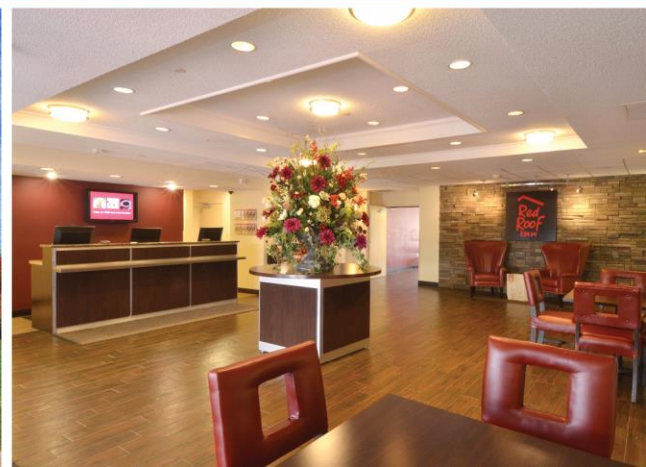




One Brand. One Focus.®



# ONE BRAND. ONE FOCUS.®

## OUR PHILOSOPHY

Red Roof is totally focused on the success of **ONE BRAND**, not how many different brands we can locate on one corner.

*We respect your Area Of Protection.*

**THAT MEANS  
WE FOCUS ON...**

Every **HOTEL**

Every **CUSTOMER**

Every **FRANCHISEE**

**EVERY DAY**

# From humble beginnings in Columbus, OH in 1973 to over 450 properties across the United States . . .





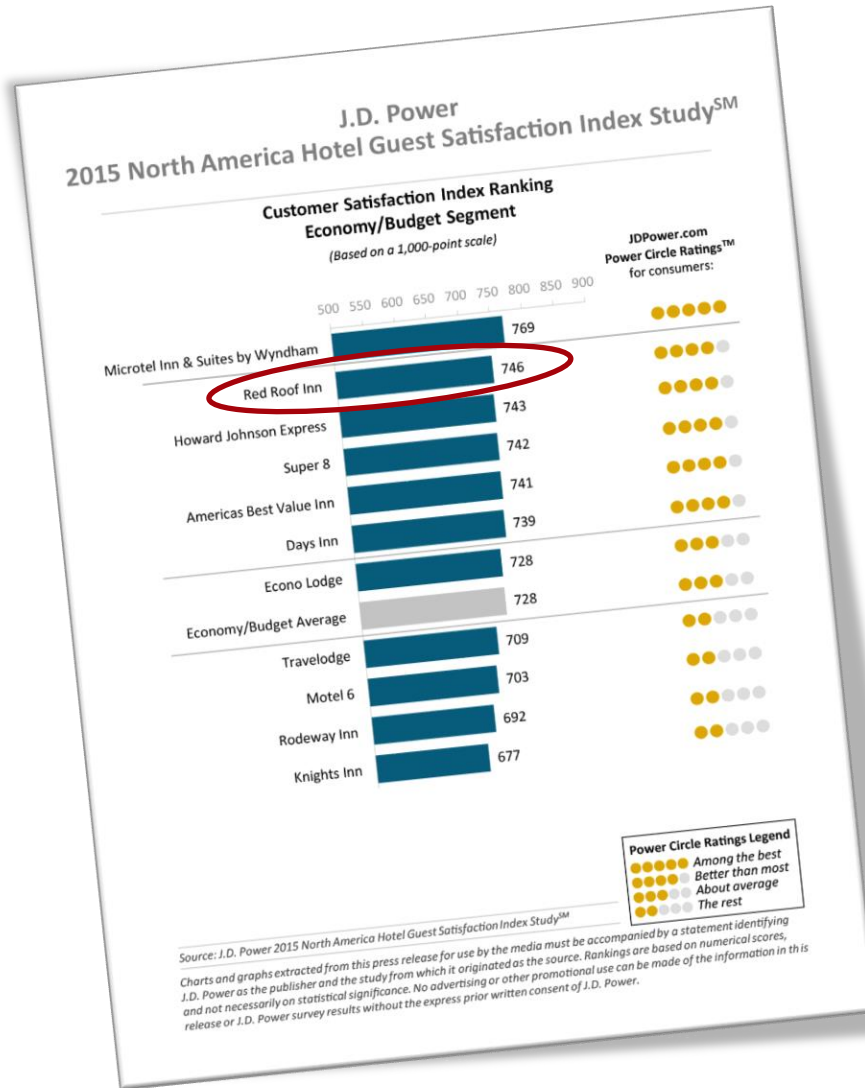


Austin - After

RedRoof. RedRoofPlus.

