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The AmericInn of Germantown, Wisconsin Receives Marketing Success Award at Franchise Convention

Chanhassen, MN (May 10, 2007) – The AmericInn of Germantown, Wisconsin received the prestigious Marketing Success Award at the 2007 AmericInn Convention. The 13th annual conference began April 29, 2007 and was held at the Crowne Plaza Riverfront and Roy Wilkins Auditorium in St. Paul, Minnesota. The three-day event drew more than 670 attendees who discovered “The Promise to Delight & The Power to Deliver”.

The Marketing Success Award is given to the AmericInn location that has achieved significant success in marketing the AmericInn product in its marketplace. The award recognizes a commitment to the marketing and sales process through continued involvement with the local community, public relations and creativity in the development of advertising packages or events. The Marketing Success Award recognizes the franchise owner and marketing team members for their commitment to the AmericInn brand. General Manager, Rich Hatton accepted the award on behalf of the entire staff at the Germantown AmericInn.

Since opening in 1997, the AmericInn of Germantown has demonstrated ongoing expertise in creating and implementing successful marketing plans. “The owners, management and staff of the Germantown AmericInn represent the highest commitment to excellence within our chain and within the hospitality industry,” said Arnold Angeloni, CEO of AmericInn International, LLC. This hotel has executed a well rounded marketing plan which has lead to a revenue increase of 34 percent over the past year. “The AmericInn of Germantown is truly performing at the top of their game and I congratulate them on their hard work and dedication,” adds Angeloni.

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The AmericInn of Germantown offers something for guests to really warm up to – a quiet room to relax and recharge. Quiet because every room is built with AmericInn SoundGuard™ construction, scientifically proven to provide a more peaceful night. Add this to other amenities like high speed internet access, an inviting lobby, a tempting pool and free hot breakfast and it's easy to see that AmericInn isn't just a place to stay, but a haven from the world. For reservations at AmericInn destinations, visit the AmericInn website at www.americinn.com or call 800-634-3444.

The AmericInn brand is one of the fastest growing limited service lodging chains in the United States with 230 locations currently open or under development. AmericInn competes across the mid-scale without food and beverage segments and is dedicated to the concept of providing the best lodging value for its guests.

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