels allow for branded messaging. Optional water refill station and co-branded bikes enhance the experience.

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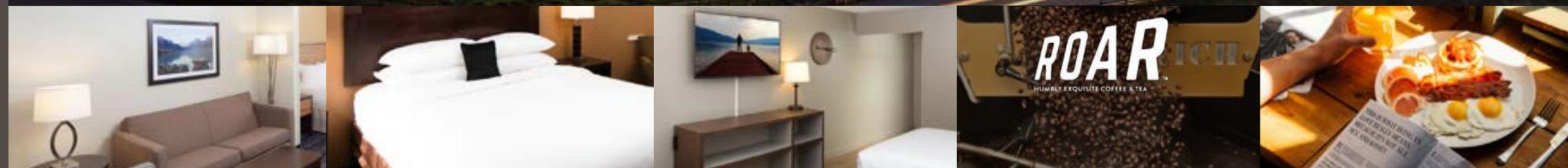
Signature top of bed provides a plush sleeping experience. Equally essential are the bath towels and Cascadia amenities. Graphic wall, bold artwork, and TV with HBO.

EAT & DRINK

- ▣ PREMIUM COFFEE
- ▣ BREAKFAST

Premium coffee provided through Royal cup and complete breakfast program.

▣ Required Brand Standards
♥ Optional Signature Moments



BRAND DEFINING STANDARDS

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.



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 your 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.

STAY



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.



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 your guest environments.

EAT + DRINK



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. Standard packaging is available through procurement.



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.

BRAND DEFINING STANDARDS

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

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.

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 your 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.

STAY



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.



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

EAT + DRINK



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.



BREAKFAST
High-quality breakfast buffet or express breakfast is available to all guests.



RED LIONTM

HOTELS, INNS & SUITES
BY SONESTA

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