



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

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**RED ROOF'S LINA PATEL RECOGNIZED BY AHLA AS A FEMALE TRAILBLAZER AT THE 2024 'STARS OF THE INDUSTRY' AWARDS**

*Lina Patel receives the 'Paving the Way Award' in recognition of her efforts to advance women throughout hospitality*

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**COLUMBUS, OHIO – January 24, 2024** – Red Roof®, the leader in economy lodging, celebrated Lina Patel, Director of Strategic Franchise Initiatives, who was recognized by the American Hotel & Lodging Association (AHLA) with the "Paving the Way Award." The award is reserved for female trailblazers throughout hospitality.

Patel was presented with the distinction during the Stars of the Industry Awards, hosted on Jan. 21 during the Night of a Thousand Stars Gala at the beginning of the Americas Lodging Investment Summit in Los Angeles. She was the sole award winner in her category and was chosen from 250 applicants submitted by hospitality industry leaders and professionals.

A lifelong leader in the hospitality industry, Patel has been a hotel owner for 27 years and previously led one of the industry's largest Franchise Advisory Committees, where she worked to improve conditions and opportunities for her fellow hoteliers. Patel joined the board of AAHOA (the Asian American Hotel Owners Association) in 2017 and was instrumental in helping launch the organization's HerOwnership program to help further foster, promote and empower women entrepreneurs in hospitality.

In 2023, Patel joined Red Roof with the goal of increasing its population of women and minority hotel owners. She worked alongside Chief Development Officer Matthew Hostetler to launch [RIDE with Red Roof<sup>SM</sup>](#) (Road to Inclusivity and Diversity in Entrepreneurship), a program created to provide minority and women hoteliers with access to capital, resources, education and networking opportunities.

"Within the past year, we have seen the positive effects of Lina's impact," Hostetler said. "Her support in launching RIDE with Red Roof has helped us lay the foundation to further diversify hotel ownership and entrepreneurial opportunities for underrepresented groups. Under her leadership, Red Roof has signed two 100% woman-owned properties since RIDE's inception— moving our over-35 percent of properties owned or partially owned by women closer to our 40 percent goal."

RIDE, alongside its sister program, [SHE, inspired by Red Roof<sup>SM</sup>](#), serves as Red Roof's primary resource for otherwise underrepresented prospective business leaders looking to thrive in hospitality. Patel remains active on panels and at industry events, including participating in groups such as the Women's Innovation Council.

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“Receiving the Paving the Way Award from AHLA is truly an honor,” Patel said. “The hospitality industry is full of talented, driven individuals who may feel lost or without opportunities. It is our job as hotel leaders to elevate them wherever possible. This includes finding ways for the entrepreneurial leaders of tomorrow to make inroads into hospitality and truly understand the possibilities and pathways to success within our industry. There is still work to do, but it is important to celebrate how far we have come. This award validates the efforts of countless hospitality professionals pushing to expand the potential of our industry—as well as its reach.”

### **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. With coast-to-coast locations, Red Roof has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in 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 the best experience and value in the lodging industry. Red Roof is pet-friendly, as one well-behaved pet is welcome per room nationwide at no additional cost\*. Ranging from economy to midscale, the Red Roof portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, with enhanced amenities in clean, modern, comfortable rooms; HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay®; The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™; and Red Roof’s dual-branded properties, providing guests and franchisees increased flexibility and added value. Red Roof offers franchisees [Genuine Relationships. Real Results.®](#) – a unique owner-operator experience establishing common ground with franchisees. Guests can go Beyond Free Nights® with the Red Roof industry-leading loyalty program, [RediRewards®](#). Hospitality goes beyond the hotel room through Red Roof’s ESG program, Purpose With Heart<sup>SM</sup>— an umbrella for operating behaviors and policies— and Red Roof’s legacy social responsibility program, [Room In Your Heart<sup>SM</sup>](#). For reservations, visit [redroof.com](http://redroof.com), call 800.RED.ROOF, or download Red Roof’s free app for iOS and Android devices.

**Red Roof’s Vision:** To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

*\*Pet accommodations policy may vary at some locations. To verify a hotel’s pet policy, please review hotel information online at [redroof.com](http://redroof.com) or by contacting the hotel directly.*

Contact:  
Elliott Mest  
MFC PR  
[elliott@mfcpr.com](mailto:elliott@mfcpr.com)

