



GUEST PROGRAMMING:

EVOLVING BRAND RELEVANCY
WITH COMPETITIVE DIFFERENTIATION


Bill Linehan
EVP & CMO

RDA

What is Branding?



Brands are everywhere

Red Lion Hotels

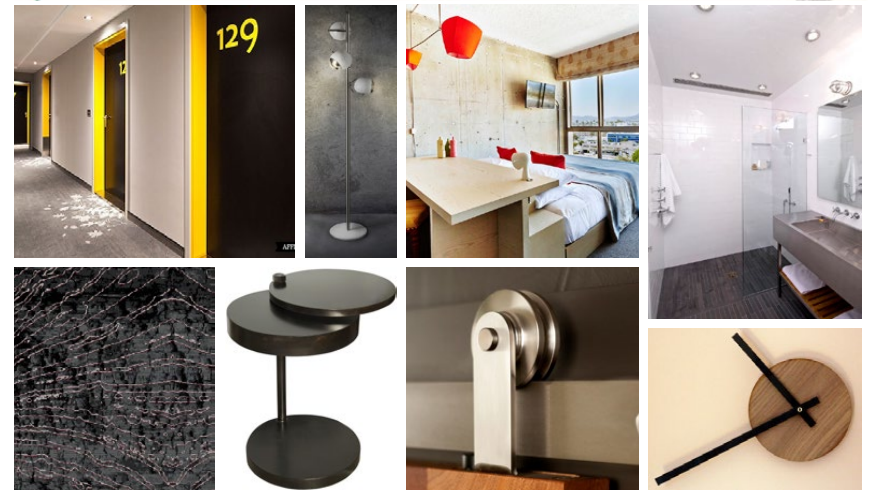


Friendly service and unique local flair

- Full service hotel
- Food & beverage
- Meeting facilities
- Diverse room selection
- Fitness center
- Midscale
- 38 properties
- Average size: 120-300 rooms

Conversion opportunities:

Radisson, Wyndham, Holiday Inn, Hilton Garden Inn, Marriott Courtyard and independent brands



Red Lion Inn & Suites



Clever design
providing guests the
essentials they need

- Limited service hotel
- No food & beverage
- No meeting facilities
- Midscale
- 15 properties
- Average size: 80-200 rooms

Conversion opportunities:

Wyndham, Hampton Inn, Holiday Inn Express,
Choice Hotels and independent brands



Brand Snapshot: RLH & RLIS

BRAND SNAPSHOT



Red Lion Hotels and Red Lion Inn & Suites open the door to the best local experiences for travelers seeking to get the most out of their trip.



OUR VALUES

FRESH

From our Signature Moments to our clever design, our fresh thinking keeps our guest fresh



GENUINE

Real smiles, real people, real value—all lead to real good times



ADVENTURE

Red Lion opens the door to some of the most exciting experiences around



ATMOSPHERE

Vibrant and authentic, Red Lion is the base camp for great adventures. This is where travelers recharge, groups sit down and plan out their next journey and the friendly staff helps guests squeeze the most fun out of their stay.



SIGNATURE ELEMENTS

1. Strong focus on comfort essentials
2. Service culture rooted in PNW values
3. Communal lobby
4. Best value
5. Get Local
6. Unique loyalty program



MARKET PLACE

- Top 80 MSAs and surrounding tertiary markets, ideally suited for conversion properties
- **Competition RLH:** Radisson, Wyndham, Crown Plaza Hotels & Resort
- **Competition RLIS:** Belmont Hotel, Country Inns & Suites, Holiday Inn Express
- **Ideal brand conversion and differentiating opportunity:** Crown Plaza Hotels & Resort, Wyndham, Quality Inn, Holiday Inn, Radisson

CONSUMER SWEET SPOT EXTRA MILERS

Extra Milers squeeze the most fun out of their trip. For them the journey is always worth the effort. Whether on business or pleasure, every moment is an experience and every experience is an adventure.



RED LION

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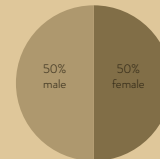
CONSUMER SWEET SPOT



MINDSET

- Friendly, upbeat
- Down-to-earth
- Adventurous
- Family oriented
- Value conscious
- Patriotic
- Socially-engaged

DEMOGRAPHICS



HHI \$100K

Median age 37

LIFESTYLE



- Enjoys social gatherings
- Enjoys the great outdoors
- DIY
- Day trips/excursions
- S'mores, apple pie, steak, baked potatoes

AFFINITY BRANDS

- REI
- Levis
- Subaru
- Home Depot
- Amazon
- Target
- Dick's Sporting Goods



MEDIA CONSUMPTION

- Family Circle
- Real Simple
- AAA
- HGTV
- Cable TV
- Social Media
- ESPN



RED LION

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Hotel RL



HOTEL RL
BY RED LION

PIONEER

We're bold, always pushing forward and confidently leading the pack.

- Full service
- Food & beverage
- Upscale
- 3-star brand
- Launched October 2014

Conversion opportunities:

Ideal repositioning in the top US markets for conversion from Crowne Plaza, DoubleTree, Wyndham, Radisson, Quality Inn and independent brands

NURTURE

We're welcoming, comfortable, inspired – a place to pursue passions freely

WONDER

We keep curiosity alive with great art, tech and events.



Brand Snapshot: Hotel RL

BRAND SNAPSHOT



Hotel RL is an experience of all things authentic, creative and curious. Offering a taste of the local scene in a laid-back environment, we invite open-minded travelers to work, play and pursue their passions freely.

