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Staypineapple Joins Hospitality Industry's "Buy One, Give One" Campaign To Help Jumpstart Travel And Provide a Thank You To Healthcare Workers

New "Vacay Layaway" offer incentivizes travelers to purchase gift certificates for future hotel stays while giving back to frontline healthcare professionals

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To help jumpstart leisure travel, Staypineapple has united with other members of the hospitality industry to participate in BuyOneGiveOneStay.com a "vacay layaway" program designed to generate immediate revenue for hotels, while simultaneously providing a "thank you" to healthcare workers who have been tirelessly working on the front lines.

Available at Staypineapple.com and BuyOneGiveOneStay.com through June 30, 2020, Staypineapple's Buy One, Give One offer has three ways for you to save on future stays and pay it forward!

Spend \$180 and receive a \$200 gift certificate = We donate 1 room night

Spend \$350 and receive a \$400 gift certificate plus 2 fluffy signature Staypineapple bath sheets = We donate 2 room nights.

Spend \$850 and receive a \$1000 gift certificate plus 1 full set of fluffy signature Staypineapple towels (2 bath sheets, 2 hand towels, 2 washcloths, 1 bathmat) = We donate 5 room nights.

All donated rooms will go to the American Nurses Association. These donated room nights will be distributed to medical professionals who can use them toward future leisure stays so they can truly enjoy time with their loved ones.



"We wanted to give those who have a passion for travel a way to buy something that they can look forward to and at the same time provide the well-deserved recognition and reward to the nurses who are sacrificing so much", stated Sharon Andrade, Executive Vice President of Sales for Staypineapple.

"Our industry has been hit hard by this pandemic. We wanted to give those who have a passion for travel a way to buy something that they can look forward to and at the same time provide the well-deserved recognition and reward to the nurses who are sacrificing so much to take care of those in need", stated Sharon Andrade, Executive Vice President of Sales for Staypineapple.

Staypineapple partnered with MMGY Global, the largest integrated marketing company specializing in the travel, tourism and hospitality industry, and the Hospitality Sales & Marketing Association International (HSMIAI) who spearheaded the program's creation and launch effort.

Hospitality has been one of the industries most impacted by the coronavirus pandemic with 70% of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to data released by the American Hotel & Lodging Association (AHLA).

For more information or to book Staypineapple's Buy One, Give One offer, visit Staypineapple.com or call 866.866.7977. To learn more about the overall Buy One, Give One program, please visit <http://www.BuyOneGiveOneStay.com> and follow on Facebook and Instagram.

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Buy One, Give One Stay
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About Staypineapple

Based in the Pacific Northwest, Staypineapple represents a brand of ten privately owned and managed hotels in New York, Chicago, San Francisco, Boston, Seattle, Portland, and San Diego. Focused on thoughtful service and design with an uncanny knack for anticipating needs, the brand wholeheartedly embraces the pineapple's symbol of hospitality and joy. For more information, visit <http://www.staypineapple.com>

About HSMIAI

The Hospitality Sales and Marketing Association International (HSMIAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Adrian Awards, HSMIAI ROC, Marketing Strategy Conference, and Sales Leader Forum. Founded in 1927, HSMIAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIAI at hsmiaI.org, HSMIAI Facebook, HSMIAI Twitter, and HSMIAI YouTube.

About MMGY Global

With more than 38 years of experience, MMGY Global is the world's largest and most integrated global marketing firm, specializing in the travel, hospitality, and entertainment industries. With nine operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the global travel industry, MMGY Global strives to create a connected, inclusive, and peaceful world by promoting travel as a cultural bridge of understanding. For more information, visit <http://www.mmgycglobal.com>.

About American Nurses Association

The American Nurses Association (ANA) is the premier organization representing the interests of the nation's 4 million registered nurses. ANA is at the forefront of improving the quality of health care for all. Founded in 1896, and with members in all 50 states and U.S. territories, ANA is the strongest voice for the profession.

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