



PRESS RELEASE – FOR IMMEDIATE RELEASE

RED ROOF® ADDS MORE THAN 30 WOMEN AND REPRESENTATIVES OF UNDERSERVED MARKETS TO ITS FRANCHISE OWNERSHIP COMMUNITY

COLUMBUS, Ohio, March 10, 2025 - Red Roof®, the leader in economy lodging, continues to lead the industry in promoting franchise hotel ownership and opportunity for women and other underserved communities in hospitality. Since the 2023 introduction of [RIDE with Red Roof](#) and rebranding of [SHE, inspired by Red Roof](#), the company has successfully added more than 30 women and representatives of underserved markets to its ownership community.

RIDE (Road to Inclusivity and Diversity in Entrepreneurship) with Red Roof launched with the goal of broadening the hospitality industry’s reach within underserved communities. By connecting aspirational hotel owners with like-minded lenders and Red Roof’s existing base of preferred partners and suppliers, the company has helped reduce barriers for those seeking funding and create more avenues to hotel ownership.

The program is bolstered by SHE, inspired by Red Roof, an initiative designed to support, help and elevate women in hospitality through articles, information, thought leadership and best practices published on she-leads.com.

“SHE is designed to motivate women in the lodging industry to own, lead or make an impact. RIDE activates underserved segments of our industry to diversify Red Roof’s franchise community by offering resources, referrals and expertise that make franchise ownership accessible,” said Lisa Jordan, Red Roof’s VP of marketing. “While the programs serve people at different stages of their careers, ownership or leadership journeys, the synergy and collaboration between SHE and RIDE create a 360-degree approach to fostering belonging and diversifying our community of owners and leaders.”

Working in tandem, SHE and RIDE have helped Red Roof prioritize women and underrepresented communities with more than 30 new projects.

“Succeeding as a woman in hospitality has always been a challenge, as we often are tasked with balancing more aspects of family life and work,” said Dimple Patel, part owner and GM of the Red Roof Inn Walton, Ky. “Sometimes, all we need is a little support. Red Roof has been the easiest group to work with as an owner, above all others. Years ago, I began my hospitality career as a front desk worker at a Red Roof property, and the organization continues to provide support today from behind the scenes. Everyone from executive leaders to support teams is just one call away, and they are always willing to work with us.”

“Dimple Patel is an accomplished hotel owner, and we are proud she is a part of the Red Roof community,” said Lina Patel, Red Roof’s director of strategic franchise initiatives. “She has achieved so much in such a short time, and we are honored to count her as one of our valued franchisees. Thanks to Dimple and owners like her, Red Roof is quickly becoming a hub for women and entrepreneurs from other underserved markets looking to plant their roots in hospitality and grow a prosperous business.”

On March 18, Red Roof’s Lina Patel will join a roundtable discussion at the Hunter Hotel Investment Conference in Atlanta to discuss the power of maintaining self-belief and authenticity while conducting business. Aligned with Red Roof’s mission with RIDE and SHE, the session, titled “Bet on Yourself at the Table,” will explore ways hoteliers can empower themselves to enter any space with confidence and conviction.

For more information on RIDE with Red Roof, visit redrooffranchising.com/ride. For more information on SHE, inspired by Red Roof, visit she-leads.com.

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 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.

Red Roof is a pet-friendly brand. Pet accommodations policy may vary at some locations. To verify a hotel’s pet policy, please review hotel information online at redroof.com or by contacting the hotel directly.

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