



hihotels Announces Partnership with Hopper Travel App

Agreement will increase visibility of hihotels brands and provide additional revenue opportunities for franchisees

(ATLANTA, May 2, 2023) – [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 Hopper, the world's fastest-growing travel app.

With this new partnership, Hopper will have a direct connection with hihotels' five distinct brands – Scottish Inns, Red Carpet Inn, Master Hosts Inns, Downtowner Inns and Passport Inn. These brands will benefit from Hopper's proprietary suite of fintech products that drive conversion, repeat purchases and profitability. Featuring an award-winning booking experience, Hopper will also help hihotels expand its growing online presence and retain its customer base.

"This strategic alliance with Hopper is yet another way of providing more revenue opportunities and increased exposure for our franchisees," said hihotels Director of Operations Gary Gobin. "Hopper, previously known for its flights business, has rapidly expanded into hotels, homes and rental cars in recent years -- with hotels currently comprising more than half of the company's travel bookings. We like how they are strongly focused on social media marketing, which will improve exposure of our hotels to younger generations who prefer to spend money on experience, rather than higher-priced accommodations."

"At Hopper we strive to provide the best accommodation offerings in the same place that users are booking the rest of their travel," said Lexi Caron, Head of Hotel Marketplace at Hopper. "This partnership brings new direct inventory to the Hopper app, which has been downloaded over 100 million times to date, and helps us deliver on our promise to offer customers the best price, selection and inventory available."

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 opportunities, visit hifranchise.com or contact 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 Hopper

Hopper is the world's fastest-growing travel app, focused on helping customers save money and travel better. The Hopper app has over 100 million downloads and continues to capture market share around the world. By leveraging massive amounts of data and machine learning, the company has developed several unique fintech solutions that address everything from pricing volatility to trip disruptions. Through its B2B initiative, [Hopper Cloud](https://hoppercloud.com), the company is syndicating its travel fintech products and inventory, providing travel companies and companies that aspire to sell travel a differentiated consumer experience and offering. To find out more about Hopper, visit [Hopper.com](https://hopper.com).

###