



Red Roof® Offers Roadtrippers Summer Deals and Discounts

COLUMBUS, Ohio, May 13, 2025 – Red Roof®, an award-winning leader in the lodging industry, is helping travelers afford summer road trips by offering new “Redi to Roadtrip” deals and discounts, starting Memorial Day weekend. According to a recent [survey from NerdWallet](#), more than 2 in 5 Americans (44%) plan to take a vacation this summer that will require a flight or hotel stay, and a majority (87%) will travel at least one night away from home this summer. The same survey shows travelers are looking for ways to save on these trips, including choosing a hotel based on price instead of amenities (40%).

The new “Redi to Roadtrip” promotion gives a 10% discount and double RediRewards® points to Red Roof RediRewards members, seniors, AAA and AARP members, and government and military personnel who book direct and stay at any Red Roof Inn®, Red Roof PLUS+®, HomeTowne Studios by Red Roof®, or The Red Collection® property from May 23 through September 2, 2025. Guests can book their stays direct at [redroof.com](#) or on the Red Roof mobile app, by calling 800.RED.ROOF, or at any participating property. Guests must register to become a RediRewards member to earn their RediRewards points. [Registration is open now.](#)*

RediRewards is Red Roof’s loyalty program, which is [quick, easy and free to join](#). In addition to this new summer promotion, RediRewards members earn points on every qualifying stay year-round. RediPoints can be redeemed for free nights, hotel discounts, gift cards and more.

“Our ‘Redi to Roadtrip’ promotion allows travelers to spend less and still hit the road this summer to enjoy those coveted vacations,” said Red Roof Vice President of Marketing Lisa Jordan. “Whether it’s hitting the road to relax at the beach, visit a theme park or take in a music festival, Red Roof has an affordable summer deal for all roadtrippers and all road trips.”

With more than [700 properties](#), there is sure to be a Red Roof along travelers’ road trip routes this summer.

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®, 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.

**Excludes weekly and monthly rates.*

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