OUR VALUES

PIONEER

We're bold, always pushing forward and confidently leading the pack

NURTURE

We're welcoming, comfortable, inspired—a place to pursue passions freely

WONDER

We keep curiosity alive with great art, tech and events



ATMOSPHERE

Laid back, creative and welcoming, Hotel RL is a place where business and leisure travelers can stay productive, inspired and comfortable. It's a space that is part coffee shop, part urban lodge, part local hangout and 100% unique.

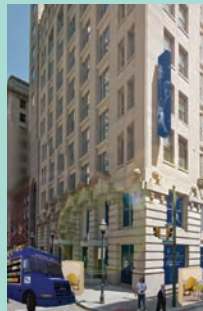


SIGNATURE ELEMENTS

1. Steps and open lobby
2. Bluestone Lane coffee experience
3. Creative programming (art, music, movies and lectures)
4. Techie (Mobile check-in/out, exclusive guest app)
5. Unique loyalty program

MARKET PLACE

- Urban, top 50 MSAs
- Vibrant business district, ideally suited for quality conversions or adaptive reuse
- Competition: Hotel Indigo, Moxy, AC Hotels, Canopy by Hilton, Centric (Hyatt), Citizen M



CONSUMER SWEET SPOT

PROMADS

A new generation of traveler, the professional nomad. Promads are untethered and on the go. They conduct business from the cloud and all around the world. Collectors of experiences, not things, they're early adopters and always keep an open mind for ideas and inspiration.



HOTEL RL

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CONSUMER SWEET SPOT



PROMADS

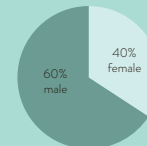
Professional Nomads



MINDSET

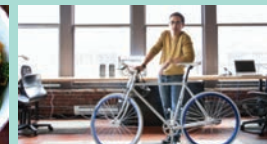
- Self-starter
- Curious and open-minded
- Well-informed
- Early adopter
- Discerning tastes, appreciates authenticity
- Values community
- Passionate about new experiences and adventure
- Design conscious
- Environmentally conscious

DEMOGRAPHICS



- Individual income \$75K+
- College+
- Creative/Professional/Freelance
- Median age 30

LIFESTYLE



- Combines work and pleasure
- Engages with art and culture
- Enjoys the outdoors
- Explores new neighborhoods
- Likes to discover new restaurants
- Latte, avocado toast, kale salad

AFFINITY BRANDS

- KIND Healthy Snacks
- Patagonia
- Warby Parker
- Dollar Shave Club
- Bonobos
- Zipcar



MEDIA CONSUMPTION

- Huffington Post
- TED Talks
- Fast Company
- Apps
- Blogs
- Podcasts
- Netflix
- Spotify



HOTEL RL

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(Play brand video)

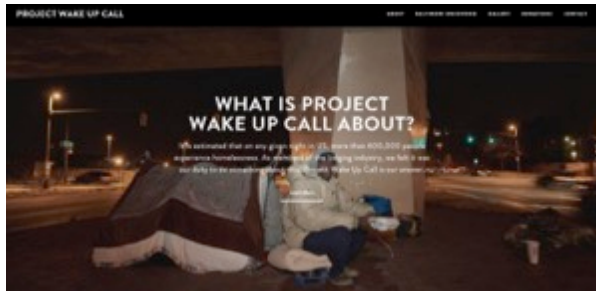
Hotel RL: Baltimore Launch

Maximizing launch with local pre-opening marketing campaigns

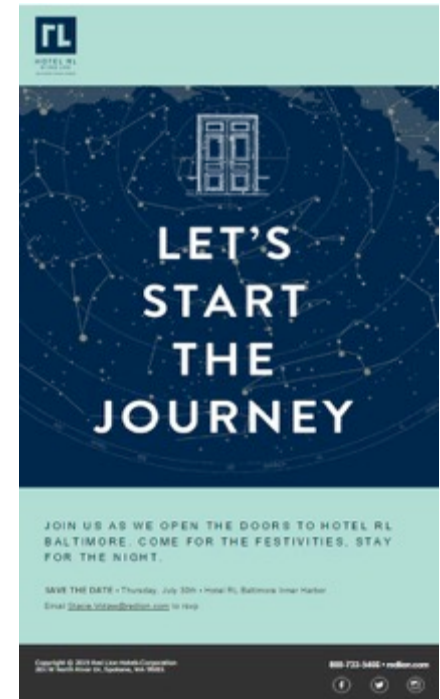


Hotel RL coffee truck


Symbolizes the brand ethos and aesthetic utilizing local alliances



Project Wake Up Call demonstrates the commitment by RLHC to serve urban communities



Opening event comprises key stakeholders, investors, hotel developers and industry media



guest house & settle inn

positioning & branding

INTRODUCING

Guest House | Settle Inn Extended Stay



Bill Linehan
EVP & CMO

RDA



guest house



guest house

Guest House invites you to sit back, relax and enjoy a crisp, clean stay. We focus on getting all the comforts of home just right—spotless spaces, friendly faces, and service you can rely on—because when you stay here, you're a guest in our house.

core values

At Guest House, we provide a familiar place where guests feel comfortable right away. Our three core values help define who we are and ensure that we stay true to the brand with every action we take.

trust

We know that trust isn't given, but rather earned. That's why we make it our mission to deliver an honest, good value, consistently great stays and genuine service our guests can count on.

clean

The simplest things go the farthest. A clean, clutter-free space reduces stress, elevates moods and makes the experience that much more pleasant. It's just another way we forge trusting relationships with our guests.

