

ITEM 18

PUBLIC FIGURES

We do not use any public figures to promote the Red Roof Inn franchise.

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

The tables below contain information regarding the average performance figures for selected Red Roof Inn and Red Roof PLUS+ Inns. The information provided includes Daily Room Rate, Occupancy Rate, Revenue per Available Room (“RevPAR”) and Brand Contribution. The results in the tables below are based on performance information for all Inns operating under the Red Roof Inn (including Red Roof Inn & Suites) and Red Roof PLUS+ (including Red Roof PLUS+ & Suites) brands, open and operating for at least one year and for the period of January 1, 2024 through December 31, 2024, with any temporary closures being less than 90 days. 35 Affiliate-Owned Inns (including 13 Red Roof Inns and 22-Red Roof PLUS+ Inns) and 584 franchised Inns (including 528 Red Roof Inns and 56 Red Roof PLUS+ Inns) met these criteria. 10 previously Affiliate-Owned Inns that were sold to franchisees in 2024 are included in this financial performance representation. 34 franchised Inns that opened in 2024 are excluded from this financial performance representation.

TABLE 1

2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND CONTRIBUTION OF 35 AFFILIATE-OWNED RED ROOF INN & RED ROOF PLUS+ INNS

35 Affiliate-Owned Red Roof Inn and Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$74.49	11	31.4%	\$64.69
Occupancy Rate	62.2%	16	45.7%	60.2%
Average RevPAR	\$46.36	10	28.6%	\$38.92
Average Brand Contribution	40.9%	14	40.0%	45.7%

TABLE 2**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND CONTRIBUTION
OF 584 FRANCHISED RED ROOF INN & RED ROOF PLUS+ INNS**

584 Franchised Red Roof Inn and Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$69.56	255	43.7%	\$67.42
Occupancy Rate	53.9%	270	46.2%	51.6%
Average RevPAR	\$37.51	260	44.5%	\$35.14
Average Brand Contribution	36.56%	219	37.5%	32.8%

TABLE 3**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND
CONTRIBUTION OF 619 AFFILIATED-OWNED AND FRANCHISED
RED ROOF INN & RED ROOF PLUS+ INNS**

619 Affiliate-Owned and Franchised Red Roof Inn and Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$69.96	264	42.6%	\$67.25
Occupancy Rate	54.5%	282	45.6%	51.9%
Average RevPAR	\$38.15	270	43.6%	\$35.44
Average Brand Contribution	36.9%	233	37.6%	32.9%

TABLE 4**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR
AND BRAND CONTRIBUTION OF 22 AFFILIATE-OWNED RED ROOF PLUS+ INNS**

22 Affiliate-Owned Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$79.07	5	22.7%	\$73.63
Occupancy Rate	62.8%	9	40.9%	61.8%

22 Affiliate-Owned Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Average RevPAR	\$49.65	6	27.3%	\$42.85
Average Brand Contribution	39.6%	7	31.8%	37.7%

TABLE 5

**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR
AND BRAND CONTRIBUTION OF 56 FRANCHISED RED ROOF PLUS+ INNS**

56 Franchised Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$78.59	22	39.3%	\$72.02
Occupancy Rate	56.5%	30	53.6%	59.3%
Average RevPAR	\$44.37	22	39.3%	\$40.68
Average Brand Contribution	35.8%	22	39.3%	31.2%

TABLE 6

**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND CONTRIBUTION
OF 78 AFFILIATED-OWNED AND FRANCHISED RED ROOF PLUS+ INNS**

78 Affiliate-Owned and Franchised Red Roof PLUS+ Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$78.77	27	34.6%	\$72.70
Occupancy Rate	58.7%	43	55.1%	59.7%
Average RevPAR	\$46.23	28	35.9%	\$41.56
Average Brand Contribution	37.23%	32	41.0%	35.0%

TABLE 7**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND CONTRIBUTION
OF 13 AFFILIATE-OWNED RED ROOF INNS**

13 Affiliate-Owned Red Roof Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$63.32	8	61.5%	\$64.69
Occupancy Rate	60.9%	6	46.2%	60.2%
Average RevPAR	\$38.59	7	53.8%	\$38.92
Average Brand Contribution	44.85%	7	53.8%	45.7%