One Brand. One Focus.®

# Consistent Leader in Guest Satisfaction



**94%** are satisfied with their decision to partner with Red Roof

**88%** would consider Red Roof for an additional project

**90%** would recommend Red Roof to other hoteliers

Source: 2015 Franchisee Survey

# Red Roof is a perfect solution for properties looking to rebrand, renew and re-launch

Giving converting properties an updated image, a level of standard that exceeds guests' expectations and competitive offerings that could potentially lead to increased ADRs and overall improved performance.

- Repositioning for the upper economy market
- Upgrading exterior corridor images
- NextGen<sup>®</sup> prototype design elements are flexible to fit virtually any product being considered for renovation or conversion upgrades



**“Yes, being a Red Roof franchisee  
has its highs and lows.**

**Like one of the highest RevPARs  
in our category.<sup>1</sup>**

**Plus some of the lowest  
initial and ongoing fees.”**

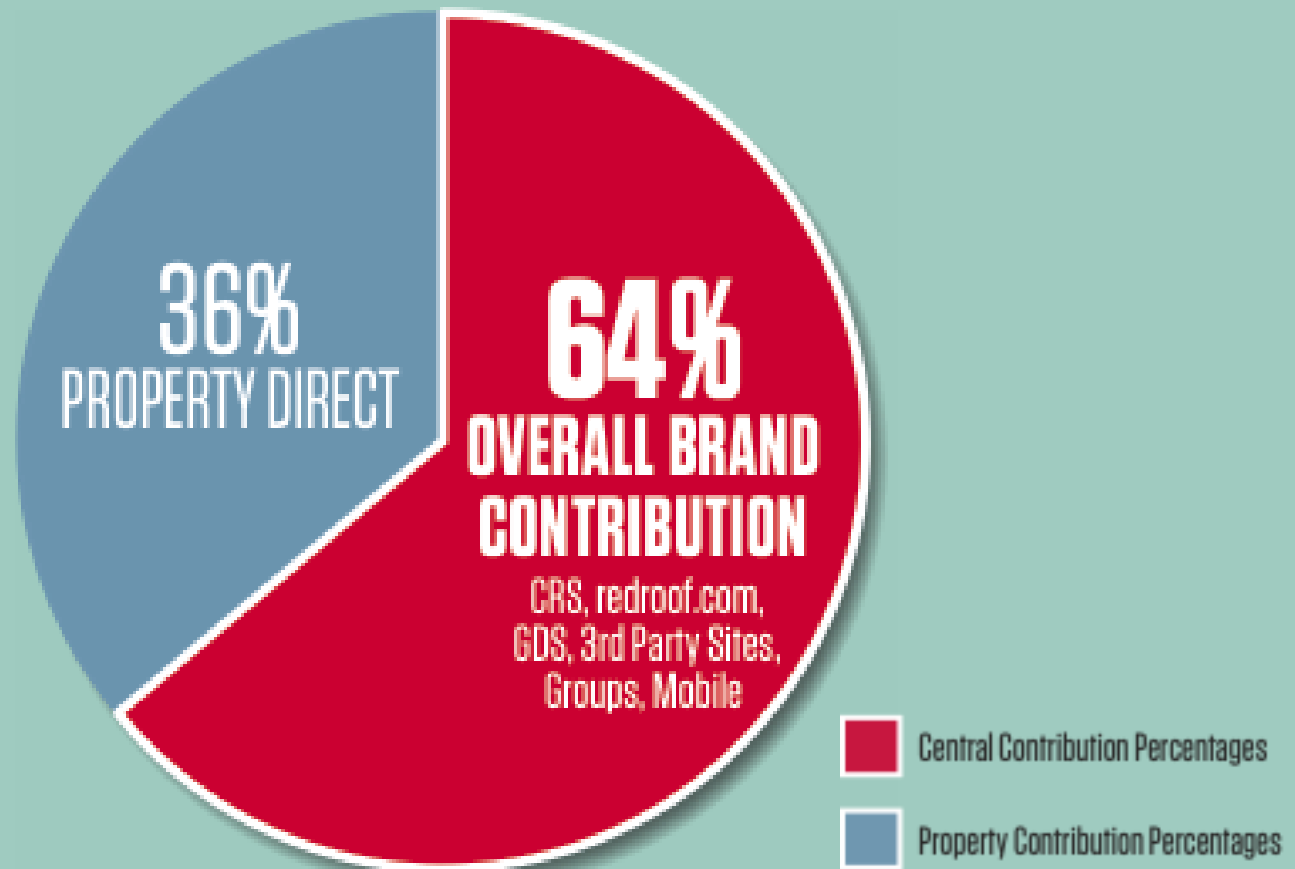
-Paul Patel, Red Roof Inns Franchisee.



