



PRESS RELEASE – FOR IMMEDIATE RELEASE

RIDE WITH RED ROOFSM SIGNS LATEST FULLY WOMAN-OWNED FRANCHISE IN ALABAMA WITH THE HOMETOWNE STUDIOS MADISON, ALA.

Red Roof's RIDE Program Collaborates with Jaya Desai to Add Another Hotel to the More than 35% of Red Roof Properties Owned or Partially Owned by Women

Columbus, OH – January 11, 2024 – Red Roof[®], the leader in economy lodging, announced its latest fully woman-owned franchise since launching its *RIDE with Red RoofSM* initiative. The HomeTowne Studios Madison, Ala., formerly known as the Rocket City Suites, is the latest of two Red Roof hotels owned by Jaya Desai. Desai joins the growing number of Red Roof properties owned or partially owned by women, bolstered by the organization's *RIDE (Road to Inclusivity and Diversity in Entrepreneurship)* program. Desai currently owns an additional Red Roof branded property, also located in Madison, Ala.

Coupled with its sister program *SHE, inspired by Red RoofSM*, an all-encompassing program to **Support, Help, and Elevate** women, Red Roof is propelling towards its goal of 40% of properties owned or partially owned by women.

When Desai graduated from college and began working as an accountant in Chicago in 1995, she never thought she would enter the hotel industry. However, after briefly living at a family member's motel for a year and helping them on property, she fell in love with the business. A short time later, Desai and her family came across a 30-room independent hotel in Huntsville, Ala. Something spoke to them, and they bought it. Despite knowing little about the industry, Desai and her family ran the property for 18 years.

"That property meant a lot to me. It's where my children grew up," Desai said. "After we sold that hotel, we bought another 80-room independent hotel and went to work on it. During renovations, we heard from friends and family that Red Roof was the best economy brand to work with, so we decided to pursue them."

Once renovations were completed, Desai re-opened the hotel as the Red Roof PLUS+ & Suites[®] Huntsville – Madison. Her positive experience led her to renovate another hotel, an aging 40-unit motor lodge called the Rocket City Suites. According to Desai, the hotel was equipped with apartment-sized rooms but was located outside of residential zoning, so she decided to rework the rooms into suites. One pandemic delay later, the 40-suite HomeTowne Studios Madison is preparing to open.

The property offers numerous amenities, with each suite providing living rooms, full kitchens with refrigerators, dishwashers, a full stove, an oven, a microwave, a casual dining table with four chairs, and washers and dryers in each unit. All rooms also have 40-inch TVs, cable, and free Wi-Fi access. The HomeTowne Studios Madison is also located near numerous attractions, including The



University of Alabama in Huntsville, Madison Station Antiques, Huntsville Botanical Garden, and Huntsville International Airport (HSV).

“I am excited to open my second hotel with Red Roof and am thrilled to continue deepening my relationship with this group and their wonderful team,” Desai said. “Red Roof’s *RIDE* program, and especially Lina Patel, assisted me with the conversion process every step of the way. In my 25 years in the hotel industry, Lina was the first person to encourage me the way she did. The insight and understanding Red Roof provided has been invaluable.”

“Jaya Desai is a fantastic hotelier and an inspirational woman, and we couldn’t be happier to have her as a member of the Red Roof family,” said Lina Patel, Red Roof’s Director of Strategic Franchise Initiatives. “She has done so much for her family and the communities of both Huntsville and Madison as a business owner.”

“The HomeTowne Studios Madison is a fantastic property in a stunning location, and with Jaya Desai as its owner, it is in good hands,” said Matthew Hostetler, Chief Development Officer at Red Roof. “We are overjoyed to work with Jaya to further her hospitality ambitions and are committed to supporting her ongoing success in these and future endeavors. Thanks to Lina and other fantastic Red Roof team members, including Jennifer Burcham, Franchise Development Director, *RIDE with Red Roof* continues to elevate aspirational women and minority hotel owners in their growth throughout the industry.”

For more information on Red Roof, visit www.redroof.com and www.redrooffranchising.com.

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. With coast-to-coast locations, Red Roof has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in Japan. Whether business or leisure, short trips or extended stays, in the hearts of cities or on the road, Red Roof has a property for every traveler, delivering the best experience and value in the lodging industry. Red Roof is pet-friendly, as one well-behaved pet is welcome per room nationwide at no additional cost*. Ranging from economy to midscale, the Red Roof portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, with enhanced amenities in clean, modern, comfortable rooms; HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay®; The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™; and Red Roof’s dual-branded properties, providing guests and franchisees increased flexibility and added value. Red Roof offers franchisees [Genuine Relationships. Real Results.®](#) – a unique owner-operator experience establishing common ground with franchisees. Guests can go Beyond Free Nights® with the Red Roof industry-leading loyalty program, [RediRewards®](#). Hospitality goes beyond the hotel room through Red Roof’s ESG program, Purpose With HeartSM— an umbrella for operating behaviors and policies— and Red Roof’s legacy social responsibility program, [Room In Your HeartSM](#). For reservations, visit redroof.com, call 800.RED.ROOF, or download Red Roof’s free app for iOS and Android devices.

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

**Pet accommodations policy may vary at some locations. To verify a hotel’s pet policy, please review hotel information online at redroof.com or by contacting the hotel directly.*



Contact:
Elliott Mest
MFC PR
elliott@mfcpr.com

