



## PRESS RELEASE – FOR IMMEDIATE RELEASE

---

### Back on Top! Red Roof® Named Best Budget Hotel Brand in the U.S. by USA Today® Readers

---

**COLUMBUS, Ohio – Aug, 27, 2021** – USA Today® readers have, for the fourth time in five years, selected Red Roof® as the Best Budget Hotel Brand in America. Noting that travelers shouldn't have to blow through their budget or stay in a drab, personality-less room in order to save, USA Today's 10Best Readers' Choice awards asked readers to vote for their favorite economy lodging options and they chose Red Roof over competitors including Motel 6, Country Inn & Suites, Best Western, Courtyard by Marriott and Residence Inn.

"Being selected as the number one Budget Hotel Brand by USA Today readers is a testament to the hard work of our team members and how we always put our guests first," says George Limbert, President, Red Roof. "We are obsessed with listening to our guests and known for turning insights to action. We always look for ways to go above and beyond in all actions and strive to deliver an enhanced experience at a value price."

USA Today's 10Best Readers' Choice Awards are chosen from 20 nominees designated by a panel of travel experts including editors from [10Best.com](https://www.10best.com). The travel experts select the top 20 nominees in contests covering food, lodging, destinations, travel gear, things to do and more. Then, it's up to readers to make the final decision by casting their vote. The results are calculated, culminating in the 10Best.

USA Today notes that the brands who made the top ten all combined affordable rates, a number of amenities and frequent freebies to set the scene for a comfortable and wallet-friendly stay—whether for business or pleasure. These are all integral to Red Roof's offerings to guests, providing them with consistent, high-quality experiences at an affordable price and the amenities they want and need while traveling including Fast. Free. Verified. Wi-Fi™, a pet-friendly policy at no additional cost\*, signature RediClean™ cleaning program that provides safety assurance and the richest-in-class hotel loyalty program, RediRewards® and RediPromise®, the best price match guarantee in the business with the lowest nightly rate and 7,000 points for a future free night stay at Red Roof when booking direct.

For more information, please visit [redroof.com](https://www.redroof.com) or call 800.RED.ROOF.



## 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. Known for obsessively listening to consumers, Red Roof offers travelers a consistently high-quality experience at an affordable price. With coast-to-coast locations, Red Roof has over 660 properties in the U.S. and has expanded internationally to 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 an enhanced experience at a value price. Red Roof is pet-friendly, as one well-behaved pet is welcome per room, nationwide, at no additional cost\*. Ranging from economy to midscale, Red Roof's portfolio of brands includes: Red Roof Inn® and Red Roof PLUS+®, allowing guests to Sleep Easy. Spend Less®. with enhanced amenities at a value price; The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™; and HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay™. Red Roof offers franchisees Genuine Relationships. Real Results.® - a unique owner-operator history establishing common ground with franchisees. To join Red Roof's industry-leading loyalty program, RediRewards®, or for reservations, visit [redroof.com](http://redroof.com) or call 800.RED.ROOF.

\* Pet accommodations policy may vary at some Home Towne Studios by Red Roof locations.

