



For Immediate Release

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hihotels by Hospitality International Expands INNcentive Instant Rewards Program to Offer More Value and Savings

(ATLANTA, June 20, 2022) – [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 and improved INNcentive Instant Rewards program. INNcentive members will enjoy greater value when staying at a hihotels brand and now have access to thousands of discounts and special offers from nationally recognized companies.

Featuring five distinct brands – Scottish Inns, Red Carpet Inn, Master Hosts Inns, Downtowner Inns and Passport Inn – hihotels has a unique loyalty program that offers immediate benefits and discounts rather than requiring members to accumulate enough points for a reward.

The perks and deals include:

- 15% room discount during each stay*
- Early check-in**
- Late checkout**
- Access to thousands of discounts and special offers for dining, shopping, entertainment and travel
- Weekly emails with special offers for traveling and everyday activities

*based on availability

**up to 2 hours and based on each hotel's policy and availability

“A major initiative has been to enhance the structure and offers of the INNcentive program to benefit our franchisees. These added perks and discounts will help our hotel owners retain current guests and attract new ones, increase repeat visits and brand loyalty, drive direct bookings to our hotels and allow us to compete more effectively with other brands and OTAs – all without any additional fees to franchisees,” said hihotels President & CEO Chris Guimbellot.

Guests can sign up for the INNcentive Instant Rewards program for free by visiting stayhihotels.com/inncentive-rewards or stopping by the front desk of any hihotels brand location.

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.

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