Red Roof Announces Partnership with Milestone Inc. to Drive AI-First Digital Transformation and Enhance Guest Experiences for Its Hotels

COLUMBUS, Ohio (March 10, 2026) — Red Roof®, an award-winning leader in the lodging industry, today announced a strategic AI-first digital transformation partnership with Milestone Inc., a globally recognized provider of AI-native digital experience platforms and search technology.

This collaboration represents a comprehensive modernization of Red Roof's digital ecosystem, designed to enhance discoverability across traditional search engines and emerging AI platforms, personalize the guest journey, optimize direct distribution and drive sustainable revenue growth for franchisees.

As part of this initiative, Red Roof will deploy Milestone's AI-first Digital Experience Platform to power redroof.com and future digital touchpoints. The platform serves as a scalable growth engine, optimizing visibility across search and generative AI engines, accelerating content performance and increasing direct channel revenue through intelligent engagement and conversion technologies.

"Red Roof continues to invest in technology that delivers measurable impact for our franchisees and guests," said Red Roof President Zack Gharib. "Partnering with Milestone Inc. allows us to implement an AI-first digital platform that strengthens our visibility wherever travelers begin their journey, elevates personalization across the booking experience and drives more direct revenue to our hotels."

"Hospitality discovery is being fundamentally reshaped by AI," said Anil Aggarwal, CEO of Milestone Inc. "This partnership with Red Roof is about much more than launching a new website — it is about building an AI-native digital foundation that enhances visibility across search and generative AI engines, delivers personalized experiences in real time and maximizes conversion and direct revenue. We are excited to help Red Roof lead confidently into the AI-driven future of travel."

Driving Direct Distribution and Franchisee Growth
The new platform is designed to strengthen Red Roof's direct distribution strategy by:
- Increasing visibility at the top of the funnel
- Reducing friction in the booking journey
- Improving engagement and conversion rates
- Enhancing data-driven decision making

For franchise owners, the AI-first platform provides a powerful foundation for increasing property-level performance through higher direct bookings and improved digital competitiveness.

This initiative reinforces Red Roof's commitment to digital leadership in the economy lodging segment and positions the brand for long-term growth in an era where AI-driven discovery and personalization are reshaping the hospitality industry.

Red Roof and Milestone are actively collaborating on development, with a phased rollout beginning in late 2026.

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 715 properties in the U.S. and internationally in Canada and 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.

About Milestone Inc.
Milestone Inc. is an AI-native Digital Experience Platform that helps brands become discoverable in AI search, deliver personalized digital experiences, and drive higher conversions. The Milestone platform combines a GEO-first CMS, GEO Intelligence for AI search visibility, AI Content Studio for content automation, Schema Manager for structured data, a local listings platform, and conversational AI Agents. Milestone powers digital growth for leading hospitality chains, management companies, and independent upscale hotels. Milestone is consistently recognized among the top MarTech platforms globally, with recognition from Forrester and G2, and was awarded Best MarTech Platform at the HSMAI Adrian Awards. Url: https://www.milestoneinternet.com/

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