



For Immediate Release

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hihotels Launches New Consumer Website

Stayhihotels.com features redesigned property pages and a more user-friendly design

(ATLANTA, October 14, 2021) – hihotels by Hospitality International, a recognized leader in franchising of conversion and new-build hotels for economy lodging, is pleased to announce the launch of its new consumer website at stayhihotels.com.

Featuring an entirely new look and simplistic design, the site is even more user friendly for guests to find a property and book a stay at any of hihotels' five distinct brands – Red Carpet Inn, Scottish Inns, Master Hosts Inns, Downtowner Inns and Passport Inn.

As part of the search process, hotels are now prioritized based on availability and visitors will enjoy improved mapping, leading to completely redesigned property pages that now include:

- Live “starting at” rates displayed at the top of each page
- ADA-accessible features listed for participating pages
- Sharper property photos

“We think our guests will be very pleased with the all-new look and feel of our consumer website,” said hihotels Director of Operations Gary Gobin. “From an enhanced focus on imagery to a friendlier booking experience, the site is a tremendous source for affordable overnight lodging throughout the country.”

As always, people can also sign up on the site for hihotels' INNcentive Card program, which entitles guests to a 10% discount off regular rates during every stay at a participating hotel. More instant rewards will be added to the program in the coming months.

[hihotels](http://hihotels.com) is attracting more and more hoteliers thanks to its unique franchising model that delivers customized support, advanced technology and overall value. For more information about franchising with hihotels, visit hifranchise.com or contact us at 800-892-8405 or sales@hifranchise.com.

About Hospitality International, Inc.

Hospitality International, Inc. has offered inexpensive franchising alternatives for hotel owners and developers since 1982. Our five distinct economy brands offer franchisees a choice of franchise opportunities to best suit their particular market, geographic area and personal business needs, while delivering customized support, advanced technology and overall value.

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