comfort

Our kind of comfort goes beyond a great night's sleep. We're about giving our guests a familiar place where they can rest easy knowing no matter which of our properties they're staying at, they'll get the same friendly service and bright accommodations they have come to expect.

brand attributes

Guest House **Is** & **Is Not**

familiar

NOT: Old Fashioned or Staid

consistent

NOT: Routine or Uninspired

honest

NOT: Tricky or Untrustworthy

simple

NOT: Plain or Boring

friendly

NOT: Fake or Overwhelming



guest house









settle inn

EXTENDED STAY

Kick off your shoes, spread out, and take advantage of the best value in town at Settle Inn Extended Stay. With big, comfy studio rooms, neighborly service and lots of space to relax and do your thing, we invite you to unpack, unwind and settle in.



core values



At Settle Inn, we strive to be a no-fuss hotel that guests can count on for a great stay. Our three core values have shaped who we are as a brand and inform where we go in the future.



reliable

A great stay doesn't have to be complex. It's about getting the basics right, keeping a clean place, and delivering the downright best value for the buck stay after stay.

bright

Bright spaces lead to bright stays. We like to keep our place tidy and clean because after a long day, there's nothing like coming home to a bright, fresh place.

easy

No surprises, no hurdles, no nonsense—at Settle Inn every guest is different and every stay is unique, but the one factor that remains consistent is the carefree experience.



brand attributes

Settle Inn Is/Isn't



fresh

NOT: Stuffy or Dark

trustworthy

NOT: Unpredictable or Cold

welcoming

NOT: Exclusive or Detached

homey

NOT: Cold or Impersonal

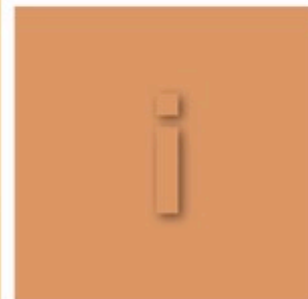
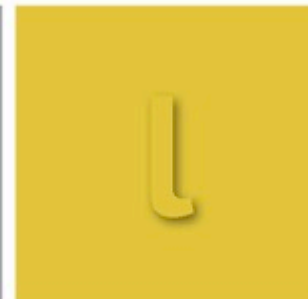
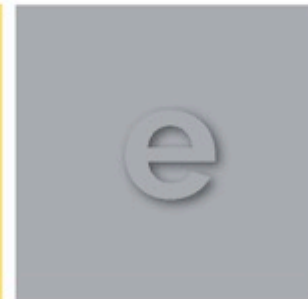
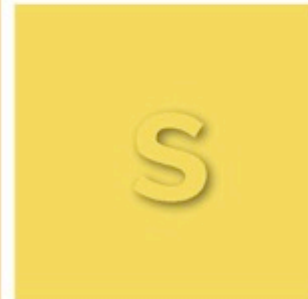


easygoing

NOT: Complicated or Inflexible











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The top half of the slide features a series of wavy, horizontal red lines of varying thicknesses, creating a sense of movement and depth against a light beige background.

CRAFTING A BRAND STORY

MAKE IT #WorthIt:

THE BRAND COMMUNICATION PLATFORM

Over the past year and a half the Red Lion brand received a major makeover. With positioning and core values in place, the next phase of rebranding efforts revolved around developing **a brand communication platform** that would enable the clear message of the brand both internally and to guests. For Red Lion, that message is **MAKE IT #WorthIt.**



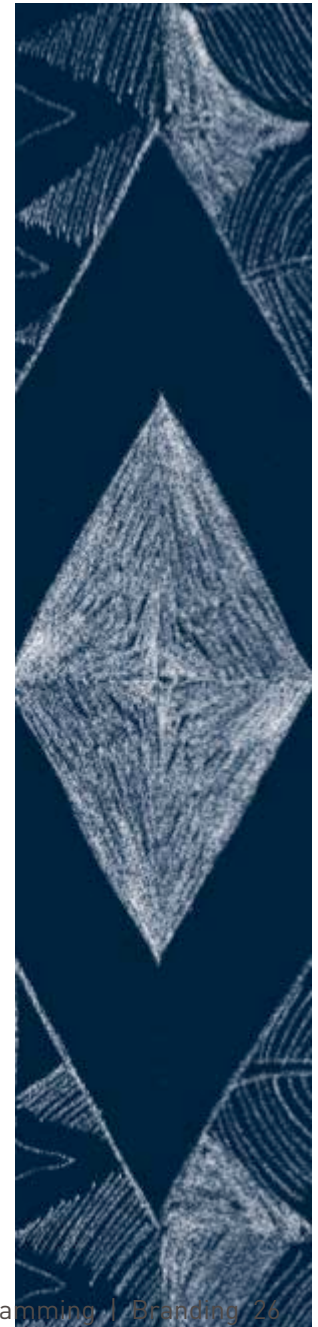
MAKE IT #WorthIt

What Is MIWI?

MAKE IT #WorthIt is the new brand communication platform for Red Lion Hotels and Red Lion Inn & Suites. The words act as a tagline for the hotels while also serving a much bigger purpose—that of the brand communication platform, influencing what Red Lion promises and delivers.

What Does MIWI Mean?

Think about the greatest travel experiences of your life. The ones that you find yourself recounting to friends time and again. That great view you hiked up to on the recommendation of a local or that incredible restaurant you discovered that wasn't covered in any travel guide. What do these have in common? **Not settling for the norm and pushing yourself to experience something unique.** These are the kinds of experiences Red Lion opens the door to. Business or pleasure, our guests come inspired. **MAKE IT #WorthIt promises that we'll encourage each and every guest to make the most of their stay.**



How Does MIWI Impact Red Lion?

