

## **Alhambra Inn Rebrands as GreenTree Inn & Suites Alhambra**

*GreenTree Inn opens its third franchise property in the United States; rebranding Alhambra Inn as GreenTree Inn & Suites Alhambra*



**Scottsdale, AZ–November 14, 2017**–GreenTree Hospitality Group, Inc., the 14<sup>th</sup> largest hotel brand globally, with over 2,600 hotels worldwide, is pleased to announce its third U.S. franchise property and eighth GreenTree Inn hotel, is now open in Alhambra, California. Formerly the Alhambra Inn, has now rebranded and converted as GreenTree Inn & Suites Alhambra.

Officially opening its doors as part of the GreenTree Inn family on October 24, 2017, GreenTree Inn & Suites Alhambra is located at 2499 West Main Street. Guests can enjoy access to a variety of dining

and retail options in addition to popular nearby venues, including Staples Center, Dodger Stadium, Walt Disney Concert Hall, Rose Bowl Stadium and TCL Chinese Theater. Standard amenities include an in-room mini-fridge, coffee maker and HDTV, in addition to a hot breakfast, outdoor pool, and more. The newly remodeled, 59-room property is independently owned and operated by Mei-Fu, Inc.

The GreenTree Inn brand was attractive to Mei-Fu CEO, Eva Ku, who recognized GreenTree's owner-centric mindset and its commitment to providing an affordable franchise model.

"We are very excited to begin this new chapter with the GreenTree Inn and GreenTree Hospitality Group team. It was important that we aligned ourselves with a brand that has established itself as an owner and operator, specifically as it relates to the Chinese market with its Asia operation," commented Ku, CEO for Mei-Fu Inc.

Ku continued, "The GreenTree Inn team has been very easy to work with. They have provided us with invaluable support, infrastructure and programs, in addition to the hands-on training and systems enjoyed by other GreenTree Inn hotels. As we continue the integration process we look forward to welcoming guests to our property."

"We are pleased to announce our third franchisee relationship in the past month. We are excited to be working with this dedicated ownership group and team to bring the GreenTree experience to our first California-based franchise and second California GreenTree Inn location," shared Kevin Brooks, managing director, GreenTree Hospitality Group.



"It is with pleasure that our GreenTree Inn management welcomes the team of Mei-Fu and looks forward to working with their team, increasing business at the hotel and continuing a high level of guest satisfaction. They, like the two prior franchisees, represent the best of what we continue to seek in new franchise owners to help us build the GreenTree Inn brand in the United States," continued Brooks.

GreenTree Inn & Suites Alhambra is the second GreenTree California property, alongside its sister hotel, GreenTree Pasadena Inn. It is the goal of GreenTree Hospitality Group to continue to expand in the San Gabriel Valley and other areas of southern California with quality ownership groups.

GreenTree Inn & Suites Alhambra follows the announcements of the first two GreenTree franchisees in Prescott Valley and Mesa, Arizona; both which also opened in October 2017. GreenTree Inn has made growth a priority in 2017 and 2018 and intends to continue to add quality properties to its branded portfolio.

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### **ABOUT GreenTree Inn**

The GreenTree Inn and GreenTree Inn & Suites hotels are trusted by corporate and leisure travelers seeking reliable, modern guestrooms and lounge areas. The value-brand creates exceptional guest experiences, offering a unique rewards program and minimizing its impact on the environment. Learn more about GreenTree Inn by visiting, [www.greentreeinn.com](http://www.greentreeinn.com).

### **ABOUT GreenTree Hospitality Group, Inc.**

GreenTree Hospitality Group, Inc., is a leading select-service owner, operator and franchisor with nearly 2600 hotels in operation. Founded in 2004, its flagship brand, GreenTree Inn, serves the market globally in the economy to mid-scale segments. With the brand's recent expansion to the U.S. market, GreenTree Inn is aggressively growing its portfolio through acquisition and franchise development, offering a low cost, high value model; leading its hotels to greater performance and bottom-line results. For more information, visit [www.greentreeinn.com](http://www.greentreeinn.com).

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