

## ***Stash Now the Fastest-Growing Hotel Loyalty Program in America***

*Proven Value for Independent Hotels Propels Network Growth*

Palo Alto, CA (May 5, 2011) -- Since launching less than a year ago, [Stash Hotel Rewards](#) has more than doubled in size, becoming the fastest-growing hotel loyalty program in the United States. Stash grew 125% to 146 hotels over the past 11 months, outpacing all major hotel loyalty programs in the country. Driving this remarkable growth is the proven success [Stash partner hotels](#) have seen to-date.

“Stash appears to be approaching orbital velocity,” said Dr. Bill Carroll, a faculty member at the Cornell School of Hotel Administration and an advisor to Stash. “Stash arms independent hotels with a smart, critical marketing tool that helps them compete with chain hotels, without becoming a chain hotel,” Carroll said. With Stash, independent hotels offer their guests points that can be redeemed for free nights at a broad network of distinctive, independent hotels across North America.

Hoteliers at participating properties credit Stash with driving occupancy, increasing rate, and filling more rooms with meetings and group business. News of Stash’s impact is spreading among the independent hotel community, further fueling the program’s rate of growth. Since the start of 2011, an average of 10 hotels has joined Stash each month.

### ***The Independent’s Secret Weapon***

“Within the first couple of months, we could see it working,” said John Moser, Chief Brand & Marketing Officer at Denihan Hospitality Group. Six of Denihan’s Affinia hotels participate in Stash. “We saw Stash members booking a higher rate, more than 10% above the average.” Denihan also credits Stash with introducing travelers to their hotels. “In 6 months we saw over \$500,000 in new business coming from the Stash website, guests who never stayed with us before,” said Moser.

Kelly Cox, Director of Revenue Management at Denver’s Hotel Teatro, is another proponent of the program. Cox noted that Stash helped Hotel Teatro attract more business travelers and compete directly with Denver’s chain hotels for group and meeting business, where points often play a role in the negotiation. “Stash has become our secret weapon,” Cox said. “For every \$1 we invest in Stash, we put \$13 back into our pocket.”

### ***Only the Most Loved***

Even during a period of such remarkable growth, Stash continues to be highly selective of potential partners, with a unique focus on guest satisfaction. Over the last year, Stash has turned away more than 400 hotels interested in joining the program, ultimately accepting just 17% of interested properties. The result: a curated network of upscale resorts, landmark hotels, rustic inns, and distinctive business-class properties that represent some of the country’s most-loved hotels. The measure of that love? Stash partner hotels have an average recommend rating of 84% on TripAdvisor, the highest rating among any major hotel loyalty program in North America.

Recently-added Stash partners include:

Ayres Boutique Suites Ontario Airport, *Ontario, CA*  
Ayres Hotel - Hawthorne/Manhattan Beach/LAX, *Hawthorne, CA*  
Ayres Hotel - Laguna Woods, *Laguna Woods, CA*  
Ayres Hotel & Spa Mission Viejo, *Mission Viejo, CA*  
Ayres Hotel & Spa Moreno Valle, *Moreno Valley, CA*

Ayres Hotel & Suites Costa Mesa-Newport Beach, *Costa Mesa, CA*  
Ayres Hotel & Suites Ontario Convention Center, *Ontario, CA*  
Ayres Hotel Chino Hills, *Chino Hills, CA*  
Ayres Hotel Redlands, *Redlands, CA*

Ayres Hotel Seal Beach, *Seal Beach, CA*  
Ayres Hotel-Anaheim, *Anaheim, CA*  
Ayres Inn & Suites Ontario Mills Mall, *Ontario, CA*  
Ayres Inn Alpine, *Alpine, CA*  
Ayres Inn Corona East, *Corona, CA*  
Ayres Inn Orange, *Orange, CA*  
Ayres Suites Corona West, *Corona, CA*  
Ayres Suites Diamond Bar, *Diamond Bar, CA*  
Ayres Suites Mission Viejo, *Mission Viejo, CA*  
Ayres Suites Ontario Mills Mall, *Ontario, CA*  
Ayres Suites Yorba Linda, *Yorba Linda, CA*  
Cranwell Resort, Spa, and Golf Club, *Lenox, MA*  
Genesee Grande Hotel, *Syracuse, NY*  
Grande Bay Resort, St. John, *U.S. Virgin Islands*  
Hotel 43, *Boise, ID*  
Hotel Felix. *Chicago, IL*  
Hotel Sierra Charlotte Center City, *Charlotte, NC*  
Hotel Sierra King of Prussia, *King of Prussia, PA*  
Hotel Sierra Merrifield, *Merrifield, VA*

Hotel Sierra San Jose - Silicon Valley, *San Jose, CA*  
Hotel Skyler, *Syracuse, NY*  
Hotel Valley Ho, *Scottsdale, AZ*  
Inn at Great Neck, *Great Neck, NY*  
Le Montrose Suite Hotel, *West Hollywood, CA*  
Le Parc Suite Hotel, *West Hollywood, CA*  
Monterey Plaza Hotel & Spa, *Monterey, CA*  
Parkview Hotel, *Syracuse, NY*  
River Terrace Inn, *Napa, CA*  
Riverside Hotel, *Fort Lauderdale, FL*  
Royal Sonesta Hotel Boston, *Cambridge, MA*  
Seaport Boston Hotel, *Boston, MA*  
The Palms Hotel & Spa, *Miami Beach, FL*  
The Swag, *Waynesville, NC*  
The Talbott Hotel, *Chicago, IL*  
Tower 23, *San Diego, CA*  
Tremont Plaza Hotel, *Baltimore, MD*  
Viana Hotel and Spa, *Westbury, N*

For hotels interested in partnering with Stash, please contact [partner@stashrewards.com](mailto:partner@stashrewards.com).

**About Stash Hotel Rewards:**

Stash Hotel Rewards, the break-through loyalty program for independent hotels, frees travelers from the uninspired offerings of existing hotel reward programs by making it as easy to earn free nights at an amazing hotel as it is a so-so one. Members earn 5 points per dollar spent on their hotel room, resulting in a free night in as little as 5 typical stays. And Stash points can be redeemed without blackout dates, point expirations, or annoying category restrictions found in many chain programs. Travelers can easily sign up for a free account at [www.stashrewards.com](http://www.stashrewards.com).

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