MAKE IT #WorthIt is the new brand communication platform for Red Lion Hotels and Red Lion Inn & Suites, serving as the brand tagline and promise.

MAKE IT #WorthIt enforces the core values, inspiring travelers to go the extra mile to make the most of their trips.

MAKE IT #WorthIt serves as a genuine way of communicating special deals and offers. Book two nights and get the third free. #WorthIt.

MAKE IT #WorthIt speaks to the value Red Lion offers. Spending less on a place to sleep so you can do more with your trip? #WorthIt.

MAKE IT #WorthIt acts as an authentic way to communicate the brand offering without overpromising.

MIWI Platform Roll-Out Plan

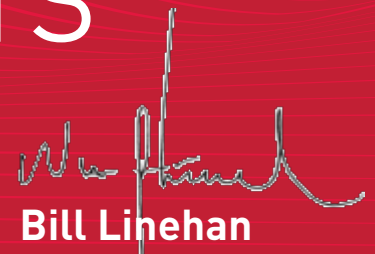
Internal Communications
On-property
Redlion.com website
Digital Initiatives
Print Advertising

Emails
Social Media
Public Relations
Programming MIWI





SIGNATURE MOMENTS

A stylized, handwritten signature in white ink, appearing to read "Bill Linehan".

Bill Linehan
EVP & CMO

Signature Moments

EXTERIOR



COLOR & ILLUMINATION ⤴
LIGHTING THE LANDSCAPE ⤴
PAINT OUTSIDE THE LINES ⤴
ARTIFY THE LANDSCAPE ⤴
SOUND-TRACKING ⤴
OUTDOOR DINING AREA ⤴
OUT FOR A SPIN

LOBBY



AMBIENT MUSIC
DIGITAL EXPLORER & SIGNAGE
CHALKBOARD WALL
REFILLING STATIONS

FOOD & BEVERAGE



COFFEE CART
MENU STYLE
GRAB & GO
COMMUNAL TABLE ⤴
THINK, EXCHANGE, DEBATE ⤴

GUESTROOM

KIDS' WELCOME KIT
RED LION BLANKET
DRINK SERVICE
GRAPHIC WALL ⤴
SCULPTURAL CLOCK
GEAR DROP / OPEN CLOSET ⤴

BATH



CASCADIA SOAPERY
BATH TOWEL & MAT

MEETING



MEETING STATION

APPENDIX

RED LION DESIGN GUIDELINES
RL SIGNATURE MOMENTS
RL DESIGN GUIDELINES
RED LION INN & SUITES SIGNATURE MOMENTS
RED LION INN & SUITES DESIGN GUIDELINES
ADA STANDARDS

Signature Moments | Positioning

Born in the Pacific Northwest. Inspired by the land's relentless spirit of exploration. Red Lion hotels proudly carries on the rich traditions of the region.

Driven by curiosity and wonder, all Red Lion hotels capture the essence of the Pacific Northwest. To ensure an authentic experience from check-in to check-out, we have developed a series of meaningful brand touchpoints throughout the guest journey.

TOUCHPOINTS

Meticulously developed to bring the spirit of the Pacific Northwest to life, Signature Moments and Brand Boosters are the physical manifestation of the Red Lion hotel experience.

SIGNATURE MOMENTS (REQUIRED)

Carefully chosen to provide maximum impact, Signature Moments uniquely define the Red Lion brand experience and differentiate us from the competition.

BRAND BOOSTERS (OPTIONAL)

Taking the experience to the next level, Brand Boosters are highly encouraged to provide richer, more immersive stays.



Signature Moments | Lobby

GUEST RECEPTION



ROOM KEY



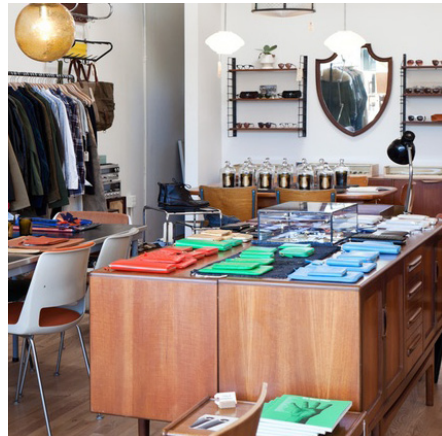
SCENT & SOUND



COMMUNAL TABLES W/GAMES



CURATED SHOP



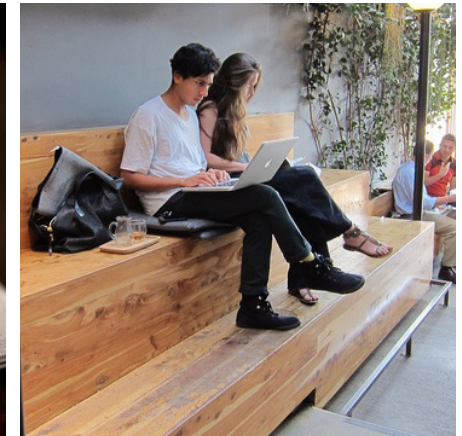
CURATED ART & ACCESSORIES



UNIQUE COFFEE SERVICE



STADIUM SEATS



Signature Moments | Food & Beverage

LIVE ENTERTAINMENT



BASKETS TO GO



APRONS AS UNIFORMS



COMMUNAL DINING



MENU



Signature Moments | Guest Rooms

KID KIT



CASCADIA SOAPERY



SIGNATURE BLANKET



DRINK SERVICE



TERRARIUM



WATER



BED PROGRAM



WATER PROGRAM





LOYALTY PROGRAM REINVENTED

Jason Thielbahr
SVP, Revenue
Optimization &
Distribution Services

GREAT EXPERIENCES
ARE MORE MEMORABLE
THAN GREAT SAVINGS



RL
HC

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The State of Loyalty Programs

