



Genuine Relationships. Real Results.™

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



72.8%
Occupancy
(index 117%)

\$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



Genuine Relationships. Real Results.™ 2







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

Introducing

THE *Red* COLLECTION™



Contact Joe Luck and
start building Genuine
Relationships today.

Joe Luck VP Franchise Sales & Development West

806-786-4962; Jluck@RedRoof.com



Genuine Relationships. Real Results.™ 6