



Ron Lohnes Returns to hihotels as Franchise Development and Assurance & Marketing Program Director

Industry veteran served similar role from 2004-19

(ATLANTA, June 1, 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 the return of Ron Lohnes as Franchise Development and Assurance & Marketing Program Director for the Southeast Region.

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

Lohnes previously worked for hihotels from 2004-19 as a Director of Franchise Development/Quality Assurance. He ranked as the company's top salesperson five times, demonstrating equal ability to close a deal for a conversion or new construction. Lohnes also specialized in building relationships with franchisees in his region during QA inspections, regular visits or routine phone calls.

"I am thrilled that Ron Lohnes has rejoined the HI team. As one of our all-time most successful sales directors with extensive experience in onsite operations and franchisee support, he is uniquely qualified to help us continue growing in the Southeast and delivering excellent service to our hotels. Welcome back, Ron!" said hihotels President & CEO Chris Guimbellot.

"I might have been away from the company the past few years, but I've definitely noticed hihotels' resurgence in the hospitality industry under Chris. I'm very excited for the opportunity to help continue expanding their brands and guiding franchisees to even greater success," said Lohnes.

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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