



FOR IMMEDIATE RELEASE

GreenTree Inns Launch Progressive Hotel Loyalty Program

GiveBack Rewards gives guests cash-back for each stay



SCOTTSDALE, AZ: - June 27, 2017 - GreenTree Hospitality Group, Inc., the 14th largest hotel brand globally, with over 2600 hotels worldwide, is proud to announce the launch of its hotel loyalty program in the United States, GreenTree *GiveBack Rewards*.

GreenTree Inn is offering a different approach to its rewards program. Guests can join and immediately receive exclusive benefits associated with the GreenTree GiveBack Rewards program.

“With the abundance of loyalty programs available to hotel guests, GreenTree Inn wanted to offer something unique, meaningful and useful to its guests while providing a way to differentiate itself within the marketplace. With a pay-to-play model, guests will receive cash-back at the end of each year. Additional benefits include special member only rates and waived hotel service fees; which is an added incentive for our guests,” shared Amanda Saye, marketing manager.

GREENTREE GIVEBACK REWARDS member benefits include:

- *Special ‘member-only’ rates*
- *Year-end rebate (3% cash-back, 3% charitable donation or 5% GreenTree voucher)*
- *Member-only offers*
- *Waived hotel service fees*
- *Complimentary room upgrades*
- *Early check-in / late check-out*
- *Mobile-app access & more*



Saye further commented, “In polling our hotel guests and staff to see what was most important, we quickly learned cash-back rewards was overwhelmingly at the top of their list. We incorporated cash-back as well as other on-site perks including member-only rates and offers in order to create a true sense of belonging, and membership feeling. We realize the importance of repeat guests and look forward to being able to provide a rewards program that truly sets us apart from other hotel brands.”

GreenTree Inn is making it easier for guests to take advantage of the unique rewards and benefits associated in its exclusive loyalty program. Guests can register for GreenTree GiveBack Rewards at each property or online at www.greentreegivebackrewards.com.

About GreenTree

GreenTree Hospitality Group, Inc. is a leading hotel owner, operator and franchisor with over 2600 hotels worldwide. As the 14th largest hotel brand globally, its GreenTree Inn hotels are trusted by corporate and leisure travelers seeking a quality product that boasts of consistent quality guest rooms and public areas.

GreenTree Inn is a growing select-service hotel brand and prides itself on delivering an affordable lodging experience to its guests. Learn more about GreenTree Inn and GreenTree Hospitality Group by visiting us at www.greentreeinn.com or contact us at info@greentreeinn.com.

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