Membership doesn't equal loyalty

- Consumers enroll in a multitude of programs, yet only a rare few are faithful or devoted to any brand

Past customer experience trumps loyalty program

No true personalization or differentiation

Expectations Changed



The State of Business

Under Loyal customers are easier to sell to

- It costs a business about 5-10 times more to acquire a new customer than it does to sell to an existing one

First interaction is key

- 48% of consumers say beginning of service is the most critical time to gain their loyalty
- A first-time customer has a 30% chance of becoming a long-term profitable customer

Loyal customers spend more

- Returning customers spend on average 67% more than first-time customers

Loyal customers make your business successful

- Up to 15% of a business's most loyal customers account for 55-70% of the company's total sales (80/20 rule)



The State of Consumer

(Dis)loyal members

- Only 1 out of 4 hotel travelers allocate more than 75% of their share of wallet to their “preferred” brand

Customers love personalization and will gladly pay more for it

Customers value “good” service more than “fast service”

Away from home travelers value personal connection and want to feel that they matter.

**Surprise and delight goes a long way
Communication is key**

- 94% of loyalty program members want communications from the programs they participate in



Hotels have a unique opportunity
to build brand loyalty through
the customer experience and to
develop an emotional bond



Our How-to Approach

1. Determine what behavior constitutes loyalty

- Emotional loyalty
referrals, social media reviews,
constructive customer feedback forms
- Transactional loyalty
frequency of stays, \$\$ spent at the hotel
- Preference loyalty
meeting planners and event organizers

2. Refocus on priority customers

- Determine which customer's brand loyalty is critical to build and maintain
- Promising target groups:
 - High frequency traveler (HFT)
 - Newbie traveler (Millennials)
 - Occasional Travelers



Our How-to Approach

3. Reinvent programs and experiences

- Make rewards personally meaningful, customized to travelers unique tastes and preferences.
- Be unexpected
Analyze data to determine travelers with children and offer complimentary programming or babysitting (benefit to parents and other guests). Same for pet owners
- Reward from first interaction
Small token rewards during stay (e.g. song download)
- Keep your loyalty program on-brand, stay true to your values
- Communicate with members regularly
- Grow and evolve with your audience
- Recognize when they do something unexpected
 - guests (“I’ve got a great idea for you...”; Self-initiated Facebook post)
 - associates (way for guests to reward associates for exceptional service)



Our How-to Approach

4. Reengineer system-wide

- Enable cooperation on all levels – customer service, marketing, operations, IT
- Reinvest into capabilities and infrastructure – RevPak technology, talent, training
- Empower front-line employees

5. Hard-wire pursuit of building an emotional bond into operations

- Invest in company culture
- Treat your associates well and they will treat your customers better
- Encourage employees to live the brand values (exploration, curiosity, pioneering spirit, self-reliance, nurturing spirit, etc.)
- Encourage guests to recognize when employees provided exceptional service (develop a token of appreciation system)



Hello Rewards Program

REWARDS OF RECOGNITION

Hello. The word may only be five letters long, but it speaks volumes. Hello is a big vocal hug. It greets you in the morning. It's pleasantly surprised. It's happy to see you. Hello is warm and fuzzy. Why? Because hello makes you feel recognized and appreciated.

Say hello to Hello Rewards.



Hello rewards



www.redlion.com/rhcvideos



OBJECTIVES

Modify consumer behavior

1. Hello Rewards will be a competitive differentiator and accentuate our brand positioning, where consumers will relate to the brand on a personal level, rather than as a commodity.
2. Hello Rewards will increase bookings while reducing cost of sales
3. Hello Reward will grow Hotel market share and drive system-wide contribution

STRATEGY

Typical Hotel Loyalty Programs

Hello Rewards

<i>Premise</i>	Point-based loyalty programs	Recognition-based loyalty programs
<i>Purpose</i>	Grow market share through status	Grow market share through improved customer service and accentuate brand positioning
<i>Tiers</i>	Published tiers	Unpublished tiers
<i>Rewards</i>	Earned benefits after achieving tiers	Surprise & Delight (Personalized benefits as you achieve tiers)
<i>Availability</i>	Benefits exclusive to brand channels only	Channel agnostic benefits
<i>Lowest Rate</i>	Points awarded to applicable rates	Entice direct bookings through lowest rates
<i>Motivation</i>	CRM, point accumulation and tier escalation	CRM and benefits (Capture loyalty through ongoing 1-to-1 relationship marketing and member experiences)
<i>Cost of Sales</i>	Average cost to owners	Bottom quartile in costs (1/3rd)

TACTICS

Strategic Imperatives

Tactics

Knowingly Recognize

Use CRM for 1-to-1 and 1-to-many communications

Surprise & Delight

Personalized member benefits and guest experiences

Fuel Passions

Build strategic partnerships

Published Benefits

Standard member services

BENEFITS OF EMOTIONAL LOYALTY

- Repeat purchase with little or no consideration of competitive offers
- Less price sensitivity
- Lower rate of switching to competitive brands
- Enthusiastic brand advocates
- Forgiveness of minor service issues without loss of loyalty

A MOST REWARDING PROGRAM

Hello Rewards is not your typical loyalty program. Status and tiers are not the motivating factors here. Instead, Hello Rewards is about recognizing and rewarding our members for doing things they already love to do. It's as democratic as the name implies where every member is rewarded equally. Three principles guide the program to make it stand on its own:

RECOGNIZE & TAILOR
FUEL PASSIONS
SURPRISE & DELIGHT

KNOWINGLY RECOGNIZE & TAILOR

A little recognition can go a long way. Our members should feel like they're staying with friends when they spend the night at one of our hotels. Knowing simple facts about them that their friends would know allows us to provide a more personalized experience—from recognizing them by name at check-in to remembering their dietary restrictions and telling them about the new vegan spot that opened up.



