



ANNIVERSARY
Celebration

FIRST
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News Release



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ANNIVERSARY Celebration

Red Roof® Celebrates Being Named #1 Best Budget Hotel and its 50th Anniversary with Special Offers and a Sweepstakes to Help Travelers Afford Vacations this Summer

Columbus, Ohio, May 22, 2023 – Red Roof®, an award-winning leader in the lodging industry, has a lot to celebrate with its guests this summer. In honor of its 50th anniversary, and being named the #1 ‘Best Budget Hotel Brand in America’ by USA Today readers, Red Roof is helping ease the cost of coveted summer vacations for travelers by offering free hotel stays and special prizes now through September 5, 2023.

As part of the Red Roof ‘50th Anniversary Celebration’ promotion, RediRewards members who complete two separate stays at Red Roof locations any time between May 22 and September 5, 2023, will earn bonus points for a free night at any Red Roof Inn, Red Roof PLUS+ or HomeTowne Studios by Red Roof. In addition, RediRewards members will receive 15% discounted Member Exclusive Rates. To participate, consumers must be a member of the Red Roof loyalty program RediRewards, which is [free to join](#), and then [register free online](#) for the promotion. After completing the first stay, consumers will get rewarded for travel!

Once registered, travelers will also be automatically entered into the Red Roof 50th Anniversary Celebration Sweepstakes*, where they are qualified for the chance to win the ultimate prize of a cruise, or an Orlando vacation package, including lodging at Spot X by The Red Collection Orlando, for a traveler and three of his or her guests, for eight days and seven nights. Each completed stay at a Red Roof location gives members an additional entry into the sweepstakes. There will be one drawing every month to select a grand prize winner.

In addition, through the sweepstakes, Red Roof is offering travelers the chance to win \$50 Visa gift cards, to help with gas and other travel costs, through weekly drawings.

“In the spirit of celebration for our 50th anniversary this year, amidst rising costs, Red Roof is making it easier for consumers to afford that well-deserved summer vacation by offering special money-saving promotions, giveaways and sweepstakes,” said Marina MacDonald, Red Roof Chief Marketing Officer.

“Customer satisfaction is our top priority at Red Roof, and being recognized, once again, as the number one Budget Hotel Brand by USA Today readers, reaffirms that our strategy for giving travelers the best experience at the best price, is working,” said George Limbert, Red Roof President.



With over 60,000 rooms in nearly 700 properties across the country and internationally, there is sure to be a Red Roof conveniently located along your travel route. Check out all Red Roof locations online at <https://www.redroof.com/why-red-roof/maps>.

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, now in its 50th year, has over 60,000 rooms in more than 680 properties in the U.S. and internationally in Brazil and 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®; and The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™. 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 Heart— an umbrella for operating behaviors and policies, as well as Red Roof’s existing legacy social responsibility program, [Room in Your Heart](#). For reservations, visit [redroof.com](https://www.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.

**No purchase necessary. 50 US/DC. Must be a RediRewards member when entering, 18+. Ends 9/5/23. For Rules/eligibility, visit <https://www.redroof.com/deals/national-deals/summer-deal/sweepstakes>.*

***Pet accommodations policy may vary at some locations. To verify a hotel’s pet policy, please review hotel information online at [redroof.com](https://www.redroof.com) or by contacting the hotel directly.*

Media Contact: Cori Rice • SAMCOR Communications • crice@samcor.net

15 fun facts about the number 50

1. 50 years is the Golden anniversary for a married couple



2. 50 is the number of times of an ant's weight it can lift and carry

3. 50 Cent is the American rapper Curtis Jackson

4. 50 years ago, Secretariat won horse racing's triple crown

5. 50 is the atomic number of tin



6. Football's great Mike Singletary of the Chicago Bears wore the number 50

7. 50 is the numerological reference to personal freedom



8. 50 is the expression of perfect balance

9. 50 comes from the Old English fiftig, the Old Norse fimm tigr and the Old High German fimfzug

10. 50 will be the birthday celebrated by Heidi Klum, Dave Chapelle and Kate Beckinsale this year

11. 50 miles is 264,000 feet or 80.4 kilometers



12. 50 pounds is 22.7 kilograms or 800 ounces

13. 50 years is equal to 438,300 hours

14. 50 is the square root of 2500

15. 50 is the number of calories in a hard-boiled egg



19 What happened 73 in 1973?



1. FedEx was created to offer overnight parcel delivery



5. A package of Oreo cookies cost 59 cents, a gallon of gas was 40 cents and eggs were 69 cents a dozen



11. The Miami Dolphins won the Super Bowl and the Oakland A's won the World Series

12. USC beat Ohio State in the 59th Rose Bowl

13. Jonathan Livingston Seagull was the top selling book

14. The US Senate appointed a Select Committee to investigate the Watergate incident

15. Jim Trueman opened the first Red Roof Inn in Columbus, Ohio



9. M*A*S*H* won its first Emmy

10. The Bahamas gained independence from Great Britain

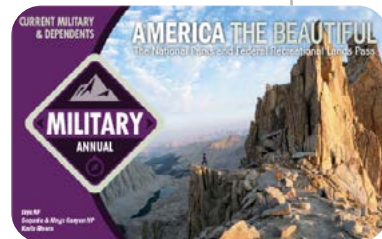


10 Reasons to take a road trip in 2023

1. This year will be the **renaissance of the road trip** because of work flexibility and a desire to avoid the crowded spaces of airlines and public transportation.



