



For Immediate Release

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## **hihotels Hires Industry Veterans Vic Vescovo and Patrick Cheedie**

Vescovo and Cheedie named Franchise Development and Assurance & Marketing Program Directors

**(ATLANTA, September 21, 2022)** – hihotels by Hospitality International, a recognized leader in franchising of conversion and new build hotels for economy lodging, is thrilled to announce the hirings of industry veterans Vic Vescovo and Patrick Cheedie as Franchise Development and Assurance & Marketing Program Directors.

The duo will help grow hihotels' five distinct brands – Scottish Inns, Red Carpet Inn, Master Hosts Inns, Downtowner Inns and Passport Inn – while also delivering ongoing sales and marketing support and training to franchisees as part of the company's Assurance & Marketing Program (AMP).

Vescovo, who will handle the Midwest region, enjoyed tremendous success developing the Americas Best Value Inn brand during his 11+ years with Vantage Hospitality Group/RLH Corporation. During his tenure, he was a two-time salesman of the year, met or exceeded his quota nine times and signed more than 125 properties. Vescovo also spent time as a Regional VP of Franchise Development with Cobblestone Hotels.

Cheedie, who is taking over the Western region, has more than 30 years of sales and territory management experience, including nine years in the hospitality industry with Wyndham Hotel Group, Choice Hotels International, RLH Corporation and Red Roof Hotels International. He won consecutive Presidents Club Awards with Wyndham after generating sales well over 100% of his quota and was nominated for a similar award while with Choice Hotels.

"Since refocusing our goal of becoming the best choice for economy hotel franchising by launching a new branding identity two year ago, we have enjoyed a tremendous response. I am confident that we have found two franchise development professionals who will continue this momentum, while guiding franchisees to even greater success," said hihotels President & CEO Chris Guimbelot.

For more information about franchising with hihotels, visit [hifranchise.com](http://hifranchise.com) or contact us at 800-892-8405 or [sales@hifranchise.com](mailto: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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