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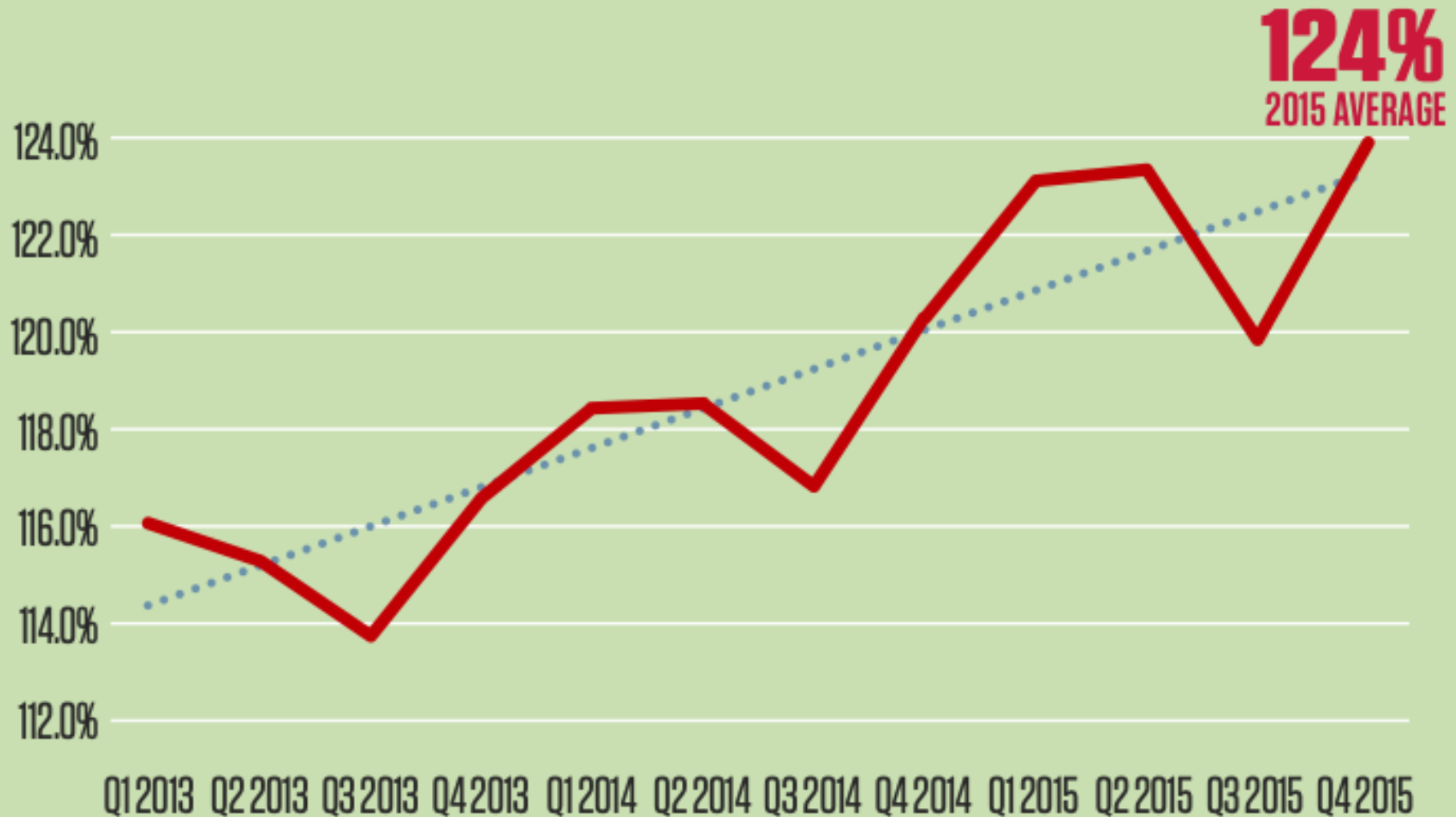


# High Overall Brand Contribution\*



\*The Brand Contribution is the percentage of room revenue generated for the Properties, the reservations for which were generated by the Red Roof Inn website, the Red Roof call center, group booking, National Sales, Global Distribution System ("GDS"), third party websites and reservations by RediCard members booked directly with the Properties, year ending December 31, 2015. This is calculated by dividing the total room revenue generated by the channels referenced above for the Properties by the total room revenue generated by all occupied rooms at the Properties.

# One of the highest RevPAR Indexes in the Economy Segment\*



\*Quarterly RevPAR Economy Tract Index for Red Roof locations open and operating for at least 2 years and for all of 2015, Smith Travel Research. 340 properties.



One Brand. One Focus.®

**“Converting to Red Roof  
means having  
management  
in your corner,  
not in your face.”**



-Margaret Kelsey, Red Roof Inns Franchisee

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