TABLE 8**2024 DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND CONTRIBUTION
OF 528 FRANCHISED RED ROOF INNS**

528 Franchised Red Roof Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$68.50	237	44.9%	\$67.42
Occupancy Rate	53.7%	242	45.8%	51.6%
Average RevPAR	\$36.75	236	44.7%	\$35.14
Average Brand Contribution	36.66%	198	37.5%	32.8%

TABLE 9**2024 SYSTEMWIDE DAILY ROOM RATE, OCCUPANCY RATE, REVPAR AND BRAND
CONTRIBUTION OF 541 AFFILIATED-OWNED
AND FRANCHISED RED ROOF INNS**

541 Affiliate-Owned and Franchised Red Roof Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Daily Room Rate	\$68.36	245	45.3%	\$65.25
Occupancy Rate	53.8%	249	46.0%	51.9%

541 Affiliate-Owned and Franchised Red Roof Inns	Average Results	No. and % of Inns that Met or Exceed the Average Results		Median Results
Average RevPAR	\$36.80	244	45.1%	\$35.44
Average Brand Contribution	36.87%	201	37.2%	32.9%

TABLE 10

2024 PERFORMANCE AGAINST COMPSET SCALE INDEX

	2024 RevPAR Index	2024 RevPAR Index	2024 RevPAR Index
	Red Roof Inn & Red Roof PLUS+ Inns	Red Roof Plus+ Inns	Red Roof Inns
Affiliate-Owned Inns	98.7	97.1	102.8
Franchised Inns	100.3	107.4	99
Affiliate-Owned and Franchised Inns	100.6	103.9	99.2

NOTES

1. The Average Daily Room Rate is calculated by dividing the total number of room revenue for the Inns by the total number of occupied rooms for the Inns.
2. The Average Occupancy Rate is calculated by dividing the number of occupied rooms in the Inns for the applicable period by the total number of available rooms in the Inns for the same period.
3. RevPAR is the average amount of revenue generated per day from each available room in the Inns and is calculated by multiplying the Average Daily Rate by the Average Occupancy Rate.
4. The Brand Contribution is the percentage of room revenue generated for the Inns, the reservations for which were generated by the Red Roof Inn website, the Red Roof call center, group booking, National Sales, Global Distribution System ("GDS"), third party websites and reservations by RediRewards members booked directly with the Inns. This is calculated by dividing the total room revenue generated by the channels referenced above for the Inns by the total room revenue generated by all occupied rooms at the Inns.
5. Median is defined as the middle value of a sorted list of numbers.
6. Smith Travel Research (STR) is the leading global provider of competitive benchmarking information services and research to the hotel industry. Compset is a group of approximately five hotels that most closely resemble Red Roof Inns. Hotels in a Compset are typically located within the same geographical area, selling similar rates, offering similar amenities and services, and

targeting the same type of guests. STR gathers and reports Compset data allowing hotels to compare performance against a set of similar hotels. The report is usually released every Tuesday and delivered in a digital format weekly, monthly and annually.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.

The Red Roof Inns reflected in this financial performance representation offer services for sale that are substantially similar to the services that you will offer for sale in your Inn. This financial performance representation was compiled using our records and information provided to us by our franchisees. The data has not been audited. Written substantiation for the financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing Red Roof Inn, however, we may provide you with the actual records of that Inn. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Gerrod Bede, General Counsel, Red Roof Franchising, LLC, 7815 Walton Parkway, New Albany, OH 43054, (614) 744-2600, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1
Systemwide Outlet Summary
For Years 2022 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised Outlets	2022	541	546	+5
	2023	546	561	+15
	2024	561	584	+23
Affiliate – Owned Outlets	2022	54	51	-3
	2023	51	45	-6
	2024	45	35	-10
Total Outlets	2022	595	597	+2
	2023	597	606	+9
	2024	606	619	+13