FUEL PASSIONS

Traveling is all about following your passions. It's what makes vacations so exciting. Whatever our members are into, be it food, music, sports, or any other hobby, Hello Rewards recognizes their passions and helps them find new ways to enjoy them. This shows members that not only do we recognize them, but we understand them as well.

SURPRISE & DELIGHT

An unexpected room upgrade, a free breakfast, a Starbucks® e-Gift card — pleasant surprises are always welcome. So many loyalty programs concentrate on new signups that they forget to appreciate their current members. Special dates should be commemorated, but so should random days in between. We should never forget that “just because” is always a great excuse to give someone a gift.



HELLO REWARDS **GUEST JOURNEY**

Looking at the guest journey through the lens of our guiding principles allows us to transform expected experiences into unexpected ones every step of the way.

RESEARCH > BOOK > PLAN > ARRIVAL/CHECK-IN > STAY > CHECK-OUT > POST-STAY

RESEARCH

HELLO REWARDS
EXPERIENCE



- ✂ **Exclusive, lowest rate for members**
Hello Rewards Rate, the Lowest Rate Period.
- ✂ **Earn Hello Rewards Free Nights**
Free night after 7th eligible stay
- 📺 **Hello, it's your birthday offer**
1-to-1 Campaign based on Member Profile
- ✂ **Trial Offer @ New RLHC Properties**
New RLHC offer to members based on tier
- ✂ **Guaranteed room availability**
At prevailing rates 24 hours before arrival (10 stays)

RLHC
EXPERIENCE



- Redlion.com**
Explore hotel and area
- Google/Yahoo/Bing**
SEM/SEO – Digital Media Results

BASELINE GUEST
EXPECTATIONS



RESEARCH

- BOOK
- PLAN
- ARRIVAL/CHECK-IN
- STAY
- CHECK-OUT
- POST-STAY

- ✂ Knowingly Recognize & Tailor
- ♥ Fuel Passions
- 📺 Surprise & Delight

BOOK

HELLO REWARDS
EXPERIENCE



- ✂ **Exclusive, lowest rate for members**
Hello Rewards Rate, the Lowest Rate Period.
- ✂ **Earn Hello Rewards Free Nights**
Free night after 7th eligible stay
- ✂ **Exclusive Member-Only Offers**
CRM campaigns & brand promotions
- ✂ **24/7 member services line & portal**
Dedicated experts for member preferences
- ✂ **Trial Offer @ New RLHC Properties**
New RLHC offer to members based on tier
- ✂ **Guaranteed room availability**
At prevailing rates 24 hours before arrival (10 stays)
- 📺 **Incentive for complete Member Profile**
Personalized unpublished perks

RLHC
EXPERIENCE



Friendly confirmation email
With ideas for activities in the area + layered survey question.
For VIPs – show what we know about them (we know you like to run, + ask for a new detail: how do you like your coffee)

BASELINE GUEST
EXPECTATIONS



RESEARCH

BOOK

PLAN

ARRIVAL/CHECK-IN

STAY

CHECK-OUT

POST-STAY

✂ Knowingly Recognize
& Tailor

♥ Fuel Passions

📺 Surprise & Delight

PLAN

HELLO REWARDS
EXPERIENCE



✂ Earn Hello Rewards Free Suite Upgrade

Redeem free nights for suite upgrades



Get Local Guides

Local “Best-Of”, Free-Time Guides



Hello, have a drink on us

Drink coupon prior to arrival



Breakfast

Breakfast coupon prior to arrival

RLHC
EXPERIENCE



Pre-arrival Email

- Packing tips based on weather
- Events in the area
- Playlist to get in the mood
- Books about the area
- Links to local sites/things to do The Inlander/
The Independent/OC Weekly

City guides for each location

(“48 hours in Portland” offered through the site)

BASELINE GUEST
EXPECTATIONS



RESEARCH

BOOK

PLAN

ARRIVAL/CHECK-IN

STAY

CHECK-OUT

POST-STAY

✂ Knowingly Recognize
& Tailor

♥ Fuel Passions

📺 Surprise & Delight

ARRIVAL/CHECK-IN

HELLO REWARDS
EXPERIENCE



KIND Bar healthy snacks upon arrival

1 bar per member at check-in



Express check-in and check-out

Pre-key, folio room drop



Room Upgrades

Upgrade upon availability



Get Local Guides

Local “Best-Of”, Free-Time Guides



Hello, have a drink on us

Drink coupon prior to arrival

RLHC
EXPERIENCE



Friendly Greetings

- Welcoming smile
- Small talk about their flight/trip
- Random surprise and delight moments
- Ask and give out recommendation and tips for activities (Runners - running map/running group; pet owners – pet park)

BASELINE GUEST
EXPECTATIONS



RESEARCH

BOOK

PLAN

ARRIVAL/CHECK-IN

STAY

CHECK-OUT

POST-STAY



Knowingly Recognize & Tailor



Fuel Passions



Surprise & Delight

ARRIVAL/CHECK-IN

HELLO REWARDS
EXPERIENCE



Breakfast

Breakfast coupon prior to arrival



Kid's Welcome Gift

Co-branded partner marketing



"Welcome to Hello" Greeting Card

Welcome greeting card from the General Manager



Take 1-Give 1 KIND Bar Offer

Members given 2 KIND bars to pay one forward

RLHC
EXPERIENCE



Friendly Greetings

- Welcoming smile
- Small talk about their flight/trip
- Random surprise and delight moments
- Ask and give out recommendation and tips for activities (Runners - running map/running group; pet owners - pet park)