Road trips are economical, infinitely flexible and require relatively little planning.



2. Taking a road trip means you can **skip the airport** and the high cost of flying! Airline travel costs are higher than ever in 2023, making a road trip more appealing to Americans ready for a break.



3. Seeing one national park is great. On a road trip, you can see a dozen or more. With an **America the Beautiful Pass** you can see an unlimited number of parks in a single year for all the occupants of your car or RV. There are additional discounts for retired military and seniors.

4. Only a road trip will give you the chance to see America's craziest roadside oddities. **The largest ketchup bottle** in the world and a sculpture of a cow made entirely of butter, are just a couple of treats that you can find along the road across America.



5. On a road trip, you get to set your own price. With a little planning, you can set a budget for places to sleep, find discount dining and buy gas at the best prices. Bring along snacks and picnic supplies and save even more!



10 Reasons to take a road trip in 2023 Cont.



6. Make a bucket list and check it off.

Part of your planning can include places to see and things to do. Add items that move you out of your comfort zone like trying some new foods or parasailing for the first time. A well-planned road trip can create a set of memories that will last a lifetime.



7. A road trip is the ultimate stress-reliever. With an open road, no Wi-Fi and no schedule, you'll feel more relaxed as soon as you hit the road. Spontaneous experiences and full control over where you're going and how to get there builds self-confidence.



8. Take a road trip closer to home: with a little research, you can find an iconic road trip route like the Blue Ridge Parkway or the Great River Road Scenic Byway that will get you out for a bit of fresh air and scenery without breaking the bank.

9. A road trip affords you more time to connect and reflect. Without the hassle of congestion, the rigors of airport security and the forced time schedule of trains and public transport, you'll be left with time to think and talk and be with your family or your traveling companions. A road trip might be the ultimate way to extend and improve your quality of life!

10. When the world is a little crazy, it's time to hit the road.

With stressful news there is nothing quite like a road trip. On a road trip you can reconnect with small town life, find the peace of an open road, and discover new beauty you might have never imagined.



Our Journey 1973-2023



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In February of 1973, the first Red Roof Inn® opened in Grove City, Ohio, charging only \$8.50 a night. The hotel offered clean and comfortable rooms and attentive guest service. 50 years later, Red Roof® still exemplifies value and quality. 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, today Red Roof has over 60,000 rooms in nearly 700 properties in the United States, Brazil and Japan.

Red Roof Milestones

1970's

The "rooms only" motel chain opens in Columbus, Ohio, in 1972 by the late James R. Trueman. His concept was to provide a clean, comfortable room at a fair price.



\$8.50
a night



1980's

The first computer system was installed at Red Roof Inn in 1982 for reservations management.

By 1984, Red Roof was the first in the economy lodging segment to computerize property-management systems that were centrally connected corporate office.



1990's

Red Roof becomes publicly traded on the New York Stock Exchange and was a part of Accor Economy Lodging.



2000's

Red Roof completed the first brand repositioning by securing \$250 million in investment, focusing on Smart-by-Design amenities.

In 2006, Red Roof Inn is rated #1 in bedding comfort by J.D. Power and first place in the economy hotel category by Best Travel News. Red Roof launched its first mobile website for www.redroof.com and upgraded its communication package to include free Wi-Fi.



Smart·by·Design®



2010's

Red Roof unveils its \$200M NextGen renovation and adds more WOW to your Stay by introducing the upscale economy brand extension, Red Roof PLUS+

In this decade, the brand moved beyond the economy segment with the opening of HomeTowne Studios by Red Roof, offering guests the essentials of home and the first hotel in The Red Collection, offering guests upscale stays at affordable prices in select cities.

2020

Red Roof was a leader in the lodging industry as the world adapted to an ever-changing pandemic landscape.

They introduced more rigorous cleaning protocols to keep guests healthy and address new expectations, giving consumers the confidence to hit the road again. Across the country, Red Roof provided assistance and support for essential workers on the frontlines in the battle against COVID-19 by donating rooms to first responders.



2021

George Limbert is named President of Red Roof and the brand expands to 60,000 rooms.

With relentless focus on what guests want and need, Red Roof is one of the first brands in the industry to show positive revenue growth, ending 2021 with revenue 16% higher than 2019 and grew to more than 60,000 guest rooms across the United States. The brand also redesigns HomeTowne Studios.



2022

Red Roof launched a new dual-branded prototype, which offers franchisees an additional Red Roof option - Red Roof Inn and HomeTowne Studios, on the same property.

The dual brand provides both guests and franchise owners increased flexibility and added value. Red Roof announces Purpose with Heart, an enhancement of Red Roof's corporate social responsibility program, building on its rich history of giving. Purpose with Heart, the company's overarching ESG program extends Red Roof's legacy of social responsibility and commitment to make a positive impact on the environment.



2023

Red Roof celebrates half a century as an iconic American lodging brand and dedicated being a more active partner in their communities and to providing their guests with best experience and value in the lodging industry.



Red Roof launched SHE. A women-focused online community that provides thought leadership and access to resources. 35% of Red Roof hotels are owned or partially owned by women.



Red Roof will open 50 new properties in 2023

60% year on year growth

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