



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.





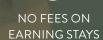


EARN & STAY

Members earn Hello Bucks on every qualifyin stay, regardless of

APPLY

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

