



Red Roof® Partners with HotellQ for New AI-Powered Revenue-Management Platform

COLUMBUS, Ohio, April 16, 2025 – Red Roof®, an award-winning leader in the lodging industry, is partnering with HotellQ for HotellQ Decision Cloud, one of the most advanced, AI-powered enterprise hospitality platforms in the industry. The Introduction of HotellQ’s advanced business intelligence platform, combined with AI-driven Price Optimization System, further enhances Red Roof’s cloud-based technology across its properties nationwide. The platform will empower hotel owners and operators to make faster, data-driven decisions and boost revenue. By providing insights into key performance metrics, the platform streamlines operations and saves both time and money.

“This state-of-the-art solution combines AI-powered predictive pricing models, an advanced analytics platform, and key system automations to help Red Roof owners maximize their revenues and overall profitability,” said Red Roof President Zack Gharib. “The partnership will enable Red Roof to utilize the latest technologies to create innovative and industry-leading pricing strategies—all accessible through an efficient, user-friendly platform. It’s a brilliant solution for our brand and our franchisees.”

Hotel owners and operators gain tactical and strategic insights from the business intelligence and analytics capabilities, as well as the efficiency of action-driven algorithms in price optimization. “This integration eliminates time-consuming manual data analysis while ensuring our teams and hotel operators collaborate effectively within a unified digital workspace,” Gharib added.

By automating revenue-management decisions through AI-powered technology, the solution increases operational efficiency and enables quick and accurate pricing and inventory decisions that maximize revenue potential and drive profitability, improving performance and maximizing profitability for hotel owners.

“The entire HotellQ team is thrilled to embark on this transformative journey with a brand as innovative and forward-thinking as Red Roof,” said Apo Demirtas, founder and CEO of HotellQ. “Their leadership has shown remarkable foresight in embracing the power of advanced analytics and price optimization. This partnership is a perfect alignment of vision and capabilities, and we’re confident it will deliver long-lasting, exceptional results for Red Roof.”

About Red Roof

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof’s portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof’s dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit redroof.com or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit redrooffranchising.com.

Red Roof’s Vision: To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

HotellIQ

HotellIQ, a leading hospitality decision intelligence platform founded by former hoteliers, provides a sophisticated analytics and business intelligence platform for the global hotel industry. HotellIQ's Decision Cloud, driven by Decision Intelligence architecture, empowers hoteliers to make faster, data-driven decisions across departments, boosting revenue. By providing insights into key performance metrics, AI-powered predictive models for forecasting and budgeting, and tools to identify revenue opportunities, the platform streamlines operations and eliminates time-consuming manual data analysis. With user-friendly dashboards and reports, Decision Cloud ensures sales, marketing, and revenue teams have consistent access to high-quality property data, fostering collaboration and unlocking new revenue streams within a unified digital workspace. To learn more about HotellIQ Decision Cloud, visit www.hotelliq.io.

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