



**FOR IMMEDIATE RELEASE**

## **HSMAI Arizona Recognizes Bleu Petty as General Manager of the Year**

*Bleu Petty, general manager at GreenTree Inn & Suites Phoenix Sky Harbor has been recognized by HSMAI Arizona for her commitment to both the industry and the community*

**SCOTTSDALE, AZ—January 17, 2018** – The [Hospitality Sales & Marketing Association International](#) (HSMAI) Arizona Chapter recently held its annual awards gala at The Scott Resort & Spa in Scottsdale, Arizona. Each year the organization recognizes members for outstanding service and commitment. This year, Bleu Petty, general manager of GreenTree Inn & Suites Phoenix Sky Harbor, was honored as this year’s General Manager of the Year.

The General Manager of the Year Award is presented to an individual who has contributed to the community as a leader in the industry.

“Bleu continues to climb to new heights in hospitality as she continues to work her way up the ladder. She’s held previous positions at the Holiday Inn Chandler, Hotel Indigo and more, with over 15 years of hospitality experience. Petty landed at her current company, GreenTree Inn & Suites, as a Projects Manager and is now part of launching a new hotel brand here in the U.S. She was named General Manager nearly 2 years ago, and helped oversee a brand takeover and renovations at her current property,” shared Erik Dorr, President HSMAI Arizona.

Dorr continued, “GreenTree Inn & Suites Phoenix Sky Harbor also hosted HSMAI’s August education program for Total Hotel Revenue Management. Bleu always goes above and beyond for her guests, groups and staff no matter how busy she is. Her ability to wear many hats is the reason why this hotel continues to climb in TripAdvisor Customer Satisfaction scores, increasing 54% year-over-year, bringing her property to #21 in the Phoenix market. She has set the example of a proto typical general manager within her organization as they continue to bring on additional hotels.

Bleu Petty stated “I was honored to be recognized as this years General Manager of the Year by HSMAI. I’m committed to the success of both the organization and my property; ensuring its brand image continues to excel and win awards, such as the TripAdvisor Certificate Excellence.

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### **ABOUT HSMAI**

Hospitality Sales & Marketing Association International (HSMAI) is a global organization of sales and marketing professionals representing all segments of the hospitality industry. Founded in 1927, HSMAI is comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI’s mission is to “grow business for hotels and their partners by fueling sales, inspiring marketing and optimizing revenue”. The 250 member [Arizona Chapter](#) was established in 1968 and is the second largest chapter in the U.S. HSMAI has been honored with numerous international and local awards and was recently recognized as the 2015-16 Chapter of the Year. The



chapter offers members a variety of benefits including monthly education programs targeted specifically to sales and marketing and revenue management professionals, a variety of networking and fundraising events and community service volunteer opportunities.

**ABOUT GreenTree Inn**

GreenTree Inn, a US based limited service brand dedicated to providing quality hotels in Arizona and California. GreenTree Inn is committed to practices and programs that pay respect to, and lessen our footprint on, our changing environment. Learn more about GreenTree Inn by visiting our website [www.greentreeinn.com](http://www.greentreeinn.com).

**ABOUT GreenTree Hospitality Group, Inc.**

GreenTree Hospitality Group, Inc. is a leading hotel owner, operator and franchisor with over 2600 hotels worldwide. As the 14<sup>th</sup> largest hotel brand globally, its GreenTree Inn hotels are trusted by corporate and leisure travelers seeking 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](http://www.greentreeinn.com) or contact us at [info@greentreeinn.com](mailto:info@greentreeinn.com).

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