



For Immediate Release

hihotels' Southeast Regional Convention: Reaching New Heights Together
Event reinforces franchise-friendly philosophy and introduces new strategies

(ATLANTA, October 24, 2024) – [hihotels by Hospitality International](https://www.hihotels.com), a recognized leader in franchising conversion and new-build hotels for economy lodging, recently held its Southeast Regional Convention in Spring, TX on October 3, 2024. The event, part of a series of regional gatherings, brought together franchisees from Texas and surrounding areas.

“This was a great opportunity to learn about updates for our brands and interact with the hihotels team and fellow franchisees,” said Sunny Patel, Owner of Scottish Inns, Crosby, Texas.

Under the leadership of CEO Chris Guimbellot and key team members, the convention highlighted hihotels' core strategies: Communication, Education, Participation, and Differentiation—all of which are designed to drive the brand and its franchisees to new heights of success in the hospitality industry.

Guimbellot emphasized the importance of taking small, consistent steps to continue to meet the evolving needs of franchisees, the industry, and travelers. “By focusing on these key areas, we're building a stronger, more resilient network of hotels that can better serve our guests and communities,” he stated.

Key initiatives for future growth include:

1. Continuing the successful franchise-friendly philosophy, including new channels of communication
2. Expanding education and training programs to further enhance franchisee support
3. Allocating more funds toward brand marketing, leveraging the company's established infrastructure
4. Growing the franchise development referral program to capitalize on system-wide participation and connections
5. Introducing new programs to recognize and reward excellence in the hihotels system as another way to set hihotels apart from the competition

“Our upcoming initiatives, including a soon-to-be-announced program, will celebrate our brands and further demonstrate our commitment to innovation and franchisee success,” said Guimbellot.

About Hospitality International, Inc.

Since 1982, [hihotels by Hospitality International, Inc.](#) has offered inexpensive franchising alternatives for hotel owners and developers with five distinct economy brands—Scottish Inns, Red Carpet Inn, Master Hosts Inns, Downtowner Inns, and Passport Inn. hihotels offers hoteliers a choice of franchise opportunities to best suit their particular market, geographic area and personal business needs, as well as customized support, advanced technology, and overall value. For franchising information, visit [hifranchise.com](#), call 800-892-8405, email sales@hifranchise.com. You can also follow hihotels on [LinkedIn](#), [Facebook](#), and [X](#).

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