BASELINE GUEST
EXPECTATIONS



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Knowingly Recognize
& Tailor



Fuel Passions












Surprise & Delight

STAY

HELLO REWARDS
EXPERIENCE



-  **Bottled Water compliments of Hello Rewards**
2 Bottled Waters placed in room per stay
-  **Upgraded Wi-Fi**
Based upon availability
-  **Morning Beverage Service**
Signature moments, compliments of Hello Rewards
-  **Room Upgrades**
Upgrade upon availability
-  **Personalized News**
Newspaper or e-news preference
-  **Get Local Guides**
Local “Best-Of”, Free-Time Guides
-  **Hello, have a drink on us**
Drink coupon prior to arrival
-  **Breakfast**
Breakfast coupon prior to arrival
-  **Get Local Welcome Amenity**
Bundle of locally inspired amenities

RLHC
EXPERIENCE



Free Wi-Fi

BASELINE GUEST
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CHECK-OUT

HELLO REWARDS
EXPERIENCE



✂ Express check-in and check-out

Pre-key, folio room drop

✂ Late Check-Out, up to 3 PM

Late check-out priority

RLHC
EXPERIENCE



- Guest survey at checkout
- Automated checkout
- Goodbye by name. "Hope to see you again soon!"
- Bellman service

BASELINE GUEST
EXPECTATIONS



RESEARCH
BOOK
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STAY
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POST-STAY

✂ Knowingly Recognize
& Tailor

♥ Fuel Passions

📦 Surprise & Delight

POST-STAY

HELLO REWARDS
EXPERIENCE



Earn Hello Rewards Free Nights

Free night after 7th eligible stay



Exclusive Member-Only Offers

CRM campaigns & brand promotions



Hello, it's your birthday offer

1-to-1 Campaign based on Member Profile



Incentive for complete Member Profile

Personalized unpublished perks



Trial Offer @ New RLHC Properties

New RLHC offer to members based on tier



Music Subscription Services Gift Cards

Members receive music through online partnerships

RLHC
EXPERIENCE



- Send follow-up email "Hope you enjoyed your stay"
- Promotional emails with offers/discounts
- Send anniversary/birthday email
- Email about upcoming events at hotel that may be of interest
+ offer for wine tasting/free bottle of wine/whiskey

BASELINE GUEST
EXPECTATIONS



RESEARCH

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Knowingly Recognize
& Tailor



Fuel Passions



Surprise & Delight

The Hello Rewards Customer Experience

RECOGNIZE AND TAILOR

Relationship building
powered by CRM or
single view or
customer.



FUEL PASSIONS

Partner marketing
opportunities
Dynamic
personalization



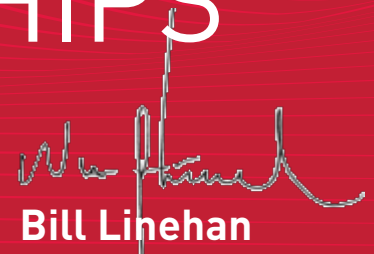
SURPRISE & DELIGHT

Supported by perks
engine.
Engage properties.
Fuels customer
satisfaction.





STRATEGIC PARTNERSHIPS


Bill Linehan
EVP & CMO

Partner Marketing

Relationship Marketing goes beyond building a rapport with loyalty members by also incorporating partner marketing that accentuates brand positioning.

RLHC's strategy:

- Focus on similar minded organizations with aligned markets and demographics.

- Align brand-to-brand positioning to extenuate customer proposition and expand customer acquisition and retention.

- Fulfill Hello Rewards value proposition by enabling customer perks, value opportunities and ongoing messaging.

- Ensure partner programs are accretive to overall operations by including value proposition, guest experience and new revenue streams with limited financial exposure.

KIND Snacks Strategic Partnership



The first aspect of the strategic partnership that we will introduce is the KIND Snacks Front Desk Program.



The KIND Snacks partnership will be integrated throughout RLHC including on-property, in food & beverage outlets, on Redlion.com, in our call center and more.

Partner Marketing: KIND Healthy Snacks



Introduced a strategic partnership with KIND Healthy Snacks that aligns brand-to-brand on a holistic level:

Front Desk

Give every Hello Rewards member that checks in a KIND Healthy Grain bar as a surprise & delight perk

Youth Sports

PlayKIND kit with KIND Bar and water by fueling teams passions.

Food & Beverage

Incorporates the KIND brand throughout restaurant, catering & meeting menus

Take 1-Give-1

Aligns KIND Healthy Snack's social positioning and encourages guests to pay it forward.

Who is KIND Snacks?



Here are some highlights of the brand:

Not only for profit company with a mission to inspire kindness, one snack and act at a time

Offer three product lines of snack products: Core (Fruit & Nut and Nuts & Spices), KIND Healthy Grain bars and Strong & KIND

Made from ingredients you can see and pronounce.

All products are gluten free and non-GMO

To learn more about the variety of products and their Movement, please visit – www.kindsnacks.com

Partner Marketing | Surprise & Delight

Introduce partnerships with premier recognition partners that surprise & delight members and fuel their passions.



Gift song downloads,
send eGift Cards to
Hello Rewards
members at points in
their guest journey.



