

Genuine Relationships. Real Results™

Red Roof PLUS+® Merges Guest WOW with Real Results.



\$78.29 **ADR** (Index 117%)

\$56.96 RevPAR (Index 136%)

#1 In Online Reviews 7 years in a row

* Represents the average occupancy rate, average daily room rate and RevPAR for Red Roof Affiliate Managed and Affiliate Owned hotels that have implemented the NextGen®renovations standards. These locations were open and operating for at least 2 full years, started renovations in 2011 or later and had completed NextGen status for the entire period of January 1, 2016 through December 31, 2016, 31 properties.

** Smith Travel Index ***Review Metrix 2010-2016

















From the people who created the Upscale Economy® segment comes a soft brand destined to make franchisees happy, too.

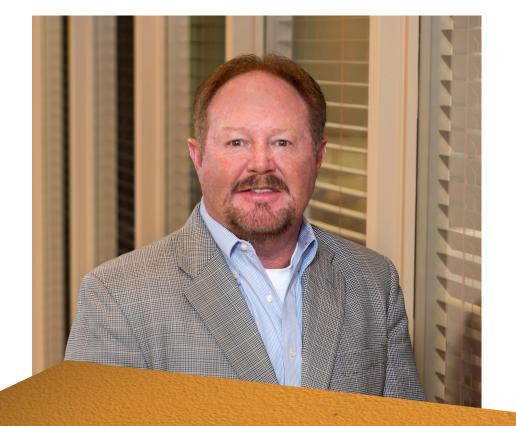
Introducing











Contact Joe Luck and start building Genuine Relationships today.

Joe Luck VP Franchise Sales & Development West

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