



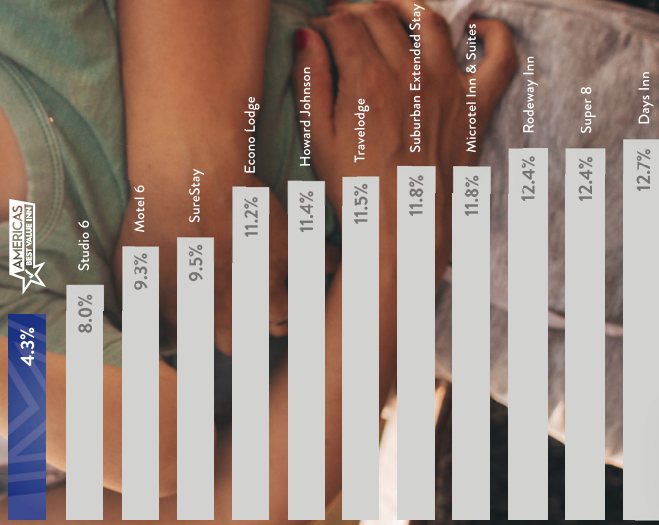
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MEET THE BEST VALUE
IN HOSPITALITY

THE BEST VALUE. PERIOD.

At Americas Best Value Inn, guests always leave knowing they received the most for their money. With shared American values, Americas Best Value Inn offers a hassle-free stay that's accessible for both solo travelers and families alike.

ABVI HAS SOME OF THE LOWEST FRANCHISE FEES IN THE ECONOMY SEGMENT



Data from HWS / 2019

RLH CORP. PUTS OWNERS FIRST

INDUSTRY-LEADING CONNECTIVITY

Sell more rooms by listing on more channels. At RLH Corp, we sell your rooms on more channels to drive more reservations rather than limiting your listing to specific sites as other brands do.

We pride ourselves on leading the way in innovation – especially when it comes to generating revenue opportunities.



MARKETPLACE

TARGET MARKETS:

Secondary and tertiary markets

SEGMENT:

Economy

PROPERTY TYPE:

Ideally suited for conversions & new builds

Flat franchise fees offered

Hello rewards

simply rewarding.

Hello Rewards is the RLH Corporation guest recognition program designed for the average traveler. We avoid complicated points and elite tiers that only benefit road warriors and instead focus on delivering more meaningful value in the moment.

DO YOU KNOW WHAT YOUR BIG BRAND LOYALTY PROGRAM IS COSTING YOU?

RLH CORP. HOTELS KEEP 90% OF GRR
On any Reward Stay (where Hello Bucks are applied), properties keep 90% of room rate, with the remaining 10% funding the program.



EARN & STAY

Members earn Hello Bucks on every qualifying stay, regardless of channel.



APPLY

Members can apply those Hello Bucks towards future bookings on redlion.com.



NO FEES ON EARNING STAYS

Hotels pay no Hello Rewards fees on stays that earn Hello Bucks.



WE'RE GROWING OUR FOOTPRINT

8 POWERFUL BRANDS | 900+ PROPERTIES | 60,000+ ROOMS



GOOD FOR BUSINESS.
We don't wait for the future. We create it.

franchise.RLHCo.com | 866-437-4878



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