

BUILT TO THRIVE



RED LION
HOTELS
CORPORATION

REACH A NEW BREED OF TRAVELER WITH RLHC.

OUR HOTEL BRANDS OFFER A UNIQUE LOCAL SPIN ON THE EXPECTED TRAVEL EXPERIENCE. WITH COMMITTED SUPPORT, TURNKEY CONVERSION AND DEVELOPMENT PROGRAMS, AND INNOVATIVE TECHNOLOGY, RED LION HOTELS CORPORATION HELPS YOU MAXIMIZE YOUR INVESTMENT.



FRANCHISING DOESN'T HAVE TO BE COMPLICATED

Becoming a part of the RLHC family is easy. We offer a simple fee structure and will work with you to ensure the safety of your investment. We focus on what guests want, not maintaining industry norms. With adaptive implementation for relevant standards that matter most to guests, converting to an RLHC brand is more straightforward and faster than ever.

A Smart Opportunity

Opening an RLHC property is a sound decision. We offer incentives for key MSA markets, turnkey conversion and adaptive reuse PIPs for guest rooms and public areas, as well as development support from site analysis to pre-opening.

WE'VE GOT YOUR BACK

When we say that you are joining the RLHC family, we actually mean it. That's why we have a support system in place to help your property grow and thrive.

National Sales

The RLHC National Sales Team books direct into every hotel's availability. We also provide in-market direct sales support, coaching and professional development training.

Marketing

Our award-winning marketing team provides targeted regional advertising, field marketing services, digital marketing and eCommerce, in-house media buying, creative design, public relations and social media strategies. In addition to national and regional initiatives RLHC provides marketing direction for individual hotels.

Hotel Operations

RLHC appoints Brand Service Directors who work closely with each hotel to maximize your operating performance. Along with conducting quarterly meetings, detailed operational account reviews are discussed to further the property's business in a multitude of areas.

RevPak

We pride ourselves on being an industry leader in technology—especially revenue generating systems. Our RevPak platform integrates multiple capabilities to support reservations and distribution services, revenue management, customer relations, CRM, one-to-one and one-to-many marketing, business analytics, digital marketing, eCommerce and more to enhance your operations and optimize profitability.





RED LION HOTELS

Red Lion Hotels gets guests closer to main attractions and the good times that lie beyond. With friendly service and unique local flair, Red Lion delivers all of the amenities business and leisure travelers appreciate from a full service hotel, including diverse room selection, fitness centers, restaurants and lounges, meeting facilities and more.



RED LION INN & SUITES

Red Lion Inn & Suites give on-the-go travelers a big smile with memorable and effortless experiences. Boasting clever design and a playful personality, these select service properties provide guests the essentials they need plus a few surprises, along with the friendly service and local knowledge for which Red Lion is famous.

Hello rewards

HELLO REWARDS

Hello Rewards offers tailor-made rewards inspired by member interests and passions that encourage one-of-a-kind travel experiences.

For more information contact
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