

Sleek Design, High-Tech Conveniences and Value: Red Roof Inns Unveils New Face of Economy Lodging

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Minimalist. Simple. Modern. Authentic: Next Generation Redesign a WOW for Consumers and Investors



It all starts in the bathrooms. Red Roof's Next Generation Redesign prototype will include new and luxurious bathrooms that feature granite countertops, vessel sinks and oversized walk-in showers with spa-inspired rain-flow showerheads. Meeting the needs of savvy tech travelers, Red Roof will also add wireless Internet and flat-screen TVs that will be outfitted with auto sensing remote jack packs (RJPs). The jack pack will allow guests to connect to, hear and see everything from a portable DVD/CD Player, Camcorder, MP-3 Player, Notebook computer to a portable Video Game Player right on their in-room TV display panel. Spacious workspaces with ergonomic seating and Love-your-Linens(TM) plush bedding are more of the luxury upgrades now being introduced at Red Roof ... without raising the price to consumers.

Minimalist. Simple. Modern. Authentic: Red Roof, long a stalwart of the economy traveler, has recommitted itself to serving today's demanding consumer with upgraded interior and exterior features that are sure to please even the most discriminating traveler and the company's franchise owners who are invested in delivering a memorable experience to their guests.

'Red Roof is an intuitive brand and one that's on the move. We've seen that the economy has forced consumers and businesses to rethink their lodging needs and look for a brand that provides the most value for the money,' says Red Roof CEO, Joseph Wheeling. 'Our detail oriented Redesign gives travelers everything they need and then some. It's the basics kicked up a notch. The new cost efficient, flexible prototype will also fuel and accelerate demand for the brand by investors. It gives us the blueprint to enter new markets.' With 350 locations nationwide, Red Roof has ample opportunity for growth and 'that is why we put so much effort into every detail of this prototype as, unlike other more mature brands, we envision this prototype being a significant percentage of our brand portfolio,' added Wheeling.

NextGen Redesign reflects the brand's response to its next generation of consumers who competitively price and compare their wide range of choices in today's lodging marketplace. 'Our current NextGen project cements our commitment to the economy hotel sector and to expanding on our reputation of delivering simplicity and economy without giving up quality,' added Wheeling. 'We have reallocated our dollars into the areas that consumers care about the most...their rooms and the open space areas. We want our guests to feel that this is not economy lodging.'



Chic minimalism gives guests more space to relax and spread out. Lighting is high design but economical. The hotel's super comfortable all-inclusive King rooms offer weary travelers a king-sized bed, a microwave oven and mini-refrigerator as well as enhanced technology compatible with travelers needs and a portable desk. The new lobbies will have lots of natural light, a decorative stone wall, a lounge area and an exercise facility. But hospitality is still number one with USA Today newspapers and gourmet hot coffees, hot chocolate and tea available free of charge to all guests. 'What we do, we do well,' notes Wheeling. 'Red Roof is a great investment for consumers and prospective franchise owners.'

Red Roof expects the NextGen concept to be met with immense success similar to its nearly complete Redesigned, Rededicated renovation program. Properties that have gone through Redesigned, Rededicated renovations ended 2007 with higher occupancy, average daily rate and RevPar (revenue per available room) as compared to non-renovated properties. 'The economy hotel segment is the largest and one of the most successful,' notes Wheeling. 'That's because today's consumer

isn't looking for overindulgence, but they are looking for a clean, spacious and modern room and a great night's sleep in a place that allows them to keep more money in their pockets so they can enjoy more of the city they're in.'

Red Roof's NextGen first location in Beaumont, TX is currently being built by developer, Southcorp Realty.

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