

A couple is seen from behind, sitting on a rocky cliff. They are looking out over a wide river that flows through a valley. In the distance, a large bridge spans the river. The landscape is rugged with rocky cliffs and some greenery. The sky is hazy, suggesting a sunrise or sunset. The overall mood is peaceful and scenic.

December 2015

MARKETING UPDATE



RED LION
HOTELS
CORPORATION

MARKETING UPDATE

WHAT'S NEW

TRANSLATIONS

The reach of Red Lion continues to grow with its internationally inclusive translation options now allowing users to read the website in English, Spanish, French, Chinese or German.

THE LIVING STAGE

Great things are happening at the Hotel RL Baltimore on The Living Stage. If you haven't already, be sure to visit the calendar to check out the latest events and like Hotel RL Baltimore on Facebook to stay in the know. The Living Stage will be implemented at all Hotel RL properties as they transition.

GUESTHOUSE AND SETTLE INN

Our newest brands, GuestHouse and Settle Inn have officially integrated into the Hello Rewards loyalty program with the rest of the Red Lion family.

FALL CAMPAIGN

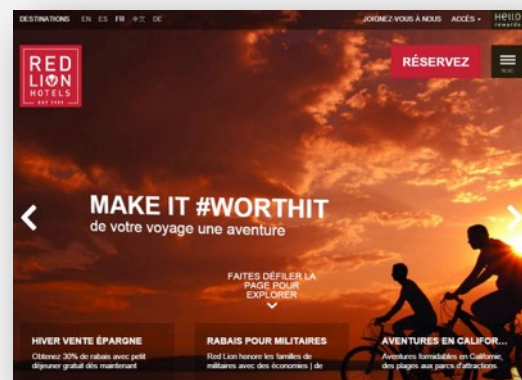
The Fall Savings Campaign surpassed the Summer Moments Campaign in revenue.

WINTER CAMPAIGN

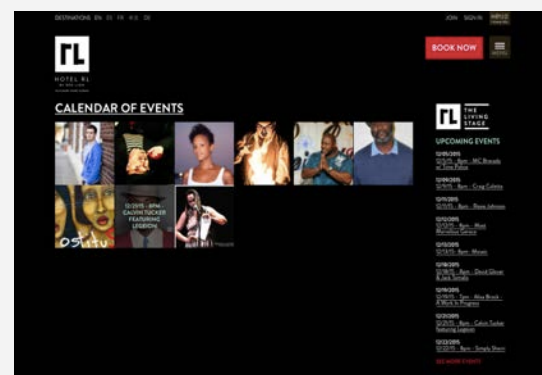
The Winter Campaign launched Dec. 1, immediately following Cyber Monday.

BOOKINGS MADE EASY

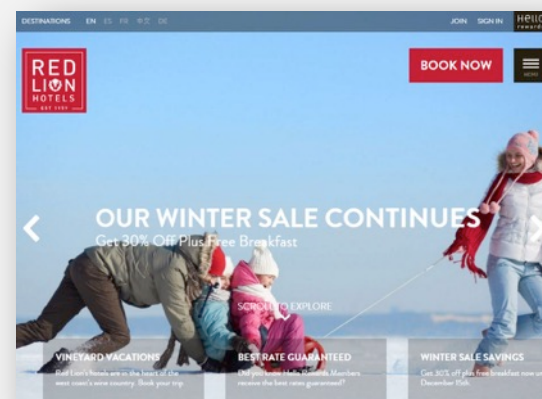
New group sales and marketing issues soon to come.



[Site Translations](#)



[The Living Stage](#)



[Winter Savings Site](#)



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MARKETING UPDATE



INTERACTIVE WEBCAST

Join us for an interactive webcast to review our current digital and field marketing initiatives. Use the button below to launch the join.me webcast.

JOIN OUR
MEETING

RLHC MARKETING UPDATE

Tuesday, December 15 | 1:00 PT/ 4:00pm ET

[Add to Calendar](#)

To view the presentation download and launch [Join.me](#).

Audio dial in: (213) 226-1066 | Enter access code 694-202-672#

This hour-long session will offer updates on specifics pertaining to progress and future plans for marketing, including RevPak, Hello Rewards, Digital Marketing, Field Marketing, Brand Marketing and Social Media.



