

The International Franchise Association names Choice Hotels Franchisee Sam Patel 2024 Franchisee of the Year

Sam Patel, a Choice Hotels International franchisee and a founding partner at Kisna Hospitality has been named a 2024 Franchisee of the Year by the International Franchise Association.


The award recognizes leading franchise owners from IFA member brands whose outstanding performance and contributions help protect, enhance, and promote the franchise business model.

As a leader at Kisna Hospitality, Sam has developed a diverse portfolio of properties, including two award-winning Choice branded Comfort hotels in the Knoxville market, Comfort Inn Powell - Knoxville North and Comfort Suites Knoxville West - Farragut.

These properties have consistently excelled under his stewardship, earning over 40 Choice Platinum or Gold Awards that recognize his dedication to delivering exceptional guest experiences.

Sam has also been an active and dedicated member of the Choice Hotels Owners Council (CHOC) for over 20 years. His service in various leadership roles, including Chairman, has been marked by his passion and commitment to supporting fellow franchisees, including during challenging periods such as the COVID-19 pandemic. He has also represented Choice franchisees at local and national levels through legislative fly-ins.

Congratulations to Sam Patel!

Additional assets available online:  [Photos \(2\)](#)

<https://stage.mediaroom.com/choicehotels/2025-02-12-The-International-Franchise-Association-names-Choice-Hotels-Franchisee-Sam-Patel-2024-Franchisee-of-the-Year>