

Hotelier Testimonials



In 6 months we saw over \$500,000 in new business coming from the Stash website, and we saw Stash members booking more than 10% above the average ADR.

John Moser, Chief Brand & Marketing Officer, Denihan Hospitality Group

Points drive business. Not giving points has been a drawback for independent hotels. We can now compete head to head.

Yogi Hutsen, CEO, Coastal Hotel Group

Stash has 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. For every \$1 we invest in Stash, we put \$13 back into our pocket.

Kelly Cox, Director of Revenue Management, Hotel Teatro

Stash puts a whole new audience in play, especially those road warriors for whom loyalty points are a way of life.

Scott Grigevich, Director of Sales and Marketing, The Lenox Hotel

Stash did something that we've all been talking about, trying to figure out for years. They connected independent hotels with a points program. It's genius.

Lisa Koester, Director of Sales and Marketing, Napa River Inn

Stash's flexibility, low cost, and minimal commitment are appealing. The overriding issue with the chain programs is cost.

Brigitte Breitenbach, Co-Owner, The Iron Horse Hotel

For over a decade we have searched for a program that would allow us to reward our guests in a manner consistent with their needs, and Stash Hotel Rewards is exactly the program we've been seeking.

Eric Rosenbaum, Vice President, Sierra Lodging, Inc.

Stash Hotel Rewards offers a smart, critical marketing solution for small chains and independent hotels.

Dr. Bill Carroll, Cornell School of Hotel Administration

Press Testimonials



Travelers who prefer boutique hotels to big cookie-cutter brands have long faced a trade-off. While often more charming and memorable than your typical chain hotels, most independent hotels don't offer loyalty programs. Not anymore.

The New York Times

Stash has created a network of boutique properties where you can earn points for free nights. Now that's something we can all use more of.

Travel + Leisure

As a road warrior, I certainly understand the concept of this program: offer high quality, unique service to a population of people who are sick of cookie cutter hotels and also give them the power of earning points that can be used for a show-stopping personal vacation.

The Points Guy

Hotel loyalty programs is a buzzy-buzz topic nowadays, and one that's setting itself apart from the Marriott and Hyatt pack is Stash Hotel Rewards. What makes Stash stand out is that you're able to stay in a one-of-a-kind hotel that's more in tune with the area you're visiting, rather than a cookie-cutter property that you'd find in any city. Plus, it's always nice to throw money toward an independent business rather than some big conglomerate.

Hotel Chatter

Stash allows for greater flexibility than traditional hotel frequent-guest programs. Individual travelers are drawn to the ease of redemption (no blackout dates), while hoteliers are attracted to the dynamic pricing on the redemption side, allowing them to manage what rooms can be paid for in points just as they would manage any other channel.

Hotel News Now

It's clearly an idea that frequent travelers who want to escape the cookie cutter hotels are sure to embrace.

Everett Potter's Travel Report