



hihotels launches rewards program for top franchisees

It aims to improve quality, preserve individuality and foster business growth

by Vishnu Rageev R
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hihotels by Hospitality International, a franchiser of economy hotels, rolled out a rewards-based property recognition program, "Best of the Best," on Jan. 20 to highlight top-performing inns, hotels, and suites across the hihotels system. The company is offering incentives, revenue-generating tools and cost-saving opportunities to participating properties.

The program aims to improve quality while preserving each property's individuality and fostering business growth, hihotels said in a statement.

"We're empowering our properties to be the best they can be," said Chris Guimbellot, hihotels' president and CEO. "Our franchisees value the flexibility to determine what works best for their properties, tailored to their customer base and market, rather than being bound by mandates."



Chris Guimbellot

The five brands under hihotels are Scottish Inns, Red Carpet Inn, Master Hosts Inns, Downtowner Inns and Passport Inn. Best of the Best-certified properties gain increased visibility across hihotels' booking channels, expanded marketing, higher co-op funds, exclusive vendor discounts and personalized support to capitalize on business opportunities.

To qualify, hotels must meet quality standards in key service and operational areas, starting with an "A" on their QA score, participation in all CRS channels and support for the loyalty program, the statement said. They must also fulfill various "a la carte" requirements, including training courses and FF&E enhancements.

The program offers both virtual and in-person assessment options to suit each hotel's needs. "With the Best of the Best program, we're not just recognizing excellence; we're investing in it," said Guimbellot.