



## Red Roof® Adds New App Promotion to Trio of Summer Traveler Discounts

*Red Roof is offering consumers more ways to save at 700+ properties, including Red Roof Inn®, voted No. 1 Best Budget-Friendly Hotel Brand in USA TODAY's 10Best 2025 Readers' Choice Awards*

**COLUMBUS, Ohio, July 14, 2025** – Budget-conscious consumers are still taking those well-deserved summer vacations. According to a [recent Deloitte survey](#), more than half of Americans (53%) plan to travel this summer, but to reduce costs, more people will be driving to their vacation destination, instead of flying, and more will be staying local, instead of traveling internationally. Travelers also are extending their time away, with 45% saying their longest trip will last a week or more, up from 39% in 2024.

Red Roof®, an award-winning leader in the lodging industry, is helping travelers save money on their extended road trips this summer by offering multiple ways to budget when staying at a Red Roof Inn®, Red Roof PLUS+®, HomeTowne Studios by Red Roof® or The Red Collection® property.

From July 14 through Sept. 30, 2025, Red Roof RediRewards® members earn 500 bonus points when they book on the new [Red Roof mobile app](#) and complete a stay at any Red Roof property by Sept. 30, 2025.

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

In addition to the 500 bonus points earned by booking through the new app, Red Roof also is offering additional ways for RediRewards travelers to save this summer. The ["Redi to Roadtrip" promotion](#) offers 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 through Sept. 2, 2025, [when they register](#). 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. However, guests only receive the 500 bonus points if they book through the app.

Also, travelers booking extended stays can save up to 30% when they book the Weekly Rate for seven or more nights at [HomeTowne Studios by Red Roof](#), now through Aug. 31, 2025. HomeTowne Studios by Red Roof offers the basic essentials of home for a comfortable, clean and convenient extended hotel stay. The hotels provide the basics travelers need, at an affordable price. To receive this promotion, guests must book direct through [hometownestudios.com](#), [redroof.com](#), the Red Roof mobile app, 800-733-7663, 800-Extended or at HomeTowne Studios hotels. Again, guests only receive 500 bonus points if they book through the app.

"We know many consumers have been tightening budgets these past few months and that is why Red Roof has rolled out a suite of rich promotions this summer," said Red Roof Vice President of Marketing Lisa Jordan. "We are offering travelers many ways to save and are helping to ensure they can still take a well-deserved vacation, or two, this year."

See terms and conditions for Red Roof's summer promotions at the links above or at [redroof.com](#).

Recently, Red Roof Inn was voted [No. 1 Best Budget-Friendly Hotel Brand](#) in USA TODAY's 10Best 2025 Readers' Choice Awards, so when guests stay at a Red Roof Inn or any of the more than [700 Red Roof properties](#), they know they will be receiving the best value, and an affordably priced and reliably comfortable stay.

### **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 700 properties in the U.S. and internationally in Japan. For more information, visit [redroof.com](http://redroof.com) or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit [redrooffranchising.com](http://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.

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