



For Immediate Release

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hihotels Expands Reach of its Properties Through New Partnership with Getaroom

(ATLANTA, March 30, 2022) – [hihotels by Hospitality International](https://www.hihotels.com), a recognized leader in franchising of conversion and new-build hotels for economy lodging, is pleased to announce a partnership with Getaroom, which offers travelers access to competitive rates via its state-of-the-art hotel and lodging website and toll-free call center.

Featuring five distinct brands – Red Carpet Inn, Scottish Inns, Master Hosts Inns, Downtowner Inns and Passport Inn – hihotels continues to increase its franchisees' presence across distribution channels. As part of the new alignment, Getaroom, a hotel distribution platform within Priceline's strategic partnerships business unit, will provide:

- Strong Distribution: Placing hihotels properties in the right place at the right time
- Incremental Guests: Access to millions of incremental guests through Getaroom's private marketing channels
- True Partnership: The Getaroom team will work with hihotels to support its revenue strategy

"hihotels is thrilled to announce this strategic alliance with Getaroom," said hihotels Director of Operations Gary Gobin. "The opportunity to expand the distribution of our hotels is a top priority. This new relationship will help to bring more visibility to our hotels and offer budget-friendly accommodations to travelers."

"We are excited to enter into this partnership with hihotels by Hospitality International. The opportunity to showcase this new inventory gives our mutual guests new options as they desire to book a more traditional drive vacation, and allows us to spotlight new destinations within the U.S. travel marketplace. hihotels will gain benefit from incremental and unique distribution, enabling us to expand the reach of this valuable inventory," said Tony George, Senior Vice President of Global Sales & Product Development for Getaroom.

hihotels is attracting more and more hoteliers thanks to its unique franchising model that delivers customized support, advanced technology and outstanding 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.

About Getaroom

Getaroom, which is part of Priceline, is a B2B-focused distributor of hotel rooms primarily serving leisure travelers within or traveling to North America. Getaroom's mission is to simplify the complexity and costs of global distribution for hotels and deliver a single supplier solution for partners around the world that desire to offer a hospitality experience to their members, employees or customers.

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