



Take a look at where Red Roof was seen in the media during the third quarter of 2024:

No Vacancy News and host Glenn Hausman featured a [video interview](#) with Red Roof's new President, Zack Gharib. The two discussed a number of topics, including how Zack got into the hotel industry, his experience so far at Red Roof, Red Roof's franchise community, his move to Columbus and more.



Coverage of Lisa Jordan's promotion to Vice President of Marketing has appeared in a variety of publications, including:

- [Hotel News Now](#)
- [HOTELS](#)
- [AdAge](#)
- [Hospitality Net](#)
- [Asian Hospitality](#)
- [Hotel Online](#)
- [Lodging Magazine](#)
- [Hotel Management](#)



The first podcast episode for LendingCon 2024 featured Matt Hostetler, Red Roof's Chief Development Officer, and the LendingCon podcast team. They discussed the importance of branding, investing and developing relationships with franchisees.





The August issue of Today's Hotelier featured an exclusive [cover story](#) with Red Roof President Zack Gharib. In the article, Zack shares his insights on the future of the company and the hospitality industry.

At the beginning of July, Franchise Operations Director Nicholas Kurek and the Red Roof Inn Stroudsburg, Pa., were featured on Blue Ridge Cable TV 13. The interview discussed the opening of the hotel and the \$500,000 of renovations that were completed at the property.



Hotel Business magazine featured [an article](#) about Red Roof President Zack Gharib's visit to the Red Roof Inn & Suites Indianapolis Airport as well as his plans for the future of the company, including company culture, franchisee support, development growth and driving consistency across the entire brand.

We received great pickup of the "Red Roof® Helps Travelers Extend Their Summer Vacation with Deals for Labor Day and Beyond" press release. The release was picked up by at least 473 news sites, reaching a potential audience of over 225 million in the first 24 hours.

A sampling of sites that picked up the press release the first day include:

- [Associated Press](#)
- [Yahoo! Finance](#)
- [MarketWatch](#)
- [NBC 4](#) (Columbus, Ohio)
- [KTLA](#) (Los Angeles)
- [WFLA / NBC](#) (Tampa, Fla.)
- [PIX11](#) (NYC)
- [WGN 9](#) (Chicago)
- [KDVR / FOX 31](#) (Denver)
- [WAVY / 10 On Your Side](#) (Norfolk, Va.)
- [WHTM / ABC 37](#) (Harrisburg, Pa.)



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