Send eGift Cards to
Hello Rewards
members at points in
their guest journey.



Send eGift Cards to
Hello Rewards
members in their
guest journey, give
Hello Rewards
members Starbucks
stars for stays.

Partner Marketing | Victrola & Whidbey

Strategic partnership with Victrola Coffee enables us to surprise & delight Hello Rewards members with free morning coffee with plans to further integrate the partnership in the future.



Partner Marketing | Surprise & Delight

BOTTLED WATER

Courtesy of Hello Rewards, free water is provided within all guest rooms with related messaging.

CASCADIA SOAPERY

Introduced a premium soapery product line to hotels with an upscale feel. Plans to expand into full-size products and partner with Hello Rewards on retail sales.





WHAT'S NEXT,
AS OUR HORIZON HAS
NEVER BEEN BRIGHTER

State Of the Art Perks Engine & Marketing Automation

Ability to send marketing automated perks to members based on their stay count, guest journey and profile information.

Allows us to engage member's throughout their guest journey and will continue to tap into the emotional side of loyalty by sending personalized offers, perks, partner offers, account statements and more.

Continue to grow membership base with acquisition campaigns.

Gmail Sponsored Promotions

Google Display Network

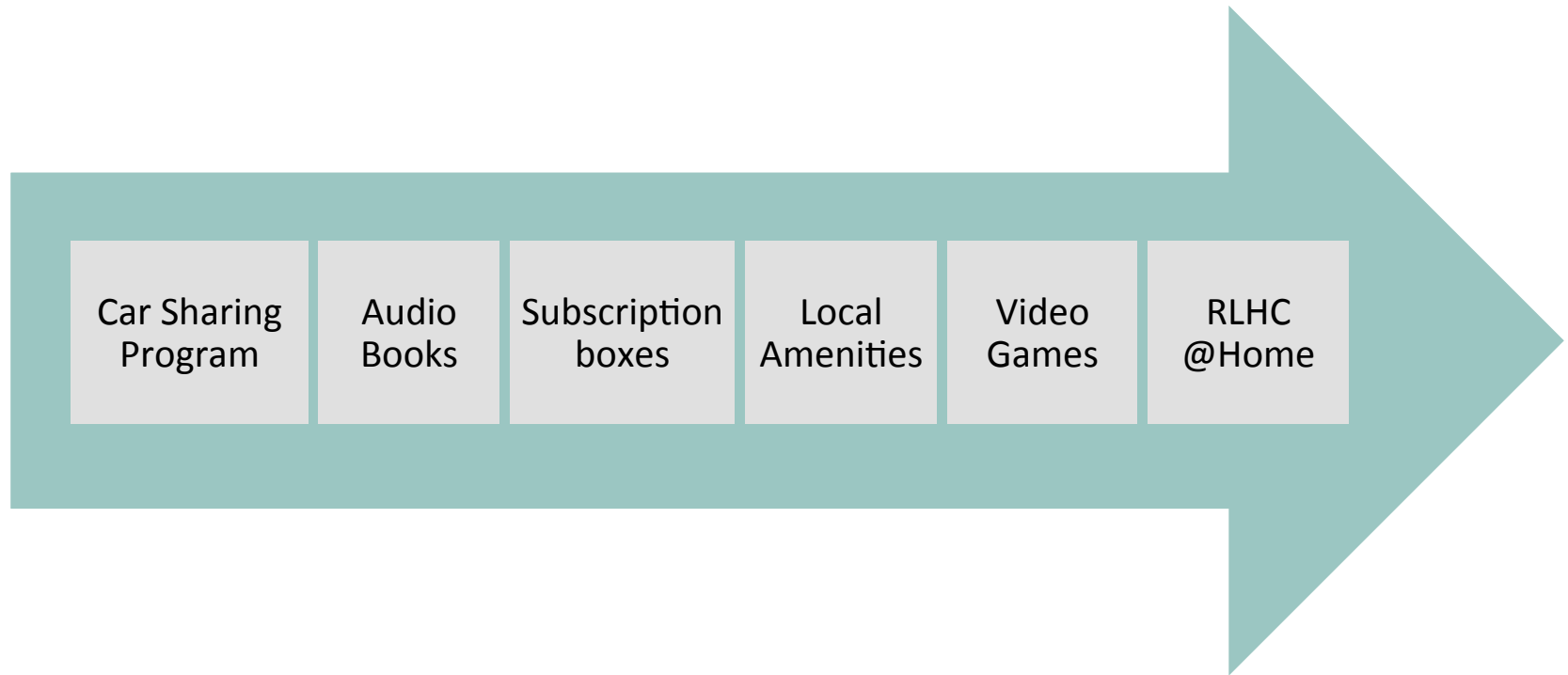
Facebook Exchange

New Property Acquisition Campaigns



Increase Strategic Partnership Portfolio

Continue to introduce partnerships that fuel member's passions and surprise & delight them in their guest journey.



Owners' Conference Recap

STATE OF LOYALTY Membership doesn't equal loyalty.

HOW-TO APPROACH Determine what behaviors constitute loyalty, refocus on customers, reinvent, reengineer, build emotional bond into operations.

HELLO REWARDS looks at holistic guest journey and incorporates elements of surprise & delight, fueling member passions and knowingly recognizing each and every member.

GUEST JOURNEY Uses guiding principles to transform expected member experiences into unexpected ones every step of the way.

PARTNER MARKETING Accentuates brand positioning, enables new member perks and communications and introduces revenue streams with limited financial exposure.

WHAT'S NEXT? More perks, expanded partnership portfolio, member acquisition campaigns, rebranded properties.