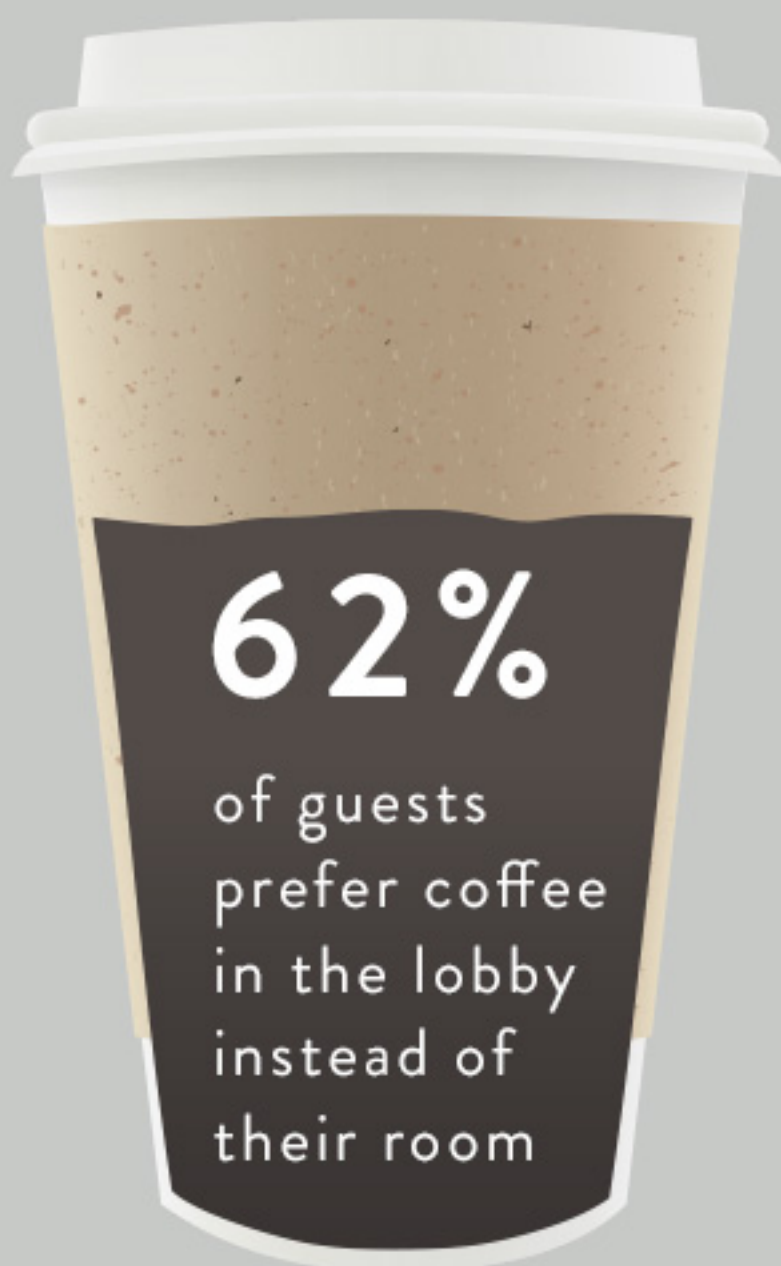


COFFEE THE WAY PEOPLE PREFER IT

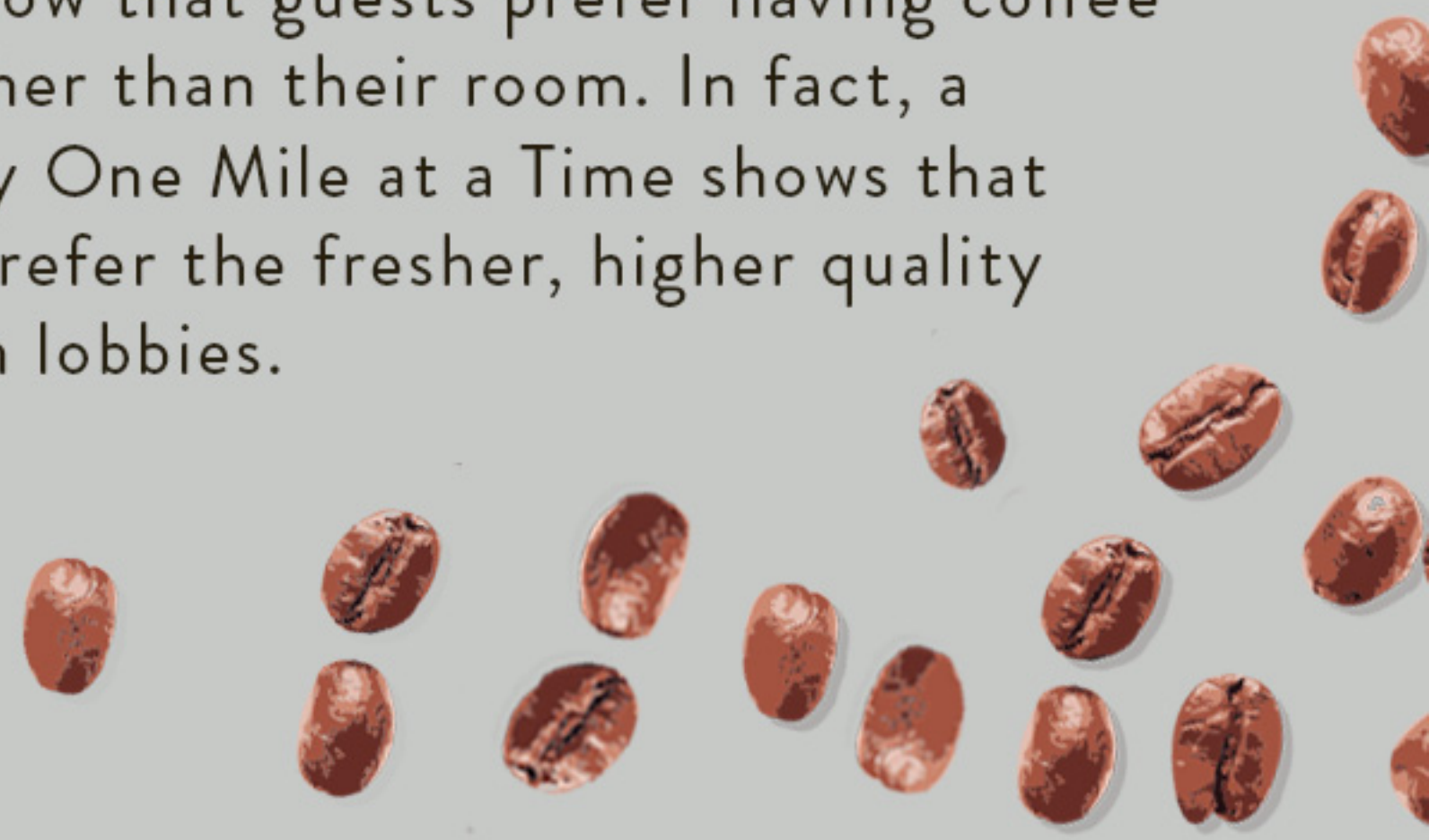
Changing trends open new possibilities

The hotel coffee experience has remained unchanged for decades. Frankly, like those pre-ground packets, the experience is growing stale. At Red Lion, we're elevating our coffee offering and raising consumer expectations. To do so we've selected Whidbey Coffee as our new coffee provider to give our guests a better tasting brew.



Preferred by travelers

Many studies show that guests prefer having coffee in the lobby rather than their room. In fact, a recent survey by One Mile at a Time shows that 62% of guests prefer the fresher, higher quality coffee offered in lobbies.



Staying on top of trends

Millennials have grown up in a world where coffee is best enjoyed within the "third place," sitting amongst others or chatting with friends. Recognizing this, we must embrace the future and adapt to new trends.



- Experiences
- Luxuries



Experiences matter most

A new study by global hotel consultancy HVS London shows that today's travelers place a higher value on experiences over luxuries. Our unique coffee experience will align with the shifting values of modern guests.



Dissatisfaction

According to a recent survey by Allegra Insight, 75% of guests claimed to be dissatisfied with the quality of in-room coffee.

Cleaner. Fresher. More enjoyable.

Industry-wide, in-room coffee machines suffer from a poor reputation. A growing number of guests are wary of the cleanliness of these machines and ignore them altogether. Those who do use them find the flavor lacking. By eliminating the machines from the rooms, we can offer a fresher, better tasting roast that creates a memorable experience and differentiates us from the rest of the pack.