MARKETING UPDATE

BRAND STANDARDS

"Your brand is what other people say about you when you're not in the room"

- Jeff Bezos, Founder of Amazon.com

Reminder: *Collateral Needed?*

Don't forget to request all collateral in advance through the content request suite or your Field Marketing Director.

Get ahead – think Valentine's Day, St. Patty's Day and Easter.

DIGITAL MARKETING

This past October Red Lion Hotels and Hotel RL went pink for Breast Cancer Awareness Month to spread the word about the significance of early detection of breast cancer.

Complimented by on-property initiatives, digital elements across the Red Lion pages were reimagined to bring attention to this cause. On every Red Lion Hotels, Inn and Suites and Hotel RL page a clickable pink ribbon was added near the logo. Clicking on it leads to an entirely pink-themed landing page introducing the campaign and directing the user to on-property initiative information and Facebook contest. The contest asks guests to engage with the campaign by posting a picture and story about their personal hero who inspires them in their life. A randomly selected winner of a free one-night stay is chosen each week.

These digital elements have been generated buzz around the online and off-line initiatives and helped spread the word on the important cause for Breast Cancer Awareness. Check out #RedLionGoesPink and #HotelRLDressedInPink on social media to see how Red Lion and guests go pink.



MARKETING UPDATE

INDUSTRY BEST PRACTICES

THE TREND:

Those who generate unique content and engage in content marketing on the hotel website see an average length of stay 25% longer than those who do not.

BEST PRACTICE:

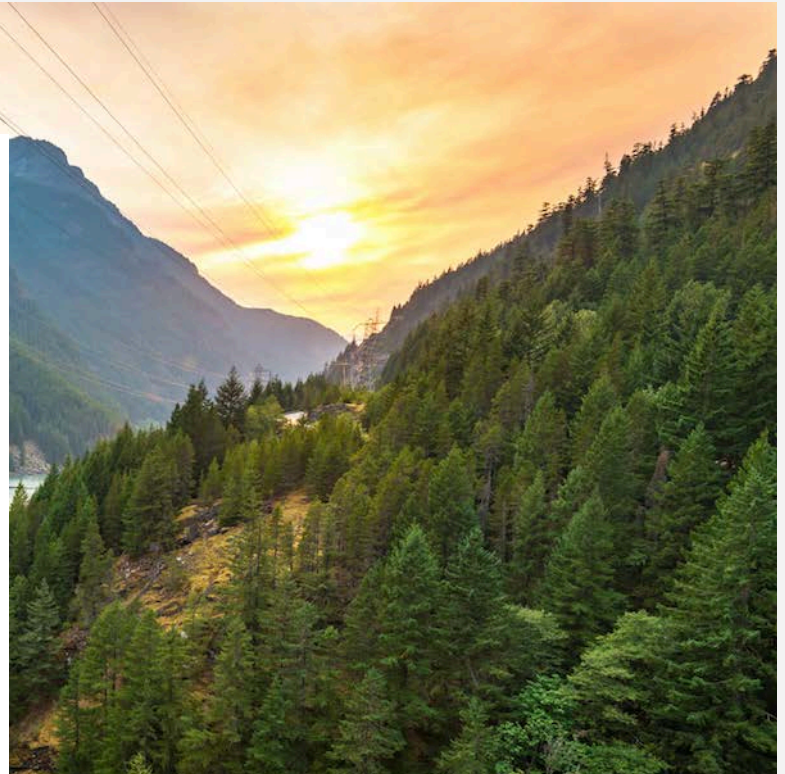
Regularly publishing content on the hotel website (specials, events nearby and on-property) works wonders for SEO and for increased website visitor attention. Make it a priority to add pages frequently and regularly.
- HeBS Digital

THE TREND:

Campaigns that incorporate retargeting drive more than twice the revenue than general display campaigns.

BEST PRACTICE:

In display advertising, retargeting is king in converting lookers to bookers by reaching a highly qualified audience of users who have visited your website during the travel planning process. Retargeting should account for 50-75% of impressions of your overall display campaign. From SEO to SEM and Social Media, retargeting not only drives bookings from your current display campaigns, it enhances the efforts of your multi-channel marketing and core initiatives by consistently reaching users who have visited your website from these marketing initiatives across the web.
- HeBS Digital



COMMUNICATIONS UPDATE

MEDIA EQUIVALENCY:

\$26 MILLION YTD

We have earned more than \$26 million in media coverage so far this year. That means if we purchased ads equaling all of the positive media coverage on our hotels and RLHC, we would have spent \$26 million in 2015. Take a minute to read and share on social media some of our best articles in the last month:

[Hotel RL Opens in Nation's Capital](#)
[Red Lion settles in, plans brand change](#)
[RLHC signs franchise agreement for St. Louis Hotel RL](#)
[Red Lion Hotels CEO unpacks the company's busy 2015](#)
[How to keep hotel utility costs in line](#)



Meet Our Marketing Additions



Jennifer Hatherley, Vice President of Digital Marketing

Jennifer brings nearly 20 years in omni-channel marketing experience, focused on consumer conversion, strategic planning and online and offline execution. Formerly with Apple Channel Marketing she launched Apple branded experiences. Prior to Apple, as Industry Principal, Digital Domain with Infosys, consulting marketing automation SAAS for Fortune 500 companies. Her 15 years at advertising agencies is her foundation, holding positions such as Executive VP Digital Marketing/Innovation, pioneering digital services, mobile marketing and cross channel programs, clients included HP, Adobe, Nike, and other premium brands.



James Hawkins, Senior Director of Field Marketing,
Distribution Revenue

James brings 10 years of eCommerce marketing experience to RLHC, having worked with brands within the Marriott, Hilton, IHG, Starwood and other systems. He joins us most recently from Stonebridge Companies and Sage Hospitality. James reports to Jennifer Hatherley and is based out of the RLHC Design Center in Denver.



Jason Bean, CHDM, Field Marketing Director,
Distribution Revenue

Jason joins our Field Marketing Team as an experienced marketing professional, successful in digital marketing and project management. He is a Certified Hospitality Digital Marketer and has more than seven years of experience with digital marketing and advertising. Previous to RLHC, Jason worked with companies including Mohawk Industries, Mosaic Sales Solutions and Best Western International, where he oversaw digital marketing efforts, led a marketing team developed project guidelines. Beginning July 6, he will work from the RLHC Design Center in Denver.



Meet Our Marketing Additions



Andrew Pitt, Field Marketing Director, GuestHouse International and Settle Inn, Distribution Revenue

Andrew comes to RLHC from Boomerang Hotels. He is a graduate of the University of Western Kentucky with a bachelor's degree in Hospitality Management and previously held positions in operational administration, revenue management and marketing with hotel brands including Hilton, IHG and La Quinta. In these roles, Andrew increased revenue by establishing relationships and expanded the brand's online presence. He specializes in improving guest satisfaction scores and increasing rankings on TripAdvisor. The GuestHouse International properties with which he partnered won six awards in 2014, including Inn of the Year, Excellence in Revenue Management and Excellence in Online Marketing. In his free time he enjoys biking, camping and attending live sporting events.



Bridget Rogers, NBD Marketing Manager

Bridget joins RLHC as an experienced marketing and advertising account manager. In this role, Bridget will report to Director of Marketing Sarah Frank at the RLHC Design Center in Denver and focus her efforts on trade show coordination and marketing collateral for the RLHC Lodging Development Team. Previous to RLHC, Bridget worked with advertising agencies Karsh Hagan and GRIT, luxury skincare line Hampton Sun, as well as The Portico Club by Exclusive Resorts. She holds a bachelor's degree in Political Science from Loyola Marymount University. Outside of the office, Bridget enjoys cooking, hiking, politics and listening to Michael Jackson.



Jason Lemley, Field Marketing Director, Distribution Revenue

Jason joins the Field Marketing team after beginning his career with RLHC as Guest Services at Red Lion Hotel at the Park. In this new role, Jason will be based out of the Spokane Corporate Office and report to James Hawkins, Senior Director of Field Marketing. He is a graduate of Whitworth University and holds a bachelor's degree in Marketing. He was introduced to the hospitality industry while on a study abroad trip to Costa Rica, where he interned with Grupo Marta Hospitality and conducted hotel marketing audits. Since graduating, Jason has interned with BHW1 Marketing and Advertising and was part of the social media hashtag printer PhotoBoxx team during their start-up phase. Outside of the office, Jason enjoys coaching a local youth swim club—and was a college swimmer himself—as well as outdoor aquatics, world travel and Seattle sports.