



Signature INN

MARKETPLACE

Signature Inn is an affordable boutique brand with an independent ethos. It is ideally suited for conversions in primary and secondary markets.

BRAND MARKETING

Our award-winning marketing team offers national and regional campaigns, field marketing services, digital and e-commerce, PR and social media.



SUPPORT

From pre-opening to day-to-day operations, your designated support director is there to help you achieve your goals.



REVENUE MANAGEMENT

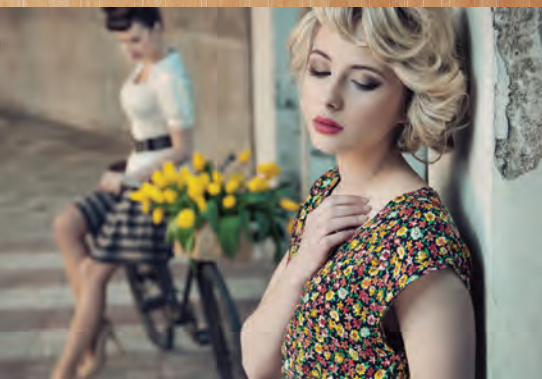
Our revenue management strategies use calibrated forecasting tools to drive more reservations and optimize revenue.



SALES

The RLH Corporation sales team is dedicated to delivering more corporate, tour, and group sales directly to your door.





At Signature Inn, we know how to blend the old with the new and get the details just right, giving guests the chance to experience the uncomplicated allure of classic Americana.

BY THE NUMBERS

RLH Corporation is a rapidly expanding hospitality company with an authentic brand in every lodging segment, from economy to upscale. We're growing our global footprint and offering travelers a chance to immerse themselves in local culture through innovative programming and in-the-know staff.



73,000 ROOMS



1,100 PROPERTIES



10 BRANDS



5 COUNTRIES

STRAIGHTFORWARD FRANCHISING

With an owner-first mindset, Signature Inn offers a straightforward and simple fee structure, technology to meet the needs of today's travelers, and the ongoing support to help your business grow.

APPLICATION FEE
\$20,000

COMBINED FLAT FEE FOR ROYALTY & MARKETING
\$50/room/month



GOOD (FOR BUSINESS.

RLH Corporation provides comprehensive revenue resources, support and technology to help you stand apart from your competition and ahead of your guests' expectations.

Hello Rewards

Staying on top of industry trends is the key to being relevant and growing our customer base. Built on the insight that today's traveler values great experiences over great savings, Hello Rewards is founded on recognition rather than points. With tailor-made rewards that surprise and delight, our guest recognition program drives direct bookings.

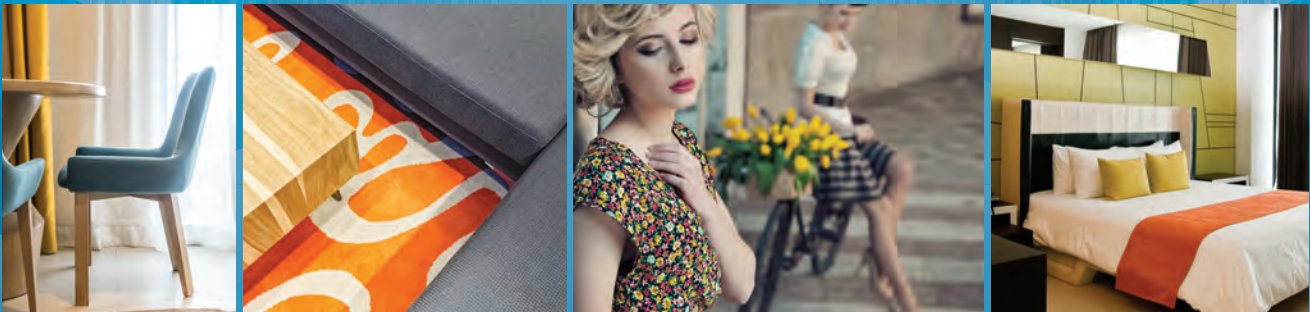


RevPak

We pride ourselves on leading the way in innovation – especially when it comes to generating revenue. RevPak is an ensemble of the industry's best revenue generation systems. Fully integrated to provide a single 360-degree view of customers, RevPak delivers dynamic and personalized promotions, drives reservations and optimizes revenue.



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TARGET MARKETS

Affordable boutique, North America

HOTEL EXPERIENCE

Independent ethos, locally authentic
Conversions in secondary and
tertiary markets



Signature INN



RLH CORPORATION CONTINUES ITS
NORTH AMERICAN EXPANSION WITH
OVER 1,100 HOTELS AND 73,000 ROOMS.

BECOME PART OF OUR LEGACY

RLH Corporation has flexible models that put your individual vision at the center of each design. Our brand standards keep your hotel on strategy so you can consistently access consumer insights and maximize market opportunity.

RLH Corporation continues to expand throughout North America by using its solutions of adaptive reuse and turnkey conversions to seize opportunities in major MSAs.

GOOD (FOR BUSINESS.

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At Signature Inn, we invite guests in with a striking motif that evokes the golden age of automobile travel. We offer guests all of today's modern conveniences and, at the same time, a chance to experience the uncomplicated allure of classic Americana.

CORE VALUES

Our values are meant to make guests feel both inspired and relaxed.

VIBRANT

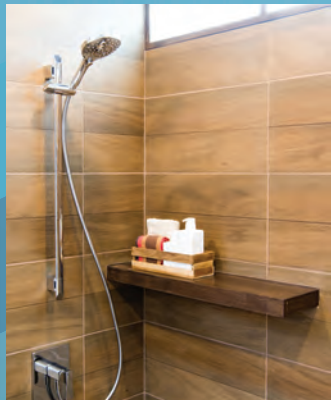
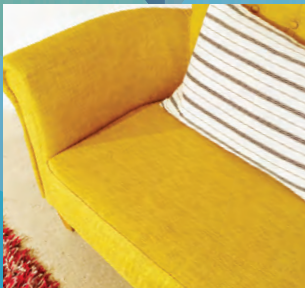
We preserve and promote an eye-catching and exuberant style that is grounded in today while evoking a simpler time.

CONTEMPORARY

We provide the latest in hotel amenities and conveniences uniquely blended with our retro aesthetic. We think of it as "retro-modern".

FAMILIAR

Capturing the earnest mentality of a bygone era, our welcoming staff and restful rooms elevate comfort levels for all guests.

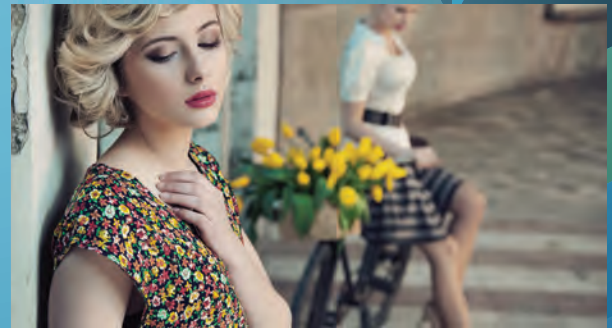


ATMOSPHERE

Signature Inn is a concept brand, ideal for the easy conversion opportunities of existing properties into a modern hotel with a retro style.

SIGNATURE ELEMENTS

1. Modern retro design
2. Convenient locations
3. Colorful and hip tone of voice



MARKETPLACE OPPORTUNITY

Signature Inn competes with upper economy brands including Hampton Inn and Holiday Inn.



MODERN DAY RAMBLER

Appreciate and enjoy the Nostalgia for classic Americana. Recognize the Old-School "hipness" of the mid-century modern aesthetic coupled with neighborly service and the "must-have's" of today's modern conveniences (great bed, Wi-Fi, HDTV, etc.).

MINDSET

- Pragmatic
- Inquisitive
- Young at heart
- Shrewd
- Hardworking

CONSUMER SWEET SPOT



MEDIA CONSUMPTION

- Local news
- HBO
- Satellite radio
- FOX
- MSNBC
- Travel Guides



AFFINITY BRANDS

- ModCloth
- T-Mobile
- Chevrolet
- JetBlue
- California Pizza Kitchen



LIFESTYLE

- Love road trips
- Spa Retreats
- Family-oriented
- Fashionable, but not "chic"
- Appreciate all things vintage