

A woman from the waist down is visible, wearing a teal dress with a large yellow circular belt buckle and colorful buttons on the sleeves. She is holding a brown leather suitcase. The suitcase features the 'Signature INN' logo, which includes the word 'Signature' in a white script font with a starburst effect, and 'INN' in a smaller white font inside a yellow diamond shape. Below the logo, the text 'Go Outside' is written in a yellow sans-serif font, and 'ORDINARY' is written in a white outlined sans-serif font. The background is a wall with a repeating pattern of purple and black circles. To the right, a silver door handle is visible. The woman is standing on a green artificial turf mat.

Signature
INN

Go Outside
ORDINARY



THE GOLDEN AGE OF

Travel

IS BACK

Signature Inn invites guests to stay Outside Ordinary. With a cheap-chic design and eye-catching branding, Signature Inn brings to life the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.



MARKETPLACE

TARGET MARKETS:

Road trip, coastal and urban destinations in primary and secondary markets

SEGMENT:

Upper Economy

PROPERTY TYPE:

Cheap-chic brand ideally suited for conversion

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	APPLY	NO FEES ON EARNING STAYS
Members earn Hello Bucks on every qualifying stay, regardless of channel.	Members can apply those Hello Bucks to future bookings on redlion.com.	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



Signature Eugene



Signature Temecula



Signature Eugene



Signature Eugene



Signature Eugene



Signature Temecula

franchise.sonesta.com | 866-437-4878



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