

Fairfield Inn & Suites Rebrands as GreenTree Inn & Suites Mesa

GreenTree Inn opens its second franchise property in the United States; rebranding the Fairfield Inn & Suites as GreenTree Inn & Suites Mesa



Scottsdale, AZ– October 31, 2017 – GreenTree Hospitality Group, Inc., the 14th largest hotel brand globally, with over 2,600 hotels worldwide, is continuing to grow strategically by opening its second U.S. franchise property this month, making this its seventh GreenTree property. The former Fairfield Inn & Suites has rebranded as a GreenTree Inn property. The 64-room property located in Mesa, Arizona, officially opened its doors on October 19, 2017, as part of the GreenTree Inn family.

GreenTree Inn & Suites Mesa, formerly Fairfield Inn & Suites, serves both the transient and business travelers, catering to its guests with convenient amenities including hot breakfast, high-speed Wi-Fi, in-room mini-fridge, microwave & Keurig[®] coffee maker, outdoor pool, business center and more. GreenTree Inn & Suites Mesa joins GreenTree as its second franchised property, following the recently announced Prescott Valley, Arizona property, which opened earlier this month.

Kalisha LLC is the second GreenTree Inn franchisee in the United States. Kalisha has converted the former Fairfield Inn & Suites to GreenTree Inn & Suites Mesa. Kalisha evaluated several options when considering their next franchise opportunity and identified GreenTree Inn as the best fit for their growing needs throughout the Greater Phoenix region.

GreenTree Inn & Suites Mesa is located close to the **Mesa Convention Center**, host to a large variety of events catering to several interests. While staying at GreenTree Inn & Suites Mesa, travelers can enjoy shopping at the Fiesta Mall Shopping Center or local culture at the Mesa Arts Center, the largest performing, visual and educational arts center in Arizona, in addition to the Arizona Museum of Natural History, all located nearby.

"It's with great pride that we announce our relationship with Kalisha LLC. We are excited to be working with this professional ownership group and onsite staff to bring the GreenTree experience to the sixth Arizona location. The hotel is located close to many area attractions as well as Mesa Community College and Banner Desert Hospital," shared Kevin Brooks, managing director, GreenTree Hospitality Group. "It's been a pleasure working with the team at Kalisha. They represent the best of what we continue to seek in new franchise owners to help us build the GreenTree Inn brand," continued Brooks.



"We look forward to our continued partnership with GreenTree Hospitality Group as we grow GreenTree Inn & Suites Mesa. Having the backing of a new, up and coming brand like GreenTree Inn will help us grow our presence in Mesa while providing our guests with some of the unique offerings and programs including the GiveBack Rewards loyalty program. We are very excited to begin this new chapter as one of the first U.S. franchisees for GreenTree Inn. We intend to help GreenTree Inn grow in the US and we look forward to many more opportunities in the very near future," shared Dipesh Patel.

Patel further shared, "The GreenTree Inn team has been exceptional to work with. They have already provided our team with incredible support, infrastructure and programs, in addition to the hands-on training and systems enjoyed by other GreenTree Inn properties."

#

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.

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.

Media Contact

Amanda Saye, Director of Marketing
GreenTree Hospitality Group, Inc.
amanda.saye